

What's the Ideal Length for Your Podcast?



So you're doing pretty well at traversing the minefield that is starting a podcast. You've found your niche. You've got an attention-grabbing name. You've got some stunning artwork. But one question still remains — “how long should my episodes be?”

It's a question that has haunted every podcaster since the medium began. Luckily, there are a number of factors that can help you decide on the length of your podcast.

The Stats

The average podcast length is around [44 minutes](#). That figure is the mean average length of podcast episodes from a sample size of over 10 million episodes.

So you're probably thinking ‘job done! 44 minutes it is’ right? Well not quite. This figure is a good starting point. But bare in mind that it's a blanket figure covering lots of different podcasts.

In the same study, average length was broken down by category, with gaming podcasts averaging the longest episode times, coming in around the hour mark. With language learning podcasts coming in at the shortest, lasting on average less than 15 minutes.

No two podcasts are the same, and it's important to keep your category firmly in mind when deciding how long to make your episodes.

Listener Habits

Your listeners are your rulers. Learning how podcast listeners behave, and how they consume podcasts, will be a huge help in deciding how long to make your episodes.

A short scroll through [this reddit thread](#) will show you that most people who listen to podcasts do so whilst undertaking some other activity.

Many people listen to podcasts whilst on their commute. The average commute time in the UK is [52 minutes](#) for drivers, and 79 minutes for those using public transport like buses. The [US average](#) is close to 26 minutes.

Make your episodes too long, and your listeners may feel dissatisfied at not being able to get a full episode into their commute. Make it too short, and they may be left feeling short changed.

Conclusion

The take-home message here is to know your target audience inside and out. Who are they? What are their habits? How do they consume podcasts? How long do they spend doing things e.g. commuting?

Before you record your first episode, identify who it is you're trying to reach, and use publicly available data to try and predict when they'll tune in, and how much spare time they've got to listen to you. Spend some time finding out about them, and they'll repay you with consistent downloads.

Photo: Dan LeFebvre, [Unsplash](#)