What is it?

The **NPR Network Initiative** is how NPR and Member stations will work together in new ways to reach audiences that reflect our communities and grow support for our shared mission.
The Goal of the NPR Network is to, by 2030:

**Double** the number of people who are members of a local station

- 3.1 million → 6.2 million

**Double** the total revenue in the public radio system

- $1.6 billion → $3.2 billion
## NPR Network Initiative Workstreams

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<td>Digital Audio Exchange</td>
<td>Turning unsold digital sponsorship inventory into revenue</td>
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<td>NPR Network podcasts</td>
<td>Building audience for the network’s 900+ podcasts through branding and cross-promotion</td>
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<td>Growing audience support</td>
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<td>An evaluation of funding for the service NPR provides to its Members, taking these new initiatives into account</td>
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Big tech and commercial radio giants look to dominate

Los Angeles Times
SiriusXM to buy Stitcher for up to $325 million in largest podcast deal yet

Hollywood Reporter
Spotify Buys Company That Turns Radio Shows Into Podcasts

The New York Times
SiriusXM Is Buying ‘99% Invisible,’ and Street Cred in Podcasting

The Verge
Amazon buys Wondery, setting itself up to compete against Spotify for podcast domination
NPR and its Members are moving apart in podcasting

Listeners see no tie between us because we have no common brand in podcasts.

Many NPR Members find building audiences and revenue for their podcasts to be challenging.

As a result, Member stations are not sharing in the benefits of podcasting equally.
A unifying factor — similar to the radio tower — for presenting the best of local and national content to the audience

Provide a concrete example of the breadth and scope of the NPR Network — of NPR and Member stations working together

Potentially the largest podcast network in the world.
NPR Network Podcasts

Member Station Podcasts that opt in

all NPR Podcasts

Cross Promote Each Other
Thinking about the last few podcasts you tried, how did you hear about them?

- Heard some or all of a new podcast in a podcast I usually listen to: 51%
- Recommended by friend/colleague/family: 44%
- Ads on other podcasts: 39%
- Recommendations by podcasts host(s): 38%
- Hearing about it in an NPR radio program like ME/ATC: 33%
- Browsing Apple Podcasts/iTunes: 19%
- Social media: 16%
- Browsing Spotify: 14%
- Recommendations found in publications (like top podcast lists): 12%
- Read articles about the show or the hosts: 11%
- Browsing some other podcast app: 11%

Source: NPR All Podcasts Survey 2021, N = 25,958 NPR podcast listeners

Samples, recommendations and ads are the top ways listeners hear about podcasts.
NPR Network **Podcasts**

**Member Station Podcasts**
that opt in

**all NPR Podcasts**

**Distribute w/NPR**
Co-branded partnerships where stations produce & own their content and NPR handles:
- Publishing
- Distribution
- Sponsorship sales

**Co-produce w/NPR**
- *Believed* w/Michigan Radio
- *No Compromise* w/ WAMU, WABE & KCUR
- *On Our Watch* w/KQED

Coming Soon

Let's do more.
Potential Future Podcast Network Features

**Analytics Support**
Tools and resources to help us better understand our audience.
- Analytics Dashboard
- Collaborative Surveys
- Visibility into learnings from NPR & other stations

**Improved Network Publishing**
Publishing tool enabling stations to self-publish within the network, enabling easier:
- Monetization
- Simplified/automated cross-promotion
- Analytics

**Network Cultivation**
- Opportunities to connect and share insights with one another on production, marketing and editorial success, failures and best practices
- In-person gatherings
- Podcast focused trainings

**Editorial Features**
- Newsletter for listeners
- Coordinated feed-drops in NPR shows
- More local/national podcasts like Consider This (in NPR One)
- You tell us!
NPR to apply NPR Network brand to all of its podcasts along with pilot group of participating station podcasts

NPR Network brand roll-out and marketing campaign

On-board more participating podcasts and begin podcast cross-promotion

Goal to have launched six local pods distributed by NPR.

Timeline

Summer 2022

Fall 2022

Year End 2022

Next Steps

Let us know you are interested!

dmccoy@npr.org
eregister@npr.org

Take the NPR Network survey!
(You’ll get a link after this webinar.)