

RBC DISRUPTORS

Analytics Review | October, 2022



1

AUDIENCE ENGAGEMENT

How did the audience respond to your episodes this month?

1

AUDIENCE ENGAGEMENT

ALL-TIME DOWNLOADS

952,253

ALL-TIME UNIQUE LISTENERS

467,304

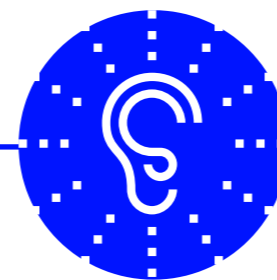
TOTALS FOR OCTOBER, 2022:

October 1 - 31, 2022



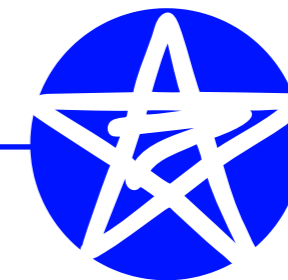
39,669

DOWNLOADS



22,586

UNIQUE LISTENERS



TOP EPISODE:

**S5:E3 Disruptors LIVE: In Conversation with
ApplyBoard's Martin Basiri**

10,608 Downloads | 10,496 Unique Listeners

1

AUDIENCE ENGAGEMENT

• **SIMPLECAST INSIGHTS | CUMULATIVE (ALL PLATFORMS | ALL LISTENERS)**

S5:E1 | New School Rules: How International Students Could Ease Our Labour Crunch

- Downloads: 14,464
- Unique Listeners: 14,334
- Consumption: 86%

S5:E3 | Disruptors LIVE: In Conversation with ApplyBoard's Martin Basiri

- Downloads: 10,608
- Unique Listeners: 10,496
- Consumption: 91%

S5:E2 | Disruptors LIVE at ELEVATE Festival: In Conversation with John Ruffolo

- Downloads: 13,074
- Unique Listeners: 12,679
- Consumption: 98%

S5: Mini Series Trailer | The Growing Challenge

- Downloads: 7,157
- Unique Listeners: 7,068
- Consumption: 75%

**23% INCREASE
IN DOWNLOADS**

3% INCREASE IN UNIQUE LISTENERS

7% INCREASE IN CONSUMPTION

1

AUDIENCE ENGAGEMENT

CHART PLACEMENT

• CHARTABLE INSIGHTS: ALL PLATFORMS | ALL LISTENERS

Apple Podcasts : Canada: Business

October peak position: #105 (Oct 28)

September peak position: #142 (Sept 9)

Placement Change from September: +37

How are similar podcasts charting

in Business?

- Bloomberg Surveillance | Peak: #44 (Oct 19)
- Barron's Streetwise | Peak: #84 (Oct 2)
- The McKinsey Podcast | Peak: #66 (Oct 30)

Apple Podcasts: Canada: Entrepreneurship

October peak position: #22 (Oct 14)

September peak position: #28 (Sept 4, 9, 23)

Placement Change from September: +6

How are similar podcasts charting

in Entrepreneurship?

- Bet On Yourself | Not currently tracking
- Side Hustle School | Peak: #25 (Oct 3)
- Dropping Bombs | Peak: #14 (Oct 8)

2

AUDIENCE INSIGHTS

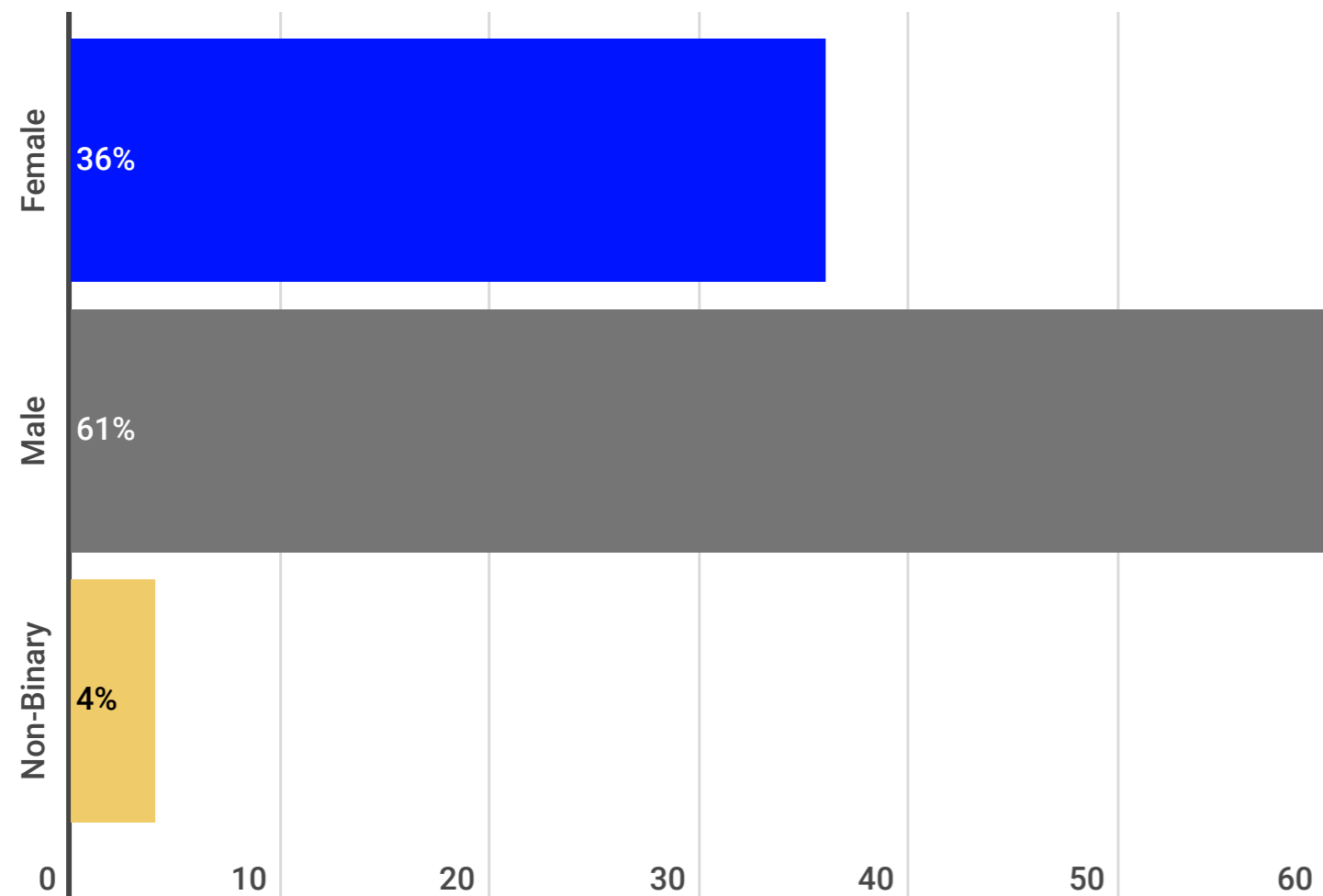
Who is your audience? What can we learn about them?

2

AUDIENCE INSIGHTS

GENDER

• SPOTIFY INSIGHTS: 3% OF DOWNLOADS | 26K LISTENERS (CUMULATIVE)



0.57% more female than the average podcast
• 1.44% more female than the average Business audience

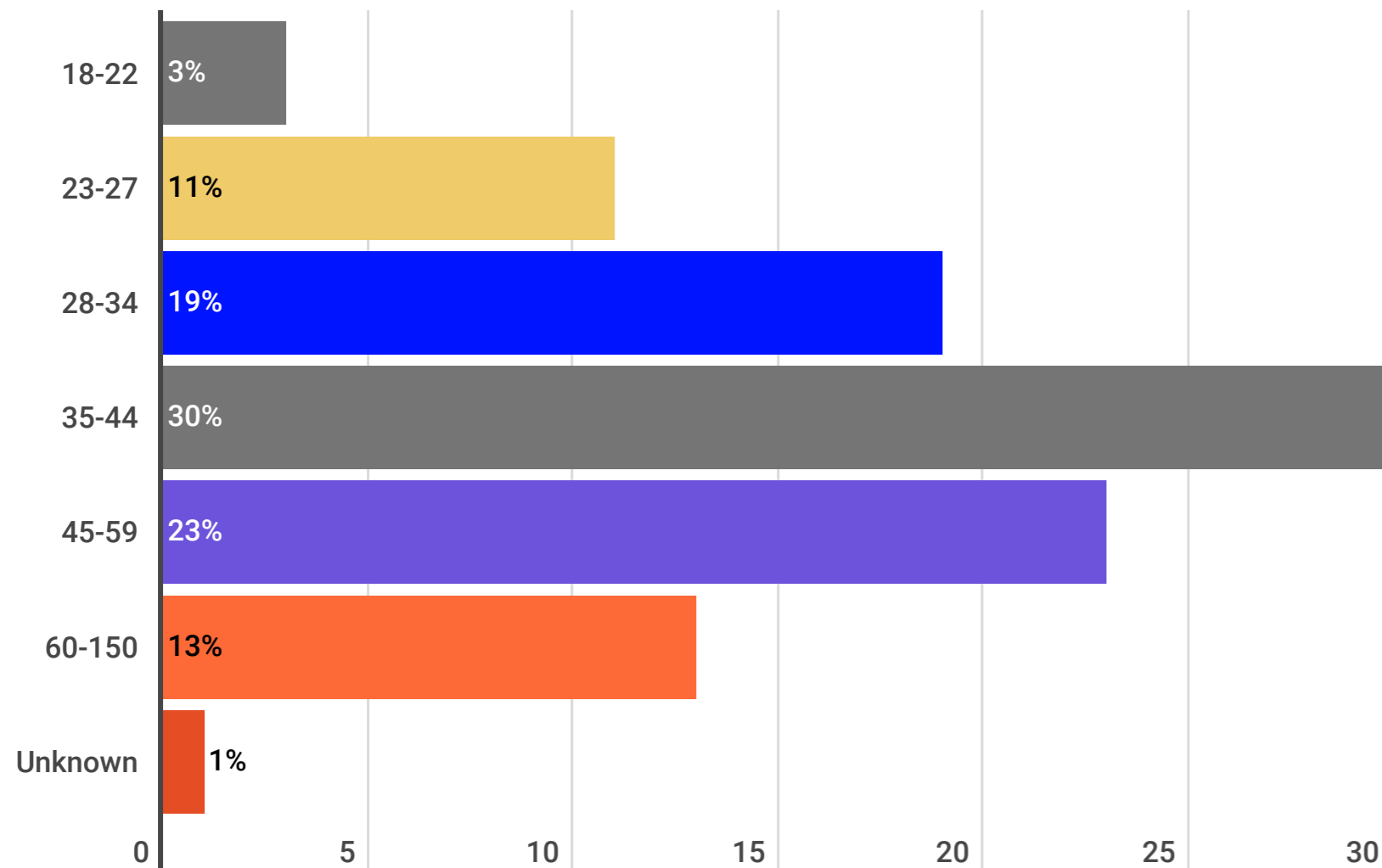
Analytics Storytelling:
We saw a 3% increase in our femme-identifying listeners this month, but otherwise had consistent trends in our listener genders from September to October.

2

AUDIENCE INSIGHTS

AGE

• SPOTIFY INSIGHTS: 3% OF LISTENERS | 26K LISTENERS (CUMULATIVE)



- 7.24% more 25-34-year-olds than the average podcast audience
 - 7.09% more 25-34-year-olds than the average Business audience
- 2.98% more 35-44-year-olds than the average podcast audience
 - 1.83% more 35-44-year-olds than the average Business audience
- 4.58% more 45-54-year-olds than the average podcast audience
 - 4.34% more 45-54-year-olds than the average Business audience

Analytics Storytelling:

Disruptors audiences continued in a similar trend to our September analytics, seeing some slight shifts and gaining higher listenership within the 23-44 categories.

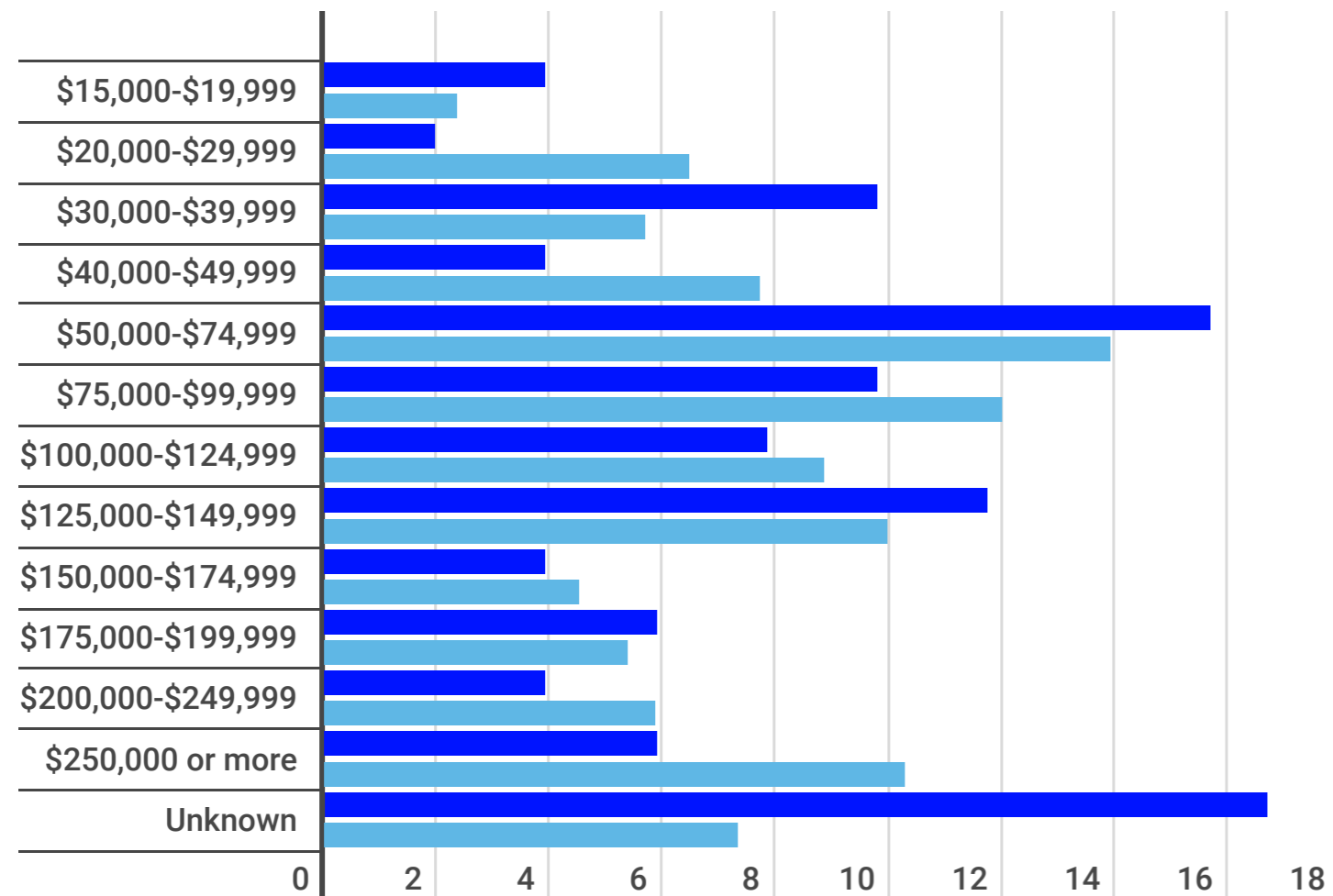
Note: Edison Research found that in 2021, ages of listeners averaged to:
*18-24: 15% *25-34: 27% *35-44: 24% *45-54: 20% *55+: 14%

2

AUDIENCE INSIGHTS

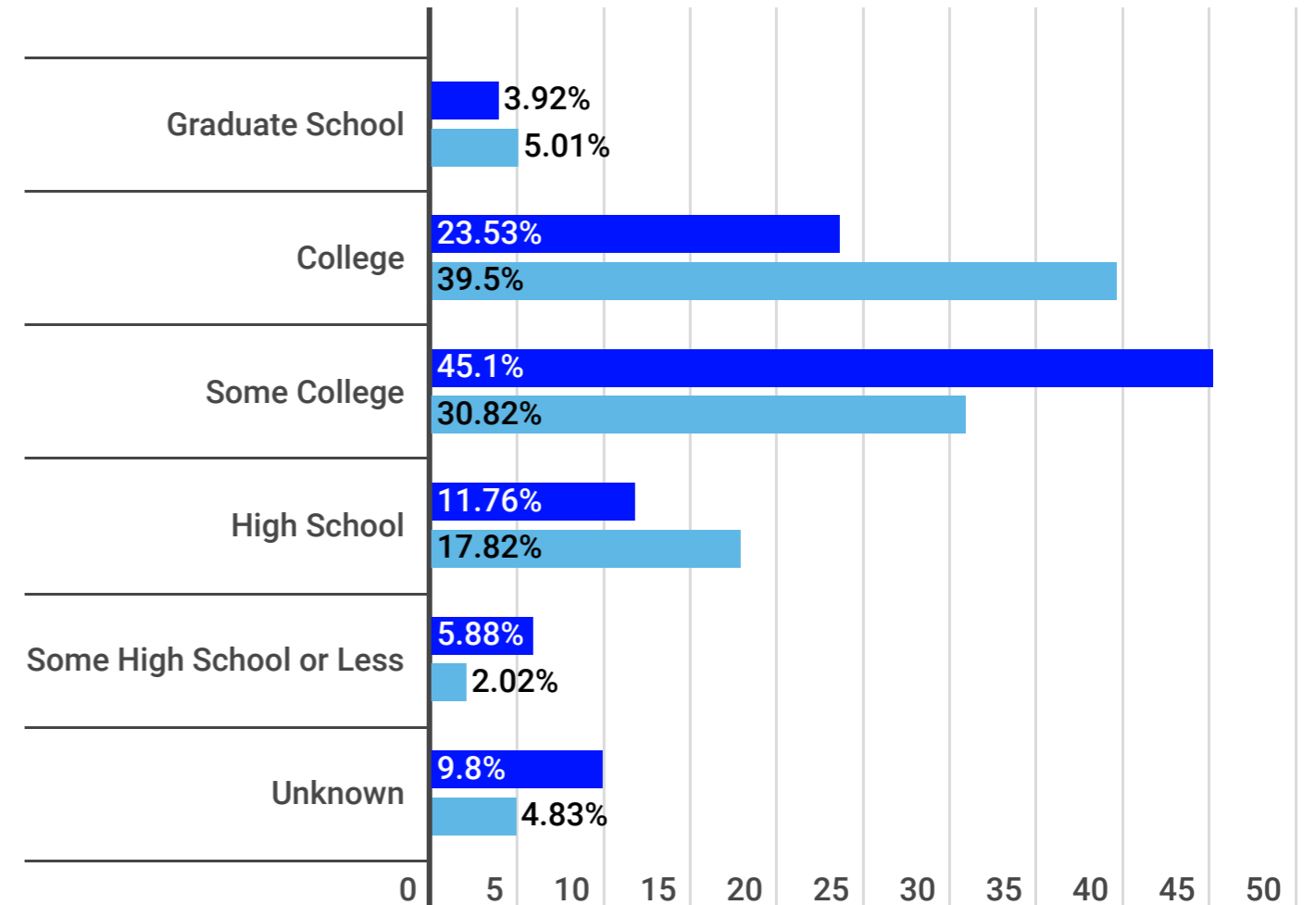
• CHARTABLE INSIGHTS: ALL PLATFORMS | ALL LISTENERS

HOUSEHOLD INCOME



● You ● Industry Average

EDUCATION



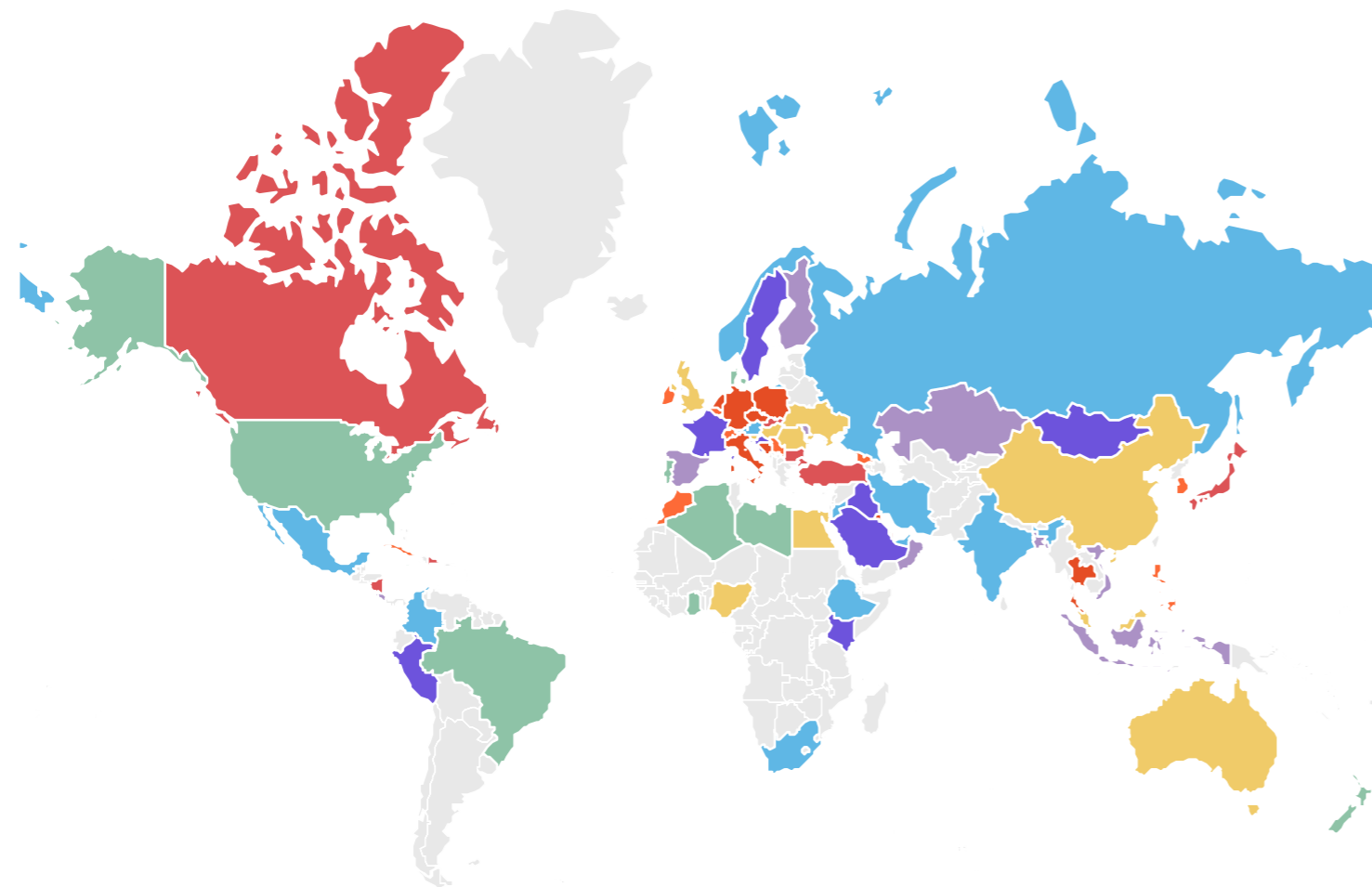
● You ● Industry Average

2

AUDIENCE INSIGHTS

GEOGRAPHY (MONTHLY)

• **SIMPLECAST INSIGHTS: ALL PLATFORMS | ALL LISTENERS**



Top Countries:

- Canada: 31,422
- United States: 5,698
- Germany: 451
- Netherlands: 183
- Iran: 156

Top Provinces:

- Ontario: 11,834
- British Columbia: 4,257
- Quebec: 3,318
- Alberta: 2,675
- New Brunswick: 1,645

Analytics Storytelling:

While we grow and maintain excellent listenership in international spaces, we can also see that Disruptors continues to thrive in Canada. We're increasing our Canadian reach every month, and season five will push that trajectory even further.



AUDIENCE INSIGHTS

WHICH BUSINESSES ARE LISTENING?

• CHARTABLE INSIGHTS: ALL PLATFORMS | ALL LISTENERS

- HCA Florida Healthcare | Health Care | USA
- Synaptex | Health Care | USA
- SWAT Consulting | Renewable Energy | Canada
- ARC Resources | Gas Utilities | Canada
- CPA Ontario | Professional Services | Canada
- Coinsquare | Professional Services | Canada
- The Humphrey Group | Professional Services | Canada
- Conservative Party of Canada | Government | Canada
- Liberal Party of Canada | Government | Canada
- Global Affairs Canada | Government | Canada
- Trew Knowledge | Internet Services & Tech | Canada
- Dialogue | Internet Services & Tech | Canada
- Vehikl | Internet Services & Tech | Canada
- Sherpa | Internet Services & Tech | Canada
- CAD.ai | Internet Services & Tech | Canada
- Avalon Accounting | Internet Services & Tech | Canada
- Sherpa | Internet Services & Tech | Canada
- ICM | Internet Services & Tech | Spain
- Kite Vancouver | Internet Services & Tech | Canada
- Lighthouse Digital | Media | New Zealand
- Hatch | Media | USA
- Eventlight.ca | Hotels & Leisure | Canada
- University of Calgary | Education | Canada
- University of Waterloo | Education | Canada
- University of British Columbia | Education | Canada
- Minerva | Education | Qatar
- University of Hertfordshire | Education | United Kingdom
- The Roeper School | Education | USA
- University of Toronto | Education | Canada
- University of Alberta | Education | Canada
- OCAD University | Education | Canada
- Toronto Metropolitan University | Education | Canada
- Engineering & Computer Science Graduation Association | Education | Canada
- Waterloo Region District School Board | Education | Canada

Analytics Storytelling:

We had another month of exceptional engagement from the education and tech sectors, while retaining a steady base of listeners within Canadian government sectors. We also saw some of our audience coming from utilities and professional services, and an increase in Canadian businesses overall.



AUDIENCE BEHAVIOUR

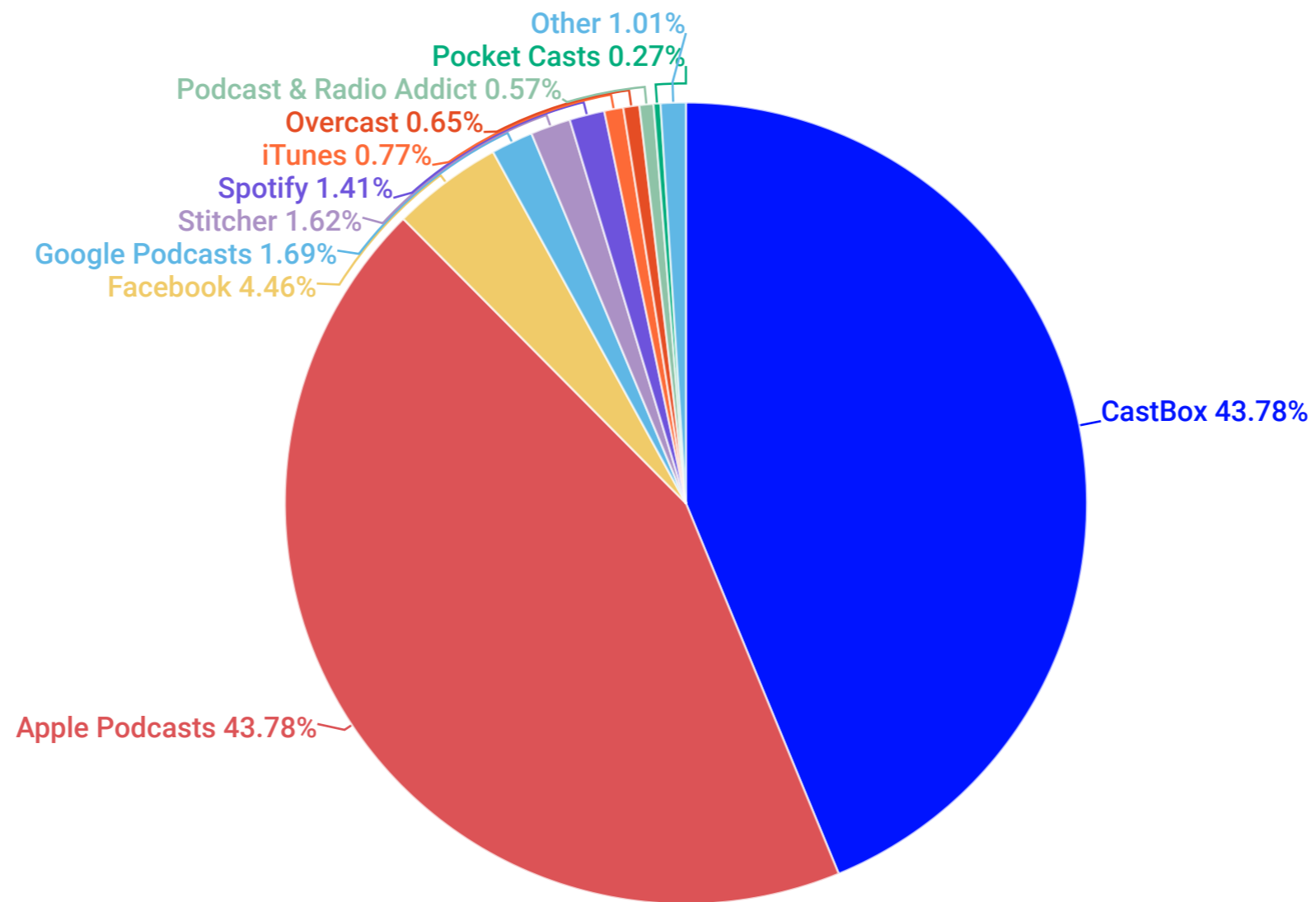
Where is your audience finding you? What apps do they love?



AUDIENCE BEHAVIOUR

WHAT APPS ARE LISTENERS USING THIS MONTH?

• SIMPLECAST INSIGHTS: ALL PLATFORMS | ALL LISTENERS

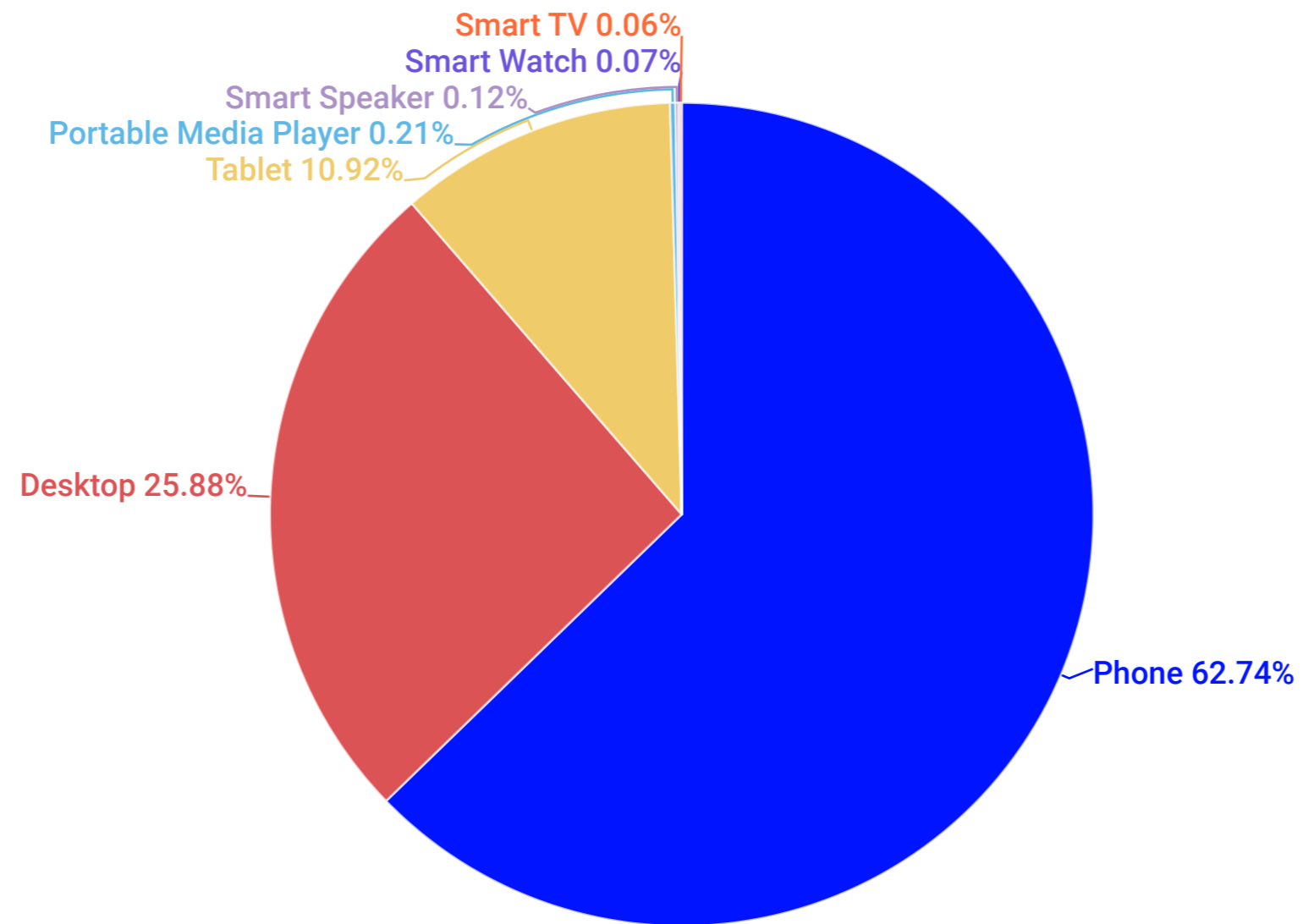




AUDIENCE BEHAVIOUR

WHAT PLATFORMS ARE LISTENERS USING THIS MONTH?

• SIMPLECAST INSIGHTS: ALL PLATFORMS | ALL LISTENERS

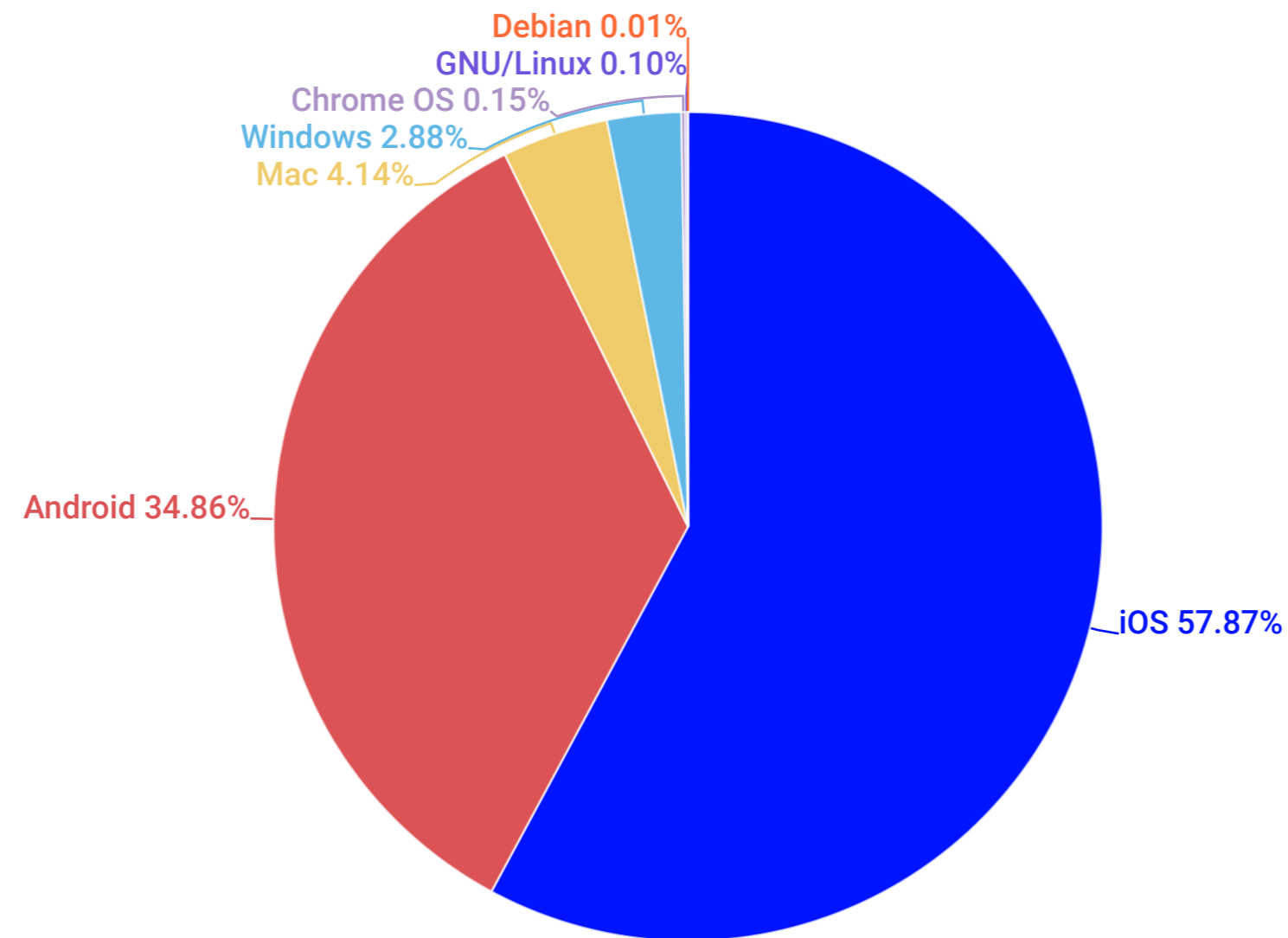




AUDIENCE BEHAVIOUR

WHAT TYPES OF DEVICES ARE LISTENERS USING THIS MONTH?

• SIMPLECAST INSIGHTS: ALL PLATFORMS | ALL LISTENERS



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FINAL THOUGHTS

What did we learn about our audience this month?

4

FINAL THOUGHTS

This month, we had an excellent influx of downloads, proving that our audience was ready and waiting for content. **We saw an increase of 23% in downloads from September to October**, while our **consumption numbers boosted by 7%**. These numbers show that our audience is returning and starting to pick up now that we have multiple episodes of season five in release.

Last month, Farah asked a few questions that I wanted to answer:

- 1. Industry comparisons:** When we talk about "industry averages", Chartable and other platforms compare our show with other productions within our selected categories, such as Business and Entrepreneurship, and provide information based on their private algorithm and data pulled from thousands of productions on the platform.
- 2. Marketing/advertising:** When we release episodes during a paid media campaign or cross-promotion, we will see shifts in our traditional audience, including during our most recent CastBox buy. During the campaign, we reached a broader, more generalized audience and saw non-traditional shifts in education and household income. This makes sense as we were trying to reach a new audience vs. our organic listeners. While the new listeners settle into the show and we continue outreach, we'll see these fluctuations in numbers occasionally. More often than not, Disruptors has a very educated, affluent listenership. We can also tailor our marketing efforts to a more niche audience and monitor how our demographics shift if we want to move the production into a new market.
- 3. Other podcast's demographics:** We cannot see other productions' demographics or information, only the shows that we "own" within Chartable, so I can't speak to how shows on an industry level, but we can always ask other productions where they have found the most success seeking out specific audiences of higher education and income levels specific to our marketing needs.

Overall, we had a very successful month and pulled some intriguing listener data. Based on October's numbers, the most recent episodes have attracted a younger demographic of listeners, particularly male-identifying folk currently enrolled in higher education or those looking to move into leadership roles within their fields, which aligns with the topics discussed. Also, hosting live episodes is a great way to engage both your dedicated and new audiences looking for a real-world listening experience.

Next month will be exciting as we dive into the mini-series and see how our audience responds, but until then, congratulations on Disruptors' continued growth!



THANK YOU!