



Changing Media Consumption and the World of Superyachts

The year is 2011, The largest superyacht to launch was Yas by ADM Shipyards, at a length of 141m (about 462.6 ft). The richest person in the world was 71, and Facebook was the top social media network. Just over 970 million people in the world used social media. The number of podcast listeners was not being tracked.

Fast forward to 2022. The largest superyacht gracing the water is 179.7m (about 589.57 ft). The richest person in the world is 51, Facebook is still the top social media network, and 4.74 BILLION people, or 59.3% of the total global population, use social media. In 2022, the monthly number of podcast listeners was 383.7 million and expected to grow to 424.2 million by 2023.

"Many people are not aware of the power podcasts hold in their ability to create new ideas, innovation and key aspects for business growth. With this medium growing more popular than ever before within our industry-whether it be companies looking at branding awareness or educational purposes now might be the ideal time to explore these offerings further"
Alex Barron, Owner, Nautical Digital

Why are podcasts becoming so popular

The world is on the move. On average, we spend about an hour a day commuting to and from work, commuting motorists spend about 42 hours (about 2 days) stuck in traffic per year and we spend 6 hours a week on exercise. A podcast allows us to listen to what we want, when we want, how we want, and on any device that we have handy, either while online, or in the form of a download.

“Creating a relationship through the screen with the person in front of the camera, or through a podcast, builds trust, and a feeling of familiarity.”

Captain Tristan Mortlock, owner of Mortlock Yachts, and host of “The Superyacht Captain” on YouTube.

Podcasts create a sense of community. Unlike the days of past where you would watch something on tv or read something in a newspaper or magazine, podcast owners interact with their audience, responding to comments made by listeners, and an ability for those that are of similar mind within this community, to interact and share with each other.

Who are the listeners?

The majority of those tuning in are between the ages of 18 and 34, with the next highest listening demographic being 35 – 54. The gender gap is relatively tiny with men at 53% and women at 46%, but the market is growing fast. Podcast listeners are more likely to have full time employment, an above average income and education. 74% of podcast listeners tune in for education, others for entertainment, updates on news and events, relaxation, or inspiration.

What are the benefits for your company?

If you are advertising in a podcast, the benefits are comparable to hosting. 67% of listeners reported enjoying advertising in a podcast as it was specific to their interest, with 78% stating that they viewed the advertiser in a more positive light as it signaled support of free content. If you are hosting? Podcasting allows you to communicate with a captive audience. Not only have they sought out your content exclusively, but you are securing your place as the preferred brand when it comes to your services, with no conflicting messages.

“As a marketer, Podcasts are a dream, because you have a show that produces long-form audio & video, short clips of the show to advertise it, and blog articles if you transcribe them, but most importantly you deepen your relationship with your guest and their audience, all from recording one session.”

Art Hill, Owner, Rogue – Marine Business Advisors

Starting a Podcast

If you have a computer, laptop, or phone, you can be ready to start your own podcast for less than \$200 dollars. With a simple google search you can find online studios and production services for a monthly fee, and if you want to step it up, investing in more expensive microphones, pop shields or filters and mixers, does not have to break the bank. There are many podcast platforms online that can create a simple page for your podcast, with hosting and distribution on all the most popular podcast sites. If you want to take your podcast and place it on streaming sites such as Instagram, TikTok and YouTube, a subscription to Canva and the ability to add in your MP3 will enable you to upload onto multiple viewing platforms as well as audio.

“Podcasting and Video has completely taken over as an advertising medium”
Captain Douglas Meier, Host of “The Bottom Line” on Facebook.

How does this fit into the Superyacht Industry?

By its very nature, yachting is transient. Those that work in the industry are constantly travelling, they will have at the very most a small laptop with them, and at the very least, a phone. Often those that are on night watch will download and listen to podcasts to keep awake while enabling them to do their job. When guests are not onboard, you will often see crew with their headphones on, with some listening to music while they work, and others will be listening to a podcast. If you are trying to reach a buyer for your yacht? The travel may be via private jet, chauffeured car service and someone to carry their bags, however, the premise is the same. A podcast enables you to reach your target market, uninterrupted, for the purpose of education, news, entertainment, inspiration, or simple relaxation!

Rhea Rouw

Raised in Terrace BC Canada, Rhea started her career in Newspaper at the age of 19. She has gone on to work in other print media, radio, television and digital. Owner of Yachting International Radio, she has a passion for story telling and a desire to create balanced and honest reporting for the audience.



For Further Information:

Rhea Rouw

Email: info@yachtinginternationalradio.com

Website: <https://www.yachtinginternationalradio.com/>