

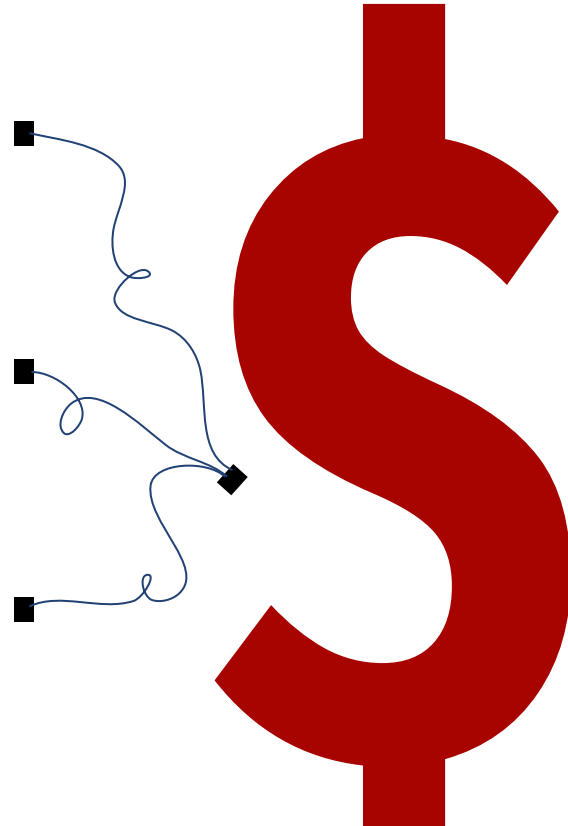


Certified **Crucial**

Podcast Community Monetization

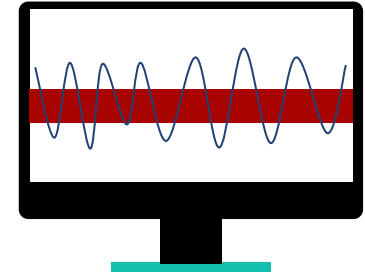
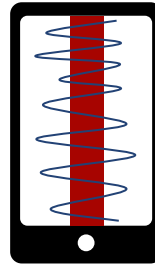
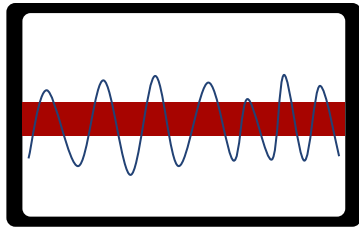
How Podcasters Make Money

- 1. Ads/Sponsorships**
Requires listenership threshold, takes time to build listeners.
- 2. Gated Content & Events**
Allows access to exclusive content and community. Long time commitment for consumer.
- 3. Live Events & Merch**
Intimate setting with people who have already invested in you. Rapid time to value for monetization.





The Power of Your Audience



83%

Podcasters > Celebrities

83% of podcast listeners trust podcast hosts more than celebrities

2.8x

Podcasters > Influencers

Consumers are 2.8x more likely to trust podcasts than social media

More Viewers

Podcasters > Netflix

There are more weekly podcast listeners in the US than Netflix subscribers.

Podcast Listener and Vinyl Consumer Shared Interests



Audio Appreciation



Formats aside, a deep appreciation for quality audio is shared.

Independent Culture



Both audiences have a tendency to seek out unique and non-mainstream content.

Engaged Listeners



Both activities demand the listener's attention to fully appreciate the content.

Collector Appeal



With such engaged listeners in a content driven world, exclusive access is in high demand.

Connection to Community



Ownership of merch fosters a sense of shared belonging and ambassadorship

Creator Support



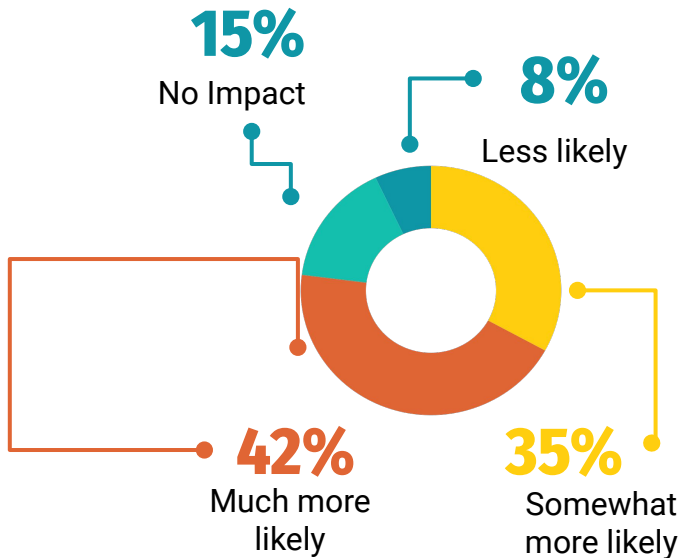
Whether it's indie music or an indie podcasts, fans want to show support for the creatives they enjoy. .



It's More Than An Audio Experience

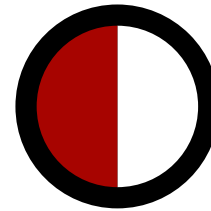
Vinyl's appeal lies in the perceived authenticity of the sound as well as its packaging. Consumers of vinyl are buying for nostalgia, collectables and genuine support of the creative.

Impact of design on consumer likelihood to buy



Number of vinyl consumers who own a record player

50%



Only half of U.S. Vinyl buyers own a record player.



Why Podcast on Vinyl?

Vinyl has made a strong resurgence with an overlap in podcast listener age. Research suggests current vinyl consumers are committed to the format and new buyers are proving to have strong demand for the physical product.

Vinyl Commitment Scale

Average Podcast Listener Age:

12-34

Average Vinyl Consumer Age:

25-34

7 - I am committed to the format and see myself continuing to buy vinyl for years to come

6

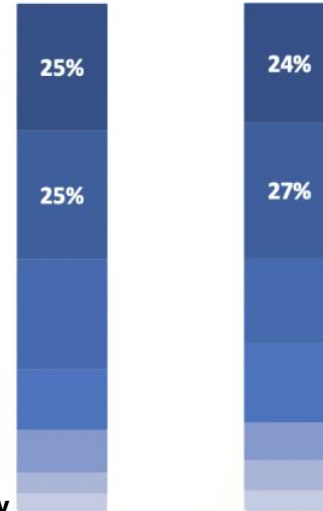
5

4

3

2

1 - I am simply curious about vinyl or buy it casually



Total active buyers

New Buyers

Pre-Order Power

Launch Pre-Order Sales

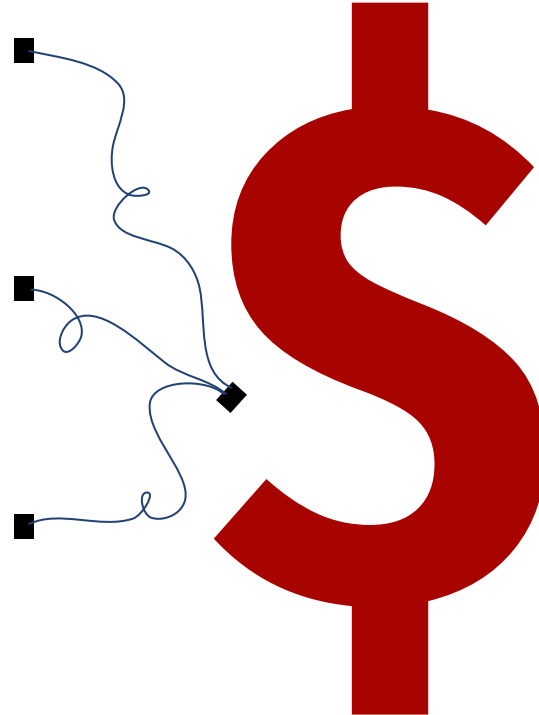
Generate initial interest and excitement, ensuring that your loyal audience is ready to purchase as soon as the cart opens.

Achieve Minimum Order Quantity

Allows access to exclusive content and community. Long time commitment for consumer.

Collect Payment

Intimate setting with people who have already invested in you. Rapid time to value for monetization.





How We Get Your Podcast On Vinyl



Audio Files

Provide us with access to the .wav or .mp3 of your audio.

Mastering

Our audio engineers then master the audio to meet vinyl quality expectations.

Vinyl Press

The mastered audio file is sent to our vinyl press.

Testing

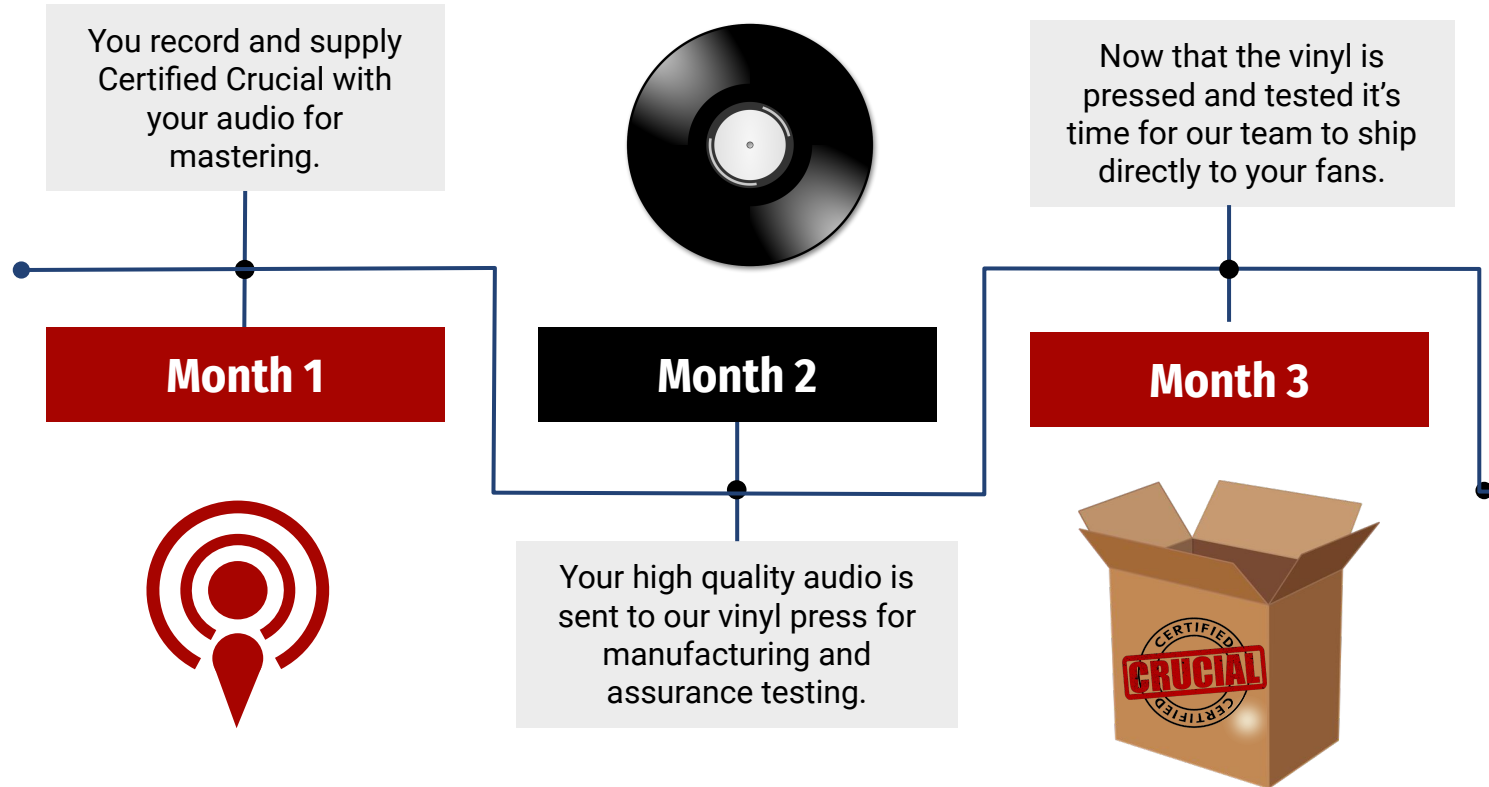
Our expert team takes pride in our assurance testing which ensures clients a high quality product.

Shipping

We take away the hassle of shipping from you and offer shipping directly to your fans.



Timelines and Expectations





Certified **Crucial**

Podcast Community Monetization