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Subject: Spoken Word Showing Gains

Posted by [Concorde](#) on Sat, 20 Nov 2021 16:23:50 GMT

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I found an interesting article that details the numbers of how spoken word podcasts are showing gains in listenership across all demographics. The other contender, of course, is music. The numbers are still roughly 75/25 in favor of music, but more people it seems are want to gain information through the spoken word.

For once, a positive change in society.

<https://www.bollyinside.com/news/through-the-radio-audio-listening-occurs-with-most-of-the-spoken-words>

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Subject: Re: Spoken Word Showing Gains

Posted by [Kingfish](#) on Fri, 10 Dec 2021 13:42:18 GMT

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That is good news. There's still more progress to be made, but at least the gains are still coming. I keep changing up which pods I subscribe to as I change my current interests, but that speaks to how many options we have.

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Subject: Re: Spoken Word Showing Gains

Posted by [Miami](#) on Wed, 15 Dec 2021 16:48:22 GMT

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That can be attributed to the quality of new music being sub-par, while the quality of subjects being talked about is getting better. Not to mention the verbiage can be exceptional.

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Subject: Re: Spoken Word Showing Gains

Posted by [LCallan](#) on Sat, 18 Dec 2021 14:28:00 GMT

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I thought this thread was going to be about poetry, and I thought I'd cheer the poster on. Oh well, positive change in any direction is a good thing.

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Subject: Re: Spoken Word Showing Gains

Posted by [Miami](#) on Sat, 18 Dec 2021 19:56:10 GMT

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That's not a bad idea actually. Start a podcast where the host reads lyrics to songs. Pop music one day, country the next etc..... and give the story behind why it was written.

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