

LOOK AGAIN

Analytics Review | Sept - Nov, 2022



1

AUDIENCE ENGAGEMENT

How did the audience respond to your episodes this month?

1

AUDIENCE ENGAGEMENT

ALL-TIME DOWNLOADS

76,881

ALL-TIME UNIQUE LISTENERS

52,900

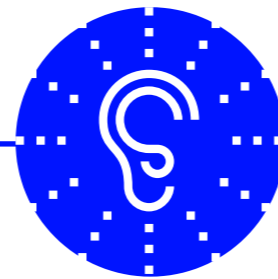
TOTALS FOR SEPT - NOV, 2022:

September 20 - November 30, 2022



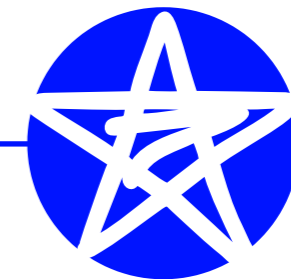
17,824

TOTAL DOWNLOADS



13,258

**TOTAL
UNIQUE LISTENERS**



TOP EPISODE:

Break from Reality: Psychosis + Violence
4,556 Downloads | 13,258 Unique Listeners

1

AUDIENCE ENGAGEMENT

CUMULATIVE DOWNLOADS SINCE LAUNCH

Trailer: Look Again Season 3 Trailer

- Downloads: 1,394
- Unique Listeners: 1,353
- Consumption: Still compiling

S3 | E1: Behind Getting Committed

- Downloads: 4,410
- Unique Listeners: 4,351
- Consumption: 96%

S3 | E2: Break from Reality

- Downloads: 4,556
- Unique Listeners: 4,428
- Consumption: 94%

S1 | E3: Me & My Three Mothers

- Downloads: 2,996
- Unique Listeners: 2,896
- Consumption: Still compiling

S1 | E4: Leading with Compassion

- Downloads: 1,666
- Unique Listeners: 1,640
- Consumption: 94%

DEFINITIONS:

Downloads:

The number of times the show has been downloaded at any point on any device.

Unique Listeners:

The number of unique devices used to download your episodes.

Consumption:

The average percentage/length of the episode that listeners engage with.

Fun facts:

If your new episode gets, within 7 days of its release:

- more than 26 downloads, you're in the top 50% of podcasts.
- more than 72 downloads, you're in the top 25% of podcasts.
- more than 231 downloads, you're in the top 10% of podcasts.
- more than 539 downloads, you're in the top 5% of podcasts.
- more than 3062 downloads, you're in the top 1% of podcasts.

Source: [The Podcast Host, January 2022](#)

1

AUDIENCE ENGAGEMENT

CHART PERFORMANCE

Apple Podcasts: Canada: Mental Health:

Peak position: #153 (Nov 7)

Chartable: Canada: Trending: All Podcasts

Peak position: #23 (Oct 30)

If you have any shows you would like to compare your success with, let us know for next month's deck!

Analytics Storytelling:

Chart peak points give you a good sense of where you sit in the podcast landscape. They happen around episode drops, and peak points tell us a lot about when/how the audience actively listens to and engages with the show. Something to consider when looking at chart placement is that most podcasts regularly sitting in the top 1-50 spots are typically shows that have been running for 5-7 years and had the advantage of building their audience during a time when there was far less competition for listeners. With that in mind, we're charting well going into the start of a new season.

Lastly, viewing these numbers, we are not seeing the jump in listenership from CastBox reflected in chart placements, as Apple only tracks their own listenership, so we're doing well!

2

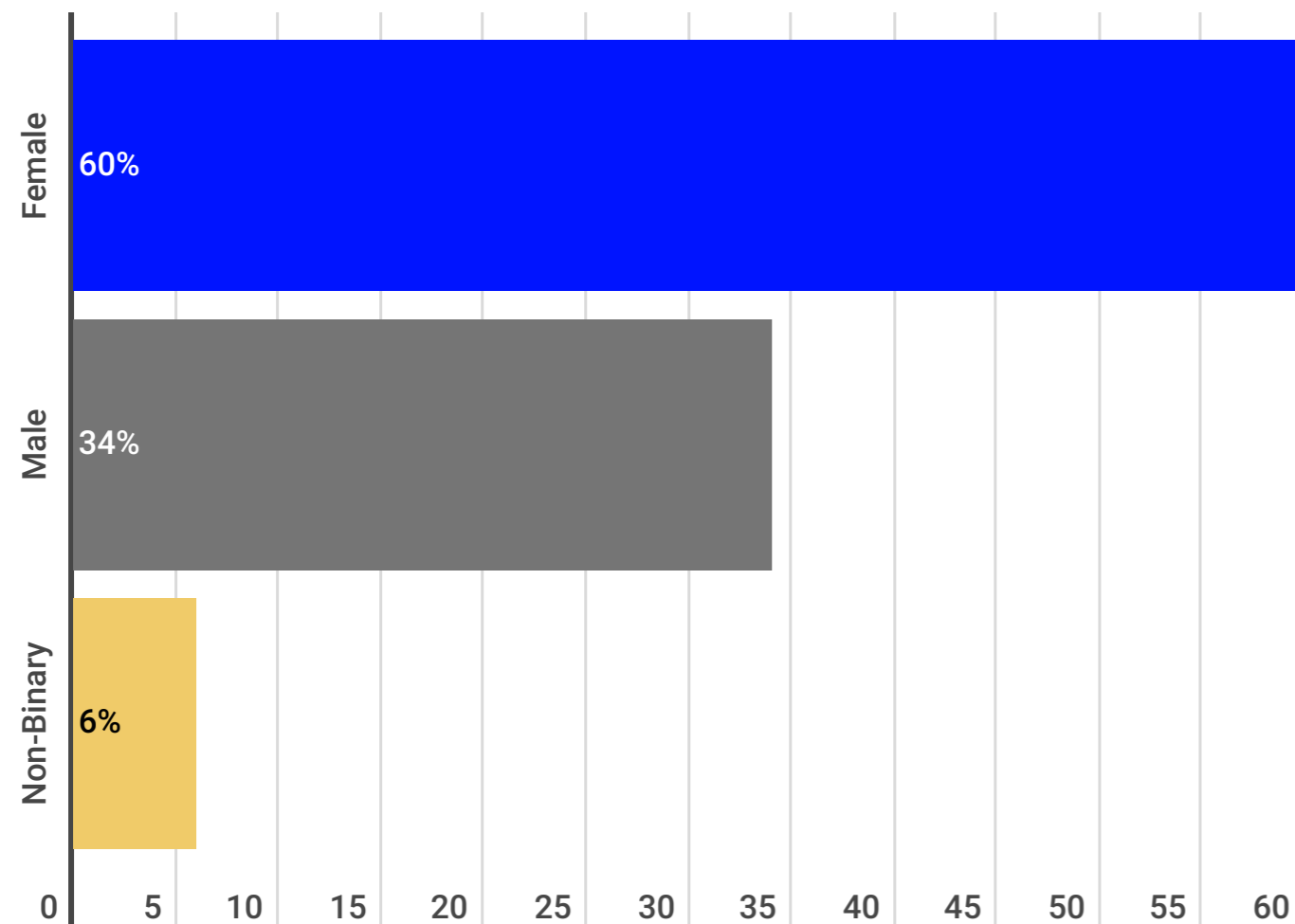
AUDIENCE INSIGHTS

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

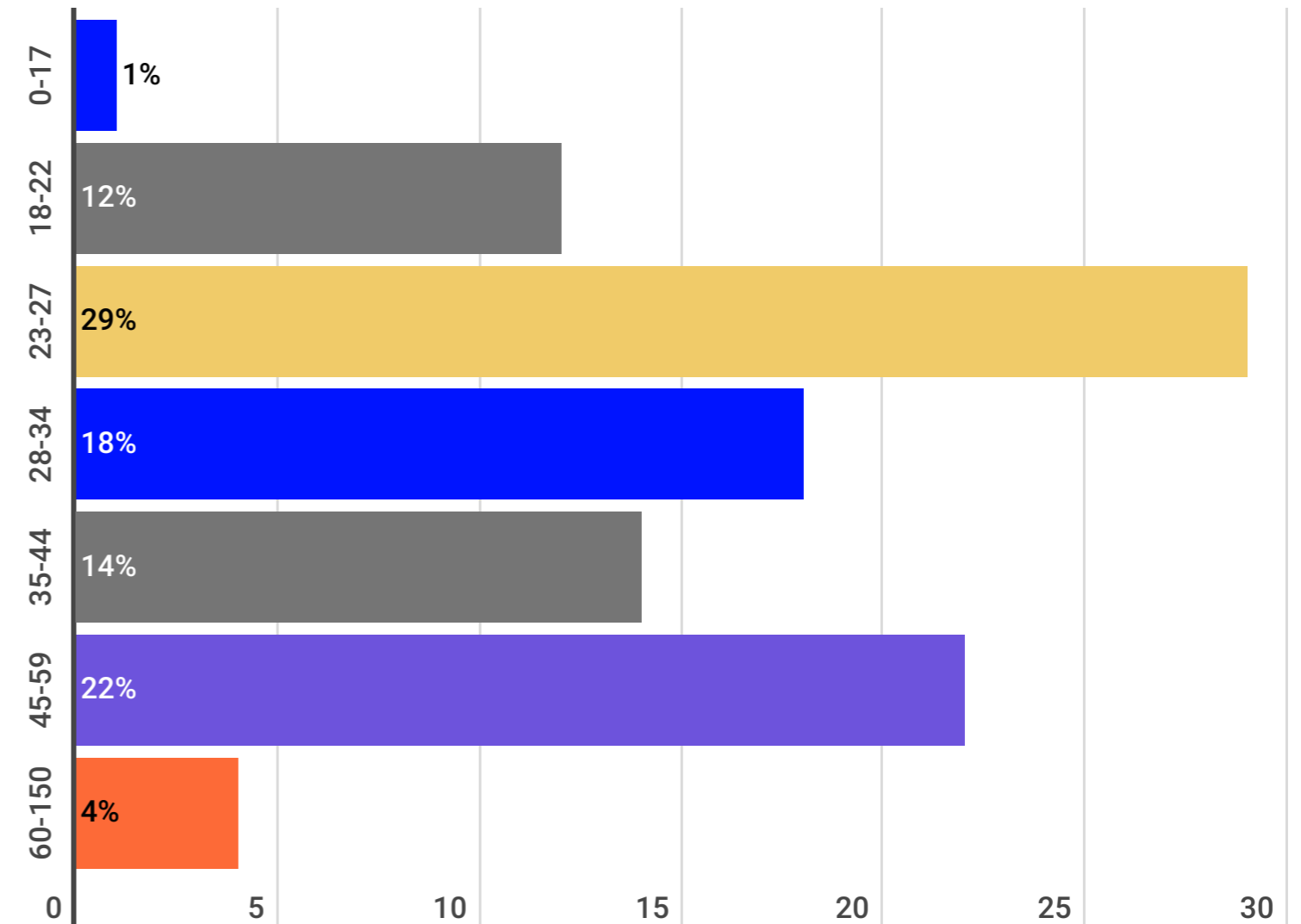
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AUDIENCE INSIGHTS

• GENDER (Spotify Insights)



• AGE (Spotify Insights)





AUDIENCE INSIGHTS

Insights and takeaways:

When looking at the gender of our listeners, along with the age demographics that are the most engaged, we can begin to paint a picture of who our core audience is. We're connecting with a broad demographic of GenZ teens who may be listening to the show to understand their own journeys. We also have a large base of Millennials and GenX parents looking for resources to help them improve their relationships and knowledge for their kids. It is a powerful audience of empathetic folks.

We also have a very high percentage of femme-identifying folks listening to the show. Buzzsprout's 2021 podcast statistics stated that 43% of U.S. men and 39% of U.S. women listen to podcasts, so we are exceeding industry averages with our femme audience.

This high percentage is also partly due to our femme host and femme guests, especially other parents, who are engaging in honest, challenging conversations. Many folks will be able to see themselves reflected in the show, which can be hard to find, especially when searching for authentic, open dialogues about mental health.

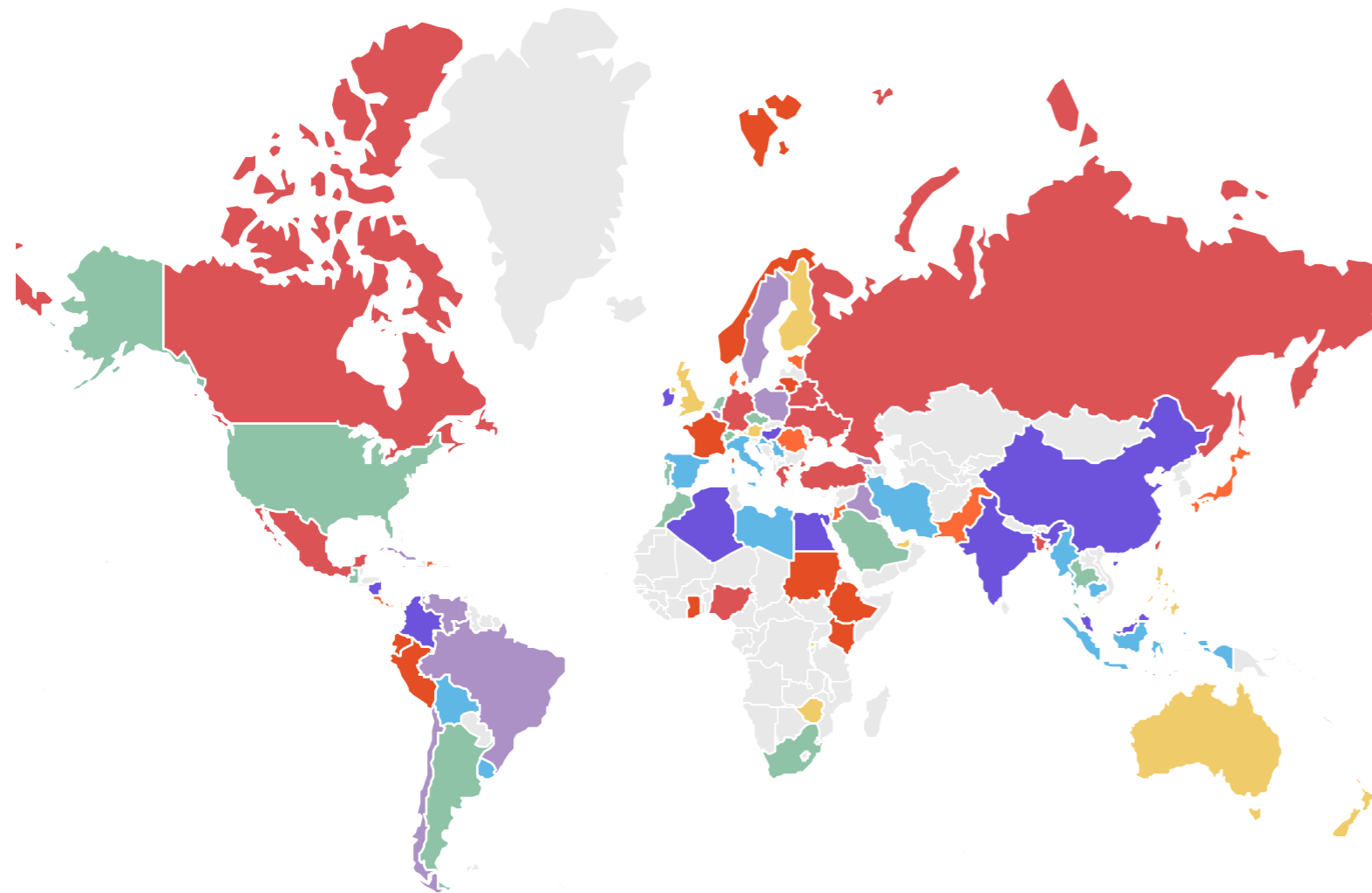
Also, we are seeing excellent engagement in our Non-Binary listeners. This growth is significant. It's a potent reminder that this show reaches a broad demographic and is accessible and engaging for all, regardless of identity.

As this community of folks begins to feel safer entering these podcast spaces and sharing their identities, it's excellent to see that we are ahead of the game in creating an inclusive and accessible production.

2

AUDIENCE INSIGHTS

• GEOGRAPHY (CUMULATIVE)



Top Countries:

- Canada: 13,119
- United States: 3,087
- Australia: 330
- United Kingdom: 257

Top Provinces:

- Ontario: 5,351
- British Columbia: 3,044
- Alberta: 1,641
- Québec: 1,441

Analytics Storytelling:

In our first month back, we can see that Look Again has a solid base of listeners in Canada, as well as exceptional international appeal. The content is accessible to anyone, anywhere.

This is excellent news as we continue to grow the production and explore a broad sector of demographic possibilities to target.

If you're viewing this using the interactive link, hover over the map to see how many listeners are tuning in from all over the world!



AUDIENCE INSIGHTS

• REVIEW HIGHLIGHT



Relatable

"This my sons story. His father and I have been in denial. Now I see our son has a sickness. I am a mental health professional and I can relate like this mom.

Thank you."

Bible lover1 | Apple Podcasts · USA



AUDIENCE BEHAVIOUR

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

3

AUDIENCE BEHAVIOUR



210

PEOPLE LISTENED ON THE
BCSS PODCAST PAGE

Analytics Storytelling:

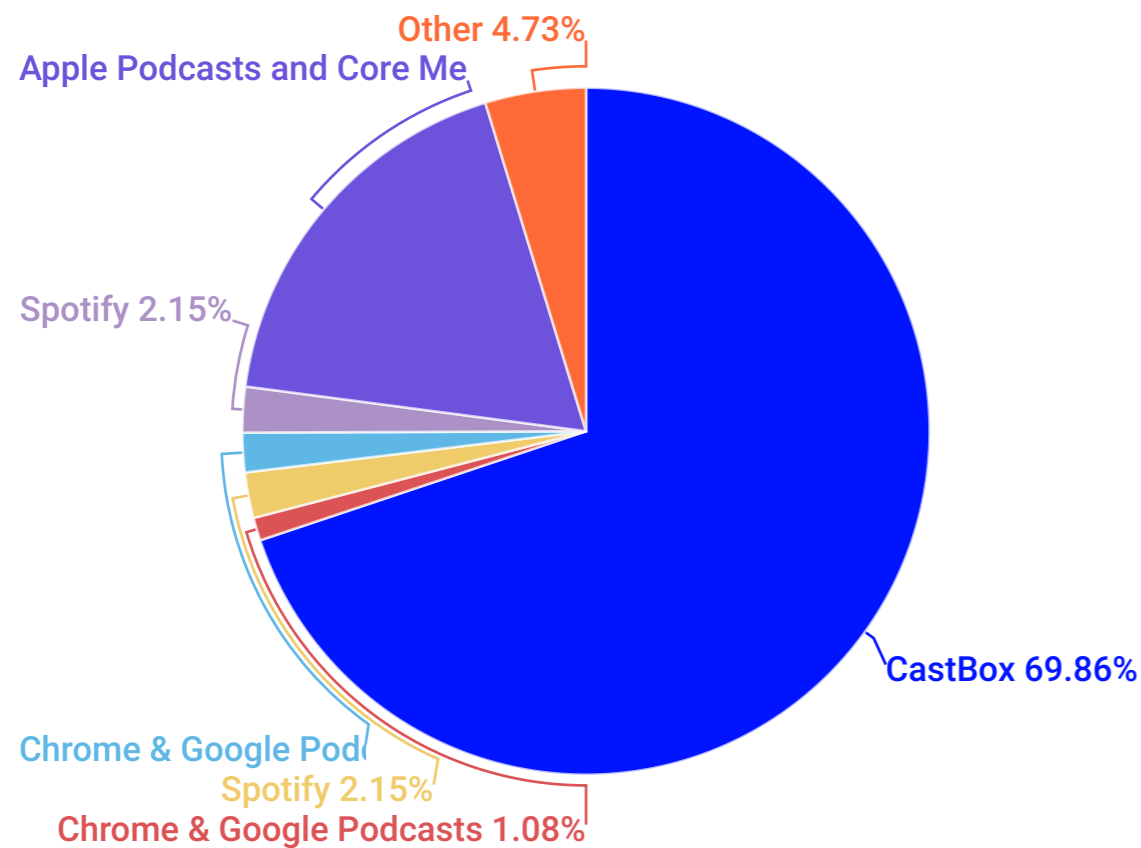
210 people have come to the show directly from the Look Again webpage throughout the season.

Let's consider some new ways we can showcase the website strategically in our marketing at our next meeting!

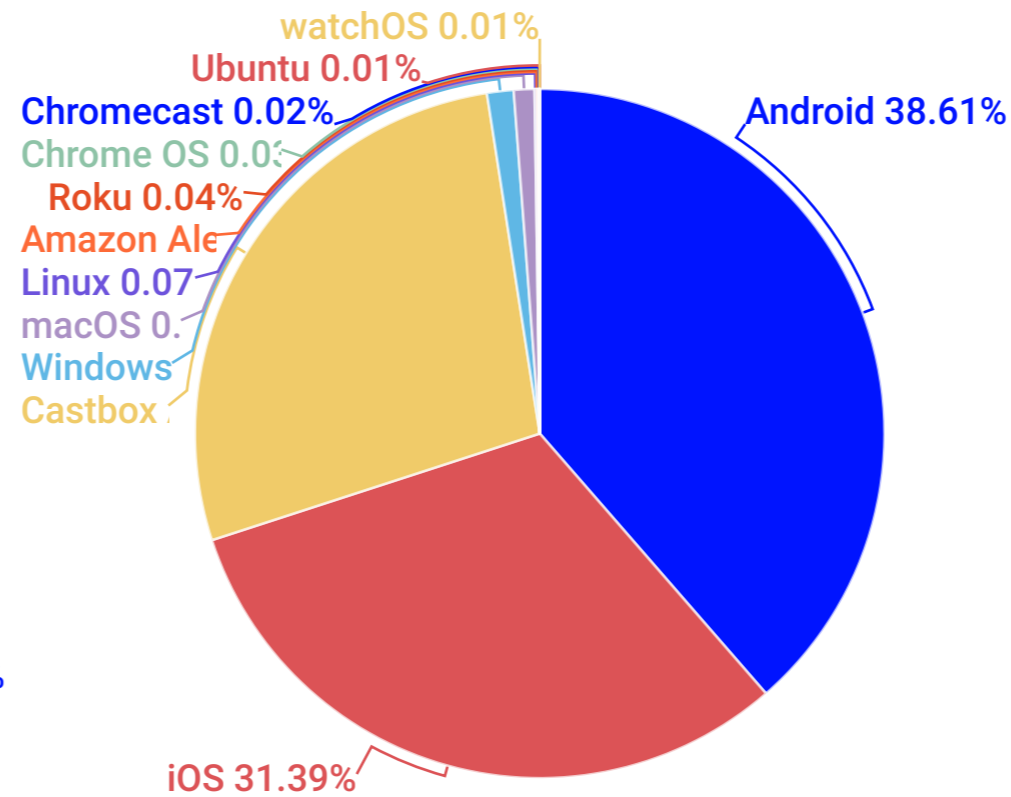
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AUDIENCE BEHAVIOUR

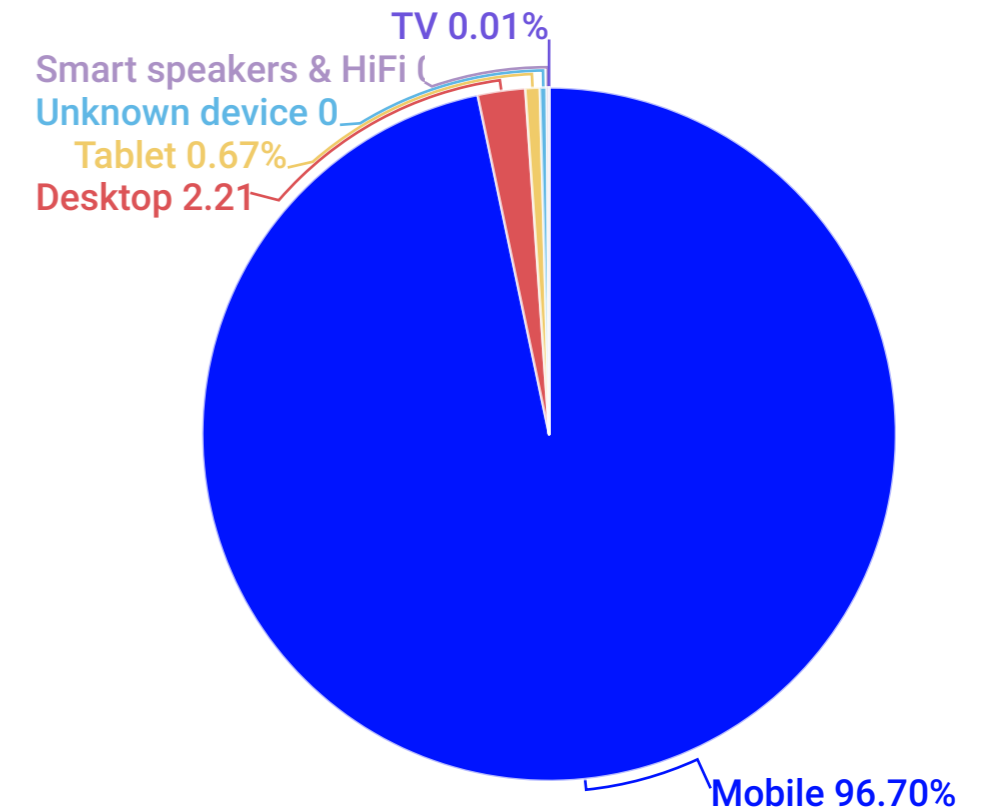
WHAT APPS ARE LISTENERS USING THIS MONTH?



WHAT PLATFORMS ARE LISTENERS USING THIS MONTH?



WHAT DEVICES ARE LISTENERS USING THIS MONTH?





THANK YOU!