



Turner
PODCAST
NETWORK

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**MAXIMIZING ALL THE BENEFITS
AN AUDIO BUSINESS
HAS TO OFFER**

CONTENT

DISTRIBUTION

DISCOVERY

MEASUREMENT

MONETIZATION



CONTENT

CADENCE

- DAILY
- WEEKLY
- SEASONAL





DISTRIBUTION

CONSUMER FACING



- **SPOTIFY**
- **APPLE**
- **GOOGLE**

BACKEND

- **HOSTING PLATFORM**



DISCOVERY

EXISTING & NEW AUDIENCES



- **YOUR FANS**
- **PODCAST LISTENERS**
- **THE OTHER 80%**



MEASUREMENT

MEASURES



- **DOWNLOADS**



MONETIZATION AND SALES

SALES STRATEGY



- **HOST READS**
- **CPM's**
- **"BAKED IN" vs DYNAMIC**
- **OMNI-CHANNEL**
- **AD SUPPORTED vs SUBSCRIPTION**



QUESTIONS?



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