

FUTURE SPECTIVES

Spotify & Apple

Podcast Stats

03Aug22 - 12Oct22

Futurespectives

TAKE AWAYS

- Film Stars generate the highest interest
- To date series generated over 1'300 moments of engagement
- LFF website accounted for 43+% of listens (via embedded player) 
- Spotify accounted for 37+% listens
- Apple Podcasts accounted for less than 4% listens
- Switzerland, USA & UK accounted for 55% of all listeners; CH alone 33%
- Promotion generates listeners; podcast media is a marathon, not a sprint
- Individual cover art for each episode would deliver easier overview

- Full Spotify & Apple stats in xls, see link: <https://www.brandaudio.net/ba-lff-stats-12oct22>

PODBEAN STATS – Podcast Platforms until end Sep'22

Platform	Total Downloads	Percent
Total	1156	
Spotify	437	37.80%
Google Chrome	241	20.85%
Safari	204	17.65%
Podbean App	43	3.72%
Apple Podcasts	42	3.63%
Firefox	34	2.94%
Mobile Safari UIWebView	24	2.08%
Facebook	20	1.73%
Edge	18	1.56%
PodcastAddict	13	1.12%
Google Podcasts	9	0.78%
LinkedIn	7	0.61%
Samsung Podcasts	5	0.43%
CastBox	4	0.35%
Stitcher	3	0.26%
小宇宙	3	0.26%
Opera	2	0.17%
Android Player	1	0.09%
Player FM	1	0.09%
Windows Media Player	1	0.09%
Others	44	3.81%

 Jul 1, 2022 - Sep 30, 2022

 Spotify	437	37.8%
 Google Chrome 	241	20.85%
 Safari 	204	17.65%
 Podbean App	43	3.72%
 Apple Podcasts	42	3.63%
 Firefox 	34	2.94%
 Mobile Safari UIWebView 	24	2.08%
 Facebook	20	1.73%
 Edge	18	1.56%
 PodcastAddict	13	1.12%
 Google Podcasts	9	0.78%

 LinkedIn	7	0.61%
 Samsung Podcasts	5	0.43%
 CastBox	4	0.35%
 Stitcher	3	0.26%
 小宇宙	3	0.26%
 Opera	2	0.17%
 Android Player	1	0.09%
 Player FM	1	0.09%
 Windows Media Player	1	0.09%
 Others	44	3.81%

PODBEAN STATS – Countries

Country	Percent	Downloads
 Switzerland	32.96%	381
 United States	12.8%	148
 United Kingdom	12.2%	141
 Italy	7.35%	85
 Germany	4.24%	49
 France	3.98%	46
 Canada	3.46%	40
 Mexico	3.03%	35
 Spain	1.82%	21
 Ireland	1.82%	21
 India	1.47%	17
 Egypt	1.12%	13
 Portugal	1.04%	12

 Greece	0.95%	11
 Netherlands	0.95%	11
 Indonesia	0.69%	8
 Austria	0.69%	8
 Chile	0.69%	8
 Norway	0.61%	7
 Brazil	0.52%	6
 Japan	0.43%	5
 Romania	0.43%	5
 Turkey	0.43%	5
 Zambia	0.43%	5
 Sweden	0.35%	4
 Poland	0.35%	4
 New Zealand	0.35%	4

 Russia	0.26%	3
 Taiwan	0.26%	3
 Slovenia	0.17%	2
 South Africa	0.17%	2
 Ukraine	0.17%	2
 Trinidad and Tobago	0.17%	2
 Slovakia	0.17%	2
 Argentina	0.17%	2
 Lebanon	0.17%	2
 Algeria	0.17%	2
 Cyprus	0.17%	2
 Australia	0.17%	2
 Ecuador	0.17%	2
 South Korea	0.09%	1

SPOTIFY STATS – All episodes, until 12Oct22



PODCAST

Futurespectives

By Locarno Film Festival

11 Episodes

562

starts [?](#)

Measured when a Spotify user listens to 0 seconds or more of any episode in your catalog.

376

streams [?](#)

Measured when a Spotify user listens to 60 seconds or more of any episode in your catalog.

281

listeners [?](#)

Measures the number of unique Spotify users who started an episode in your catalog.

68

followers [?](#)

Measures the number of Spotify users who clicked follow on a podcast in your catalog.

SPOTIFY STATS – Episodes Listens, 1-6



11 episodes

	Starts	Streams	Listeners	▼ Publish Date
 Simona Gamba: From MTV to Locarno and Designing Innovation	30	22	19	Sep 2, 2022
 Todd Haynes: Nobody Should Feel Free, Until Everybody is Free	8	6	8	Sep 2, 2022
 Matt Dillon: Best Mistakes, Parting With a Part and Living the Dream	77	54	50	Sep 2, 2022
 Laurie Anderson: Not Everything Has to Have Meaning	35	21	27	Sep 2, 2022
 Klaudia Reynicke: Society Through the Lens of a Female Filmmaker	12	10	11	Sep 2, 2022
 Daisy Edgar-Jones: Finding Your Purpose	148	94	104	Aug 15, 2022

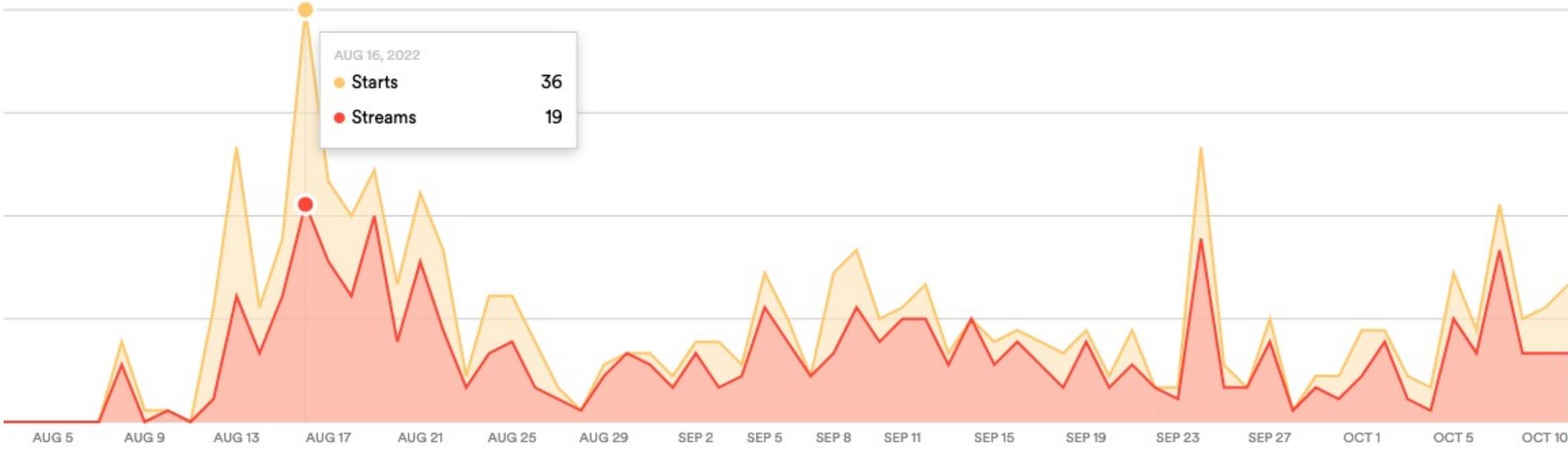
SPOTIFY STATS – Episodes Listens, 7-11



11 episodes

	Starts	Streams	Listeners	▼ Publish Date
 Aaron Taylor-Johnson: Stepping Out Of Your Comfort Zone	130	92	79	Aug 15, 2022
 Futurespectives Foreword by the Production Team	42	21	30	Aug 12, 2022
 Lucius Barre: From Old Hollywood to Now with an International Publicist	25	18	19	Aug 12, 2022
 Juliette Binoche: Why I Will Never Stop Growing	49	37	41	Aug 12, 2022
 Giona Nazzaro: Festivals, Freedom and the Future of Today	32	18	21	Aug 12, 2022

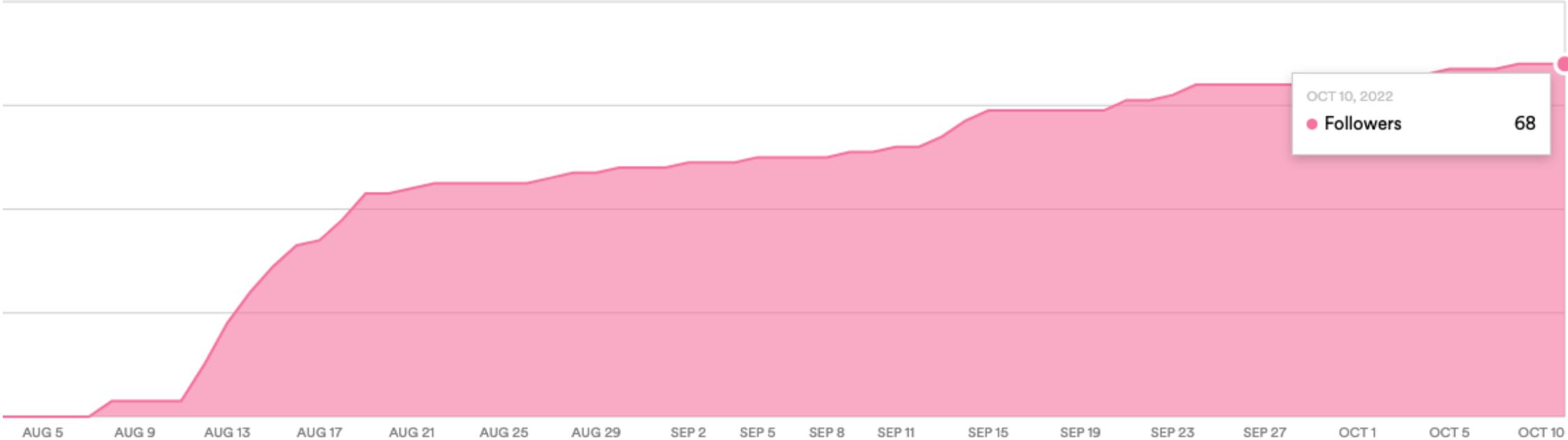
SPOTIFY STATS – Daily Starts & Steams, all Episodes



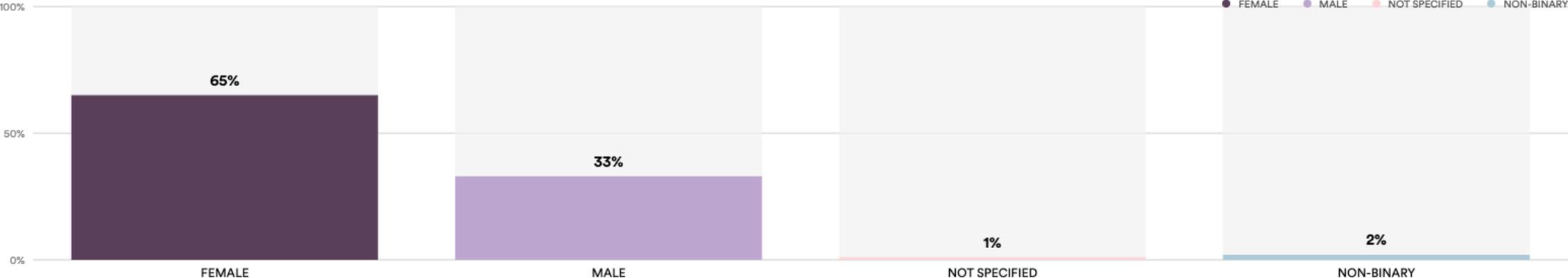
SPOTIFY STATS – Daily Listeners, all Episodes



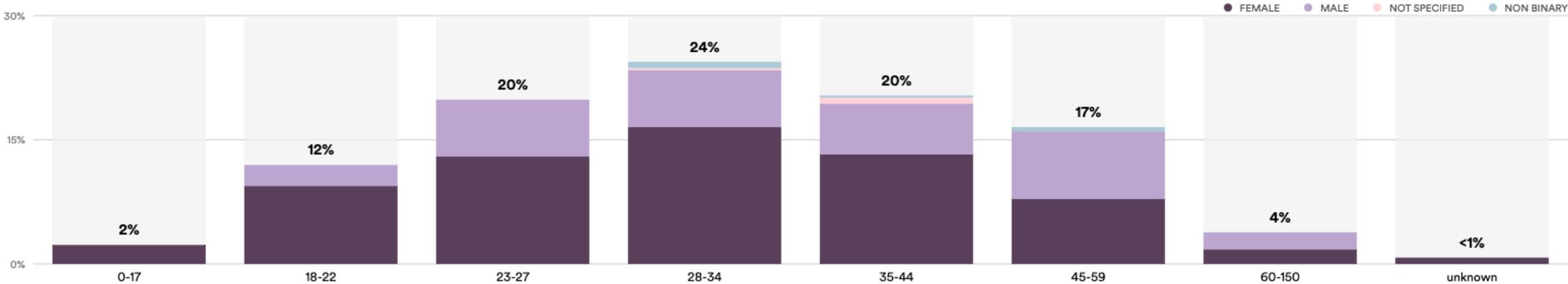
SPOTIFY STATS – Followers over Time, all Episodes



SPOTIFY STATS – Gender, all Episodes



SPOTIFY STATS – Age, all Episodes



SPOTIFY STATS – Main Countries, all Episodes



#	COUNTRY	STREAMS
1	Switzerland	83
2	United Kingdom	66
3	United States	47
4	Mexico	23
5	Canada	20
6	Italy	18
7	France	18
8	Ireland	17
9	India	16
10	Germany	14
11	Japan	10
12	Turkey	5
13	Australia	4
14	Colombia	4
15	Croatia	4
16	Greece	4
17	Spain	3
18	Poland	3
19	Sweden	3
20	Iceland	3
21	Cyprus	3

SPOTIFY STATS – What else Listeners are listening to



Lana Del Rey



Billie Eilish



Harry Styles



The Beatles



Taylor Swift

APPLE PODCAST STATS – Overview



Futurespectives ▾

Overview

Trends

Episodes

Performance

All Time

FOLLOWERS ?

14



LISTENERS ?

20



ENGAGED LISTENERS ?

15



PLAYS ?

146



New Followers



Time Listened



80% 12
Following

20% 3
Not Following

APPLE PODCAST STATS – Trends



Futurespectives ▾

Overview

Trends

Episodes

Performance

All Time

Listeners ▾

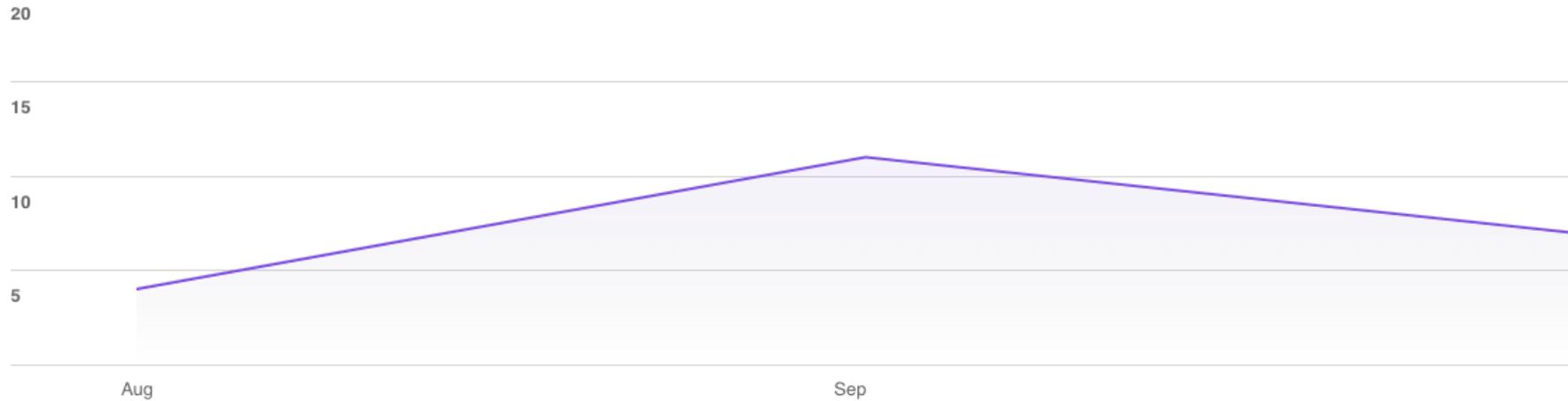
By Episode ▾

Location ▾

Engagement ▾

LISTENERS BY EPISODE

20



	NAME	RELEASE DATE ▾	THIS PERIOD
<input checked="" type="checkbox"/>	All	—	20

APPLE PODCAST STATS – Episodes 1-6



NUMBER ^	NAME	RELEASE DATE	DURATION	LISTENERS ?	ENGAGED LISTENERS ?	PLAYS ?	AVERAGE CONSUMPTION ?
S1 E1	Futurespectives Foreword by the Production Team	12 Aug 2022	10 min	-	-	-	-
S1 E2	Juliette Binoche: Why I Will Never Stop Growing	12 Aug 2022	18 min	8	5	19	65%
S1 E3	Lucius Barre: From Old Hollywood to Now with an International Publicist	12 Aug 2022	41 min	-	-	5	-
S1 E4	Giona Nazzaro: Festivals, Freedom and the Future of Today	12 Aug 2022	37 min	-	-	5	-
S1 E5	Aaron Taylor-Johnson: Stepping Out Of Your Comfort Zone	15 Aug 2022	25 min	-	-	10	-
S1 E6	Daisy Edgar-Jones: Finding Your Purpose	15 Aug 2022	17 min	6	-	22	95%

APPLE PODCAST STATS – Episodes 7-11



NUMBER ^	NAME	RELEASE DATE	DURATION	LISTENERS ?	ENGAGED LISTENERS ?	PLAYS ?	AVERAGE CONSUMPTION ?
S1 E7	Simona Gamba: From MTV to Locarno and Designing Innovation	2 Sep 2022	38 min	-	-	9	-
S1 E8	Todd Haynes: Nobody Should Feel Free, Until Everybody is Free	2 Sep 2022	35 min	-	-	6	-
S1 E9	Klaudia Reynicke: Society Through the Lens of a Female Filmmaker	2 Sep 2022	39 min	-	-	14	-
S1 E10	Matt Dillon: Best Mistakes, Parting With a Part and Living the Dream	2 Sep 2022	20 min	6	-	13	55%
S1 E11	Laurie Anderson: Not Everything Has to Have Meaning	2 Sep 2022	21 min	10	8	39	78%

APPLE PODCAST STATS – Episode Performance

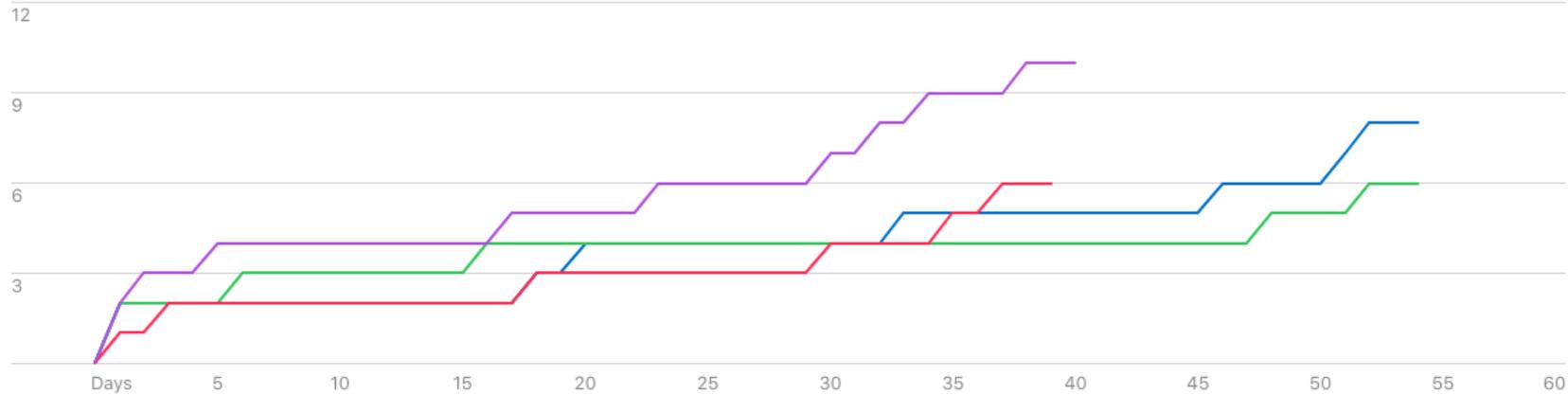


Futurespectives ▾

[Overview](#) [Trends](#) [Episodes](#) [Performance](#)

Episode Performance

60 Days After Release ▾



	NUMBER	NAME	RELEASE DATE	LISTENERS	CHANGE (%)
✓	S1 E11	Laurie Anderson: Not Everything Has to Have Meaning	2 Sep 2022	10	-
✓	S1 E10	Matt Dillon: Best Mistakes, Parting With a Part and Living the Dream	2 Sep 2022	6	-
✓	S1 E6	Daisy Edgar-Jones: Finding Your Purpose	15 Aug 2022	6	-
✓	S1 E2	Juliette Binoche: Why I Will Never Stop Growing	12 Aug 2022	8	-