Twitter Thread by Pieter Levels ■



Pieter Levels ■
@levelsio

Joe Rogan's podcast is now is listened to 1.5+ billion times per year at around $50-100M/year revenue.

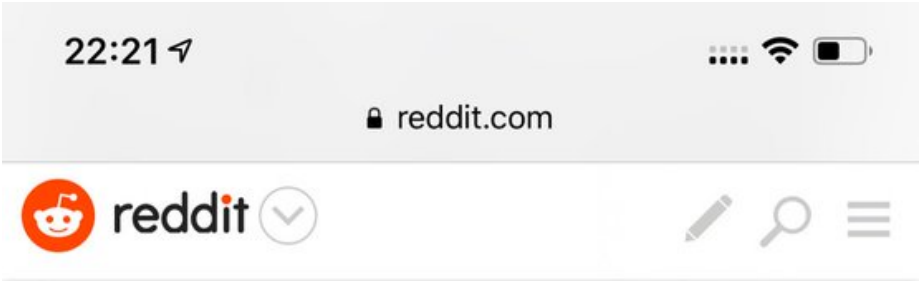
Independent and 100% owned by Joe, no networks, no middle men and a 100M+ people audience.

■

https://t.co/RywAiBxA3s

Joe is the #1 / #2 podcast (depends per week) of all podcasts https://t.co/n0AeNf5KiI

120 million plays per month source https://t.co/k7L1LfDdcM



ClockNineThirty · 61d

I just remembered that Jordan Peterson talked about Joe having a platform of over 1 billion per year. He said he had 120 million downloads per month. Jordan said that in July this year. Joe had done 150 podcasts in the previous 12 months. That is an average of 9.6m per episode.

Some episodes are going to skew high like Elon Musk and Jamie Foxx.

I listen to about 1 in 5 episodes.

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Mariko2000 · 61d

Doesn't that assume that every download is a different person?

1

ClockNineThirty · 61d

I'm assuming that most people download the audio podcast once. How many times do you routinely download an audio podcast more than once?

Also, I imagine that podcast platforms like iTunes can give accurate data about unique downloads.

1

Mariko2000 · 61d

> I'm assuming that most people download the audio podcast once.

So we are talking about only a single podcast here?

1

MidWestMind · 62d

I can see 30 million being a high estimated round number.

https://t.co/aGcYnVDpMu

22:23

reddit.com

reddit

elroytouchbutt · 34d

In January 2015 there were 11 million unique downloads of the podcast per month. In October 2015 there were 16m. In Feb 2017 there were 30m. So assuming the podcast hasn't grown in the last year+, let's say 30 million listeners per month.

CPM(cost per thousand listeners) of podcast ads from the main podcast advertising agency(midroll) averages $20-40 per minute ad. Lets say Joe only gets $20 per minute ad. He does 3 normally of roughly 2 minutes each. Lets say he only charges for 2 and only for one minute ads at the lowest rate possible.

30m is 30,000 x 1000. 30,000 x 20 x 2 = $1.2m. That is just about the least that Joe is possibly making from podcast ad revenue alone, per month. Likely the unique listeners have grown, the CPM is higher than that, and he can charge for longer than 1 minute ads if he wants. But he probably does Onnit for free at least. He could easily be making several times that $1.2m per month. Then there is YouTube revenue, which isn't very high compared to podcast ad revenue, which is premium real estate in advertising. Podcast ads really work. Like big time.

Knowing a good bit about advertising, and specifically podcast advertising, I would bet my life Joe make north of $10m per year from podcast ad revenue alone. I would guess(without betting my life haha) that he makes closer to $16-24m. It seems crazy but when you see the advertising budgets of these startups and retail businesses you'd be amazed. Zip recruiter has a 9 figure marketing budget, as does Shari's Berries($249m in marketing in 2017), if you are curious how they can afford to pay so much for podcast ads, which, by the way, are more expensive than even radio and tv ads, again, because they work!

The more you know

12

FlaseMann · 34d

I think he makes the bulk money on ad revenue. Conservatively $10,000 per episode, liberally $30,000.