

Podcast Project Presentation

By Sofia Korostyshevsky



Objective

Explore the opportunity to
host podcasts at the
Radio Broadcast Center
in Orlando

Executive Summary

This presentation explores the podcast industry and identifies 8 potential partnerships that Universal could tap into.

A little bit about listeners...

672M
monthly



global
listeners

167M
monthly



US
listeners

80% of
Americans



ages 12+ have
listened to or
watched a
podcast

*Sourced from [Edison Research](#) and [PWC](#)

A little bit about listeners...

73% of US podcast revenue growth in 2025 was driven by video podcasts.

43% of Gen Z listeners have discovered new brands or products while listening to podcasts.

72% of downloaded episodes are finished end-to-end

8 average listener consumes per week episodes

*Sourced from [Edison Research](#), [Radio Advertising Bureau](#), and [Forbes](#)

Target Audience Snapshot



Families with
teens and tweens



Opportunities to
connect and make
memories together

*Sourced from an internal deck

Target Audience Snapshot



Young Adults



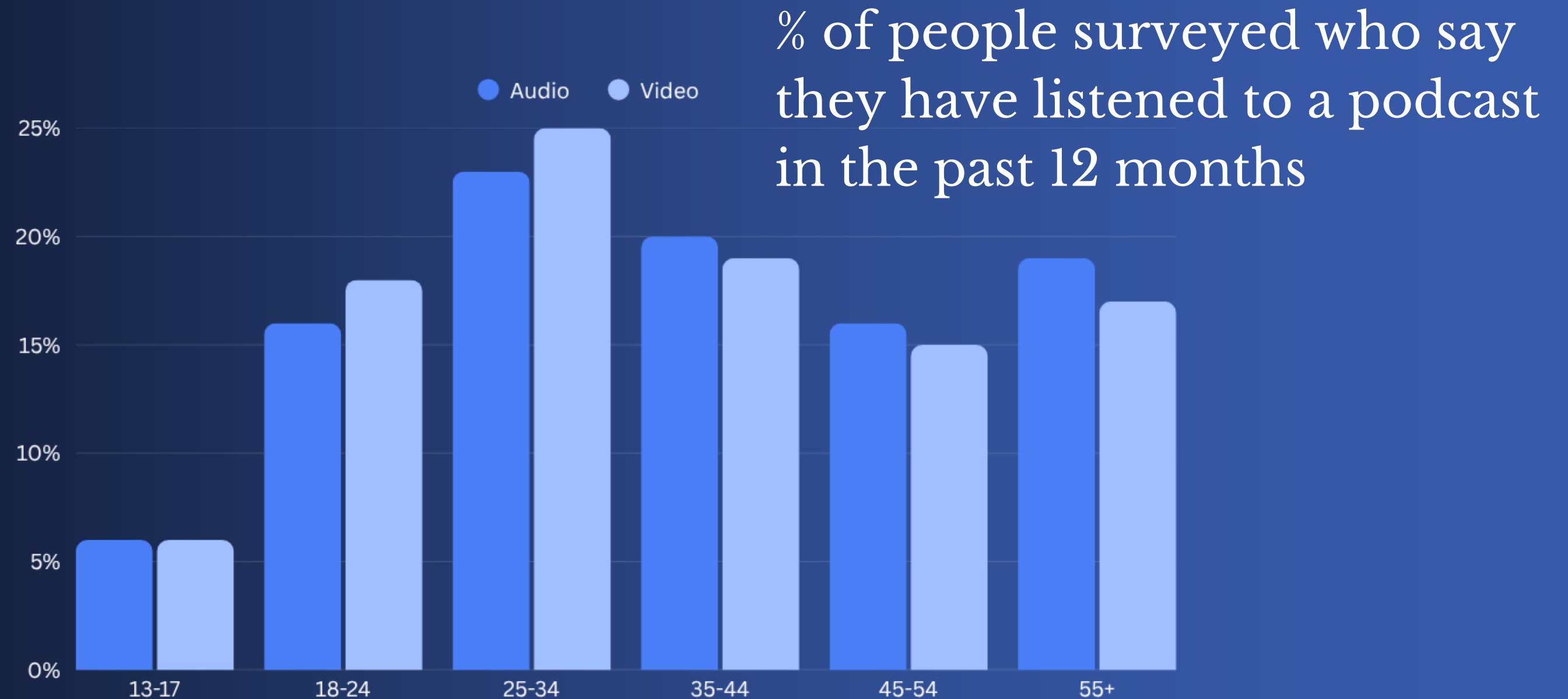
Couples and friends
visiting for staycations
and weekend getaways

*Sourced from an internal deck

Strategic Positioning

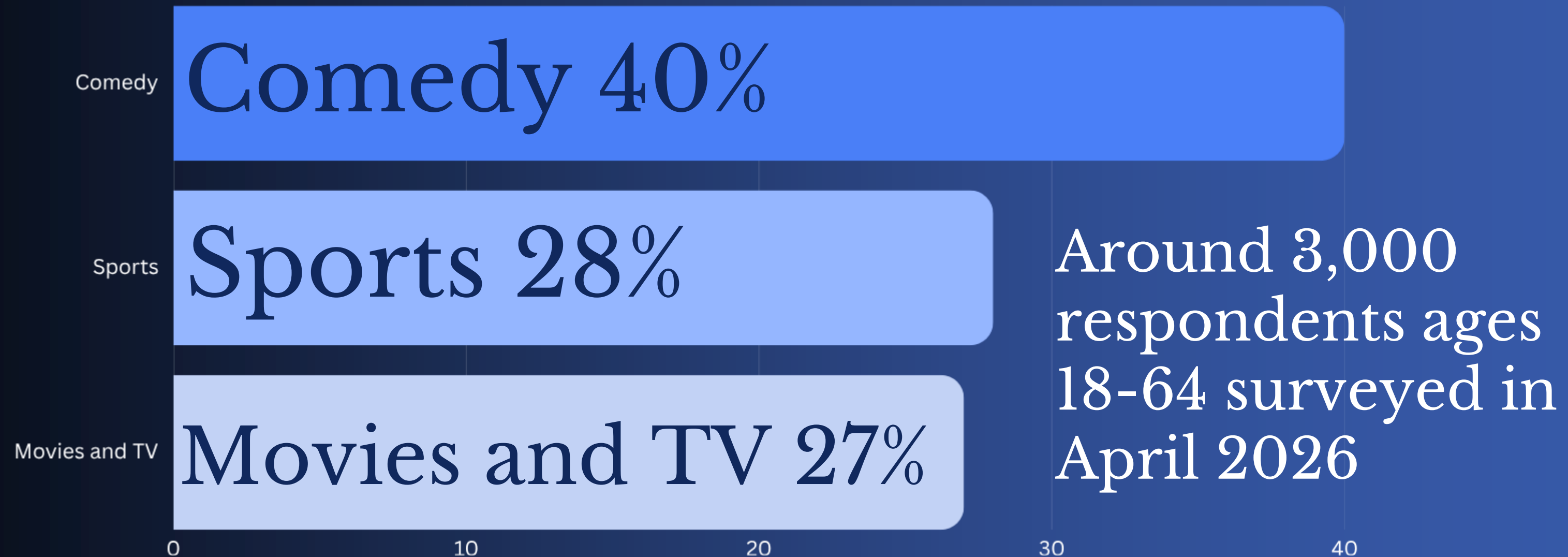
- Universal Orlando Resort aims to position itself as a week-long premier destination.
- We can reinforce this with podcasts by offering short residencies where podcasters explore the park day by day and the Radio Broadcasting Center serves as a “home base” where they discuss their experiences.

Podcast Audiences



According to Pew Research, podcast audiences are primarily adults between the ages of 25 and 44.

Most Popular Podcast Genres in the US



*Sourced from [Statista](#)

Advertising Dollars

2.9B 

US podcast ad spend,
up 18% year over year

71% brand recall for
host read ads

62% brand recall for
pre-produced spots

60% of podcast consumers have
taken some conversion action
after hearing an ad

*Sourced from [IAB](#), [Nielsen](#), [YouGov](#) and [Bloomberg](#)

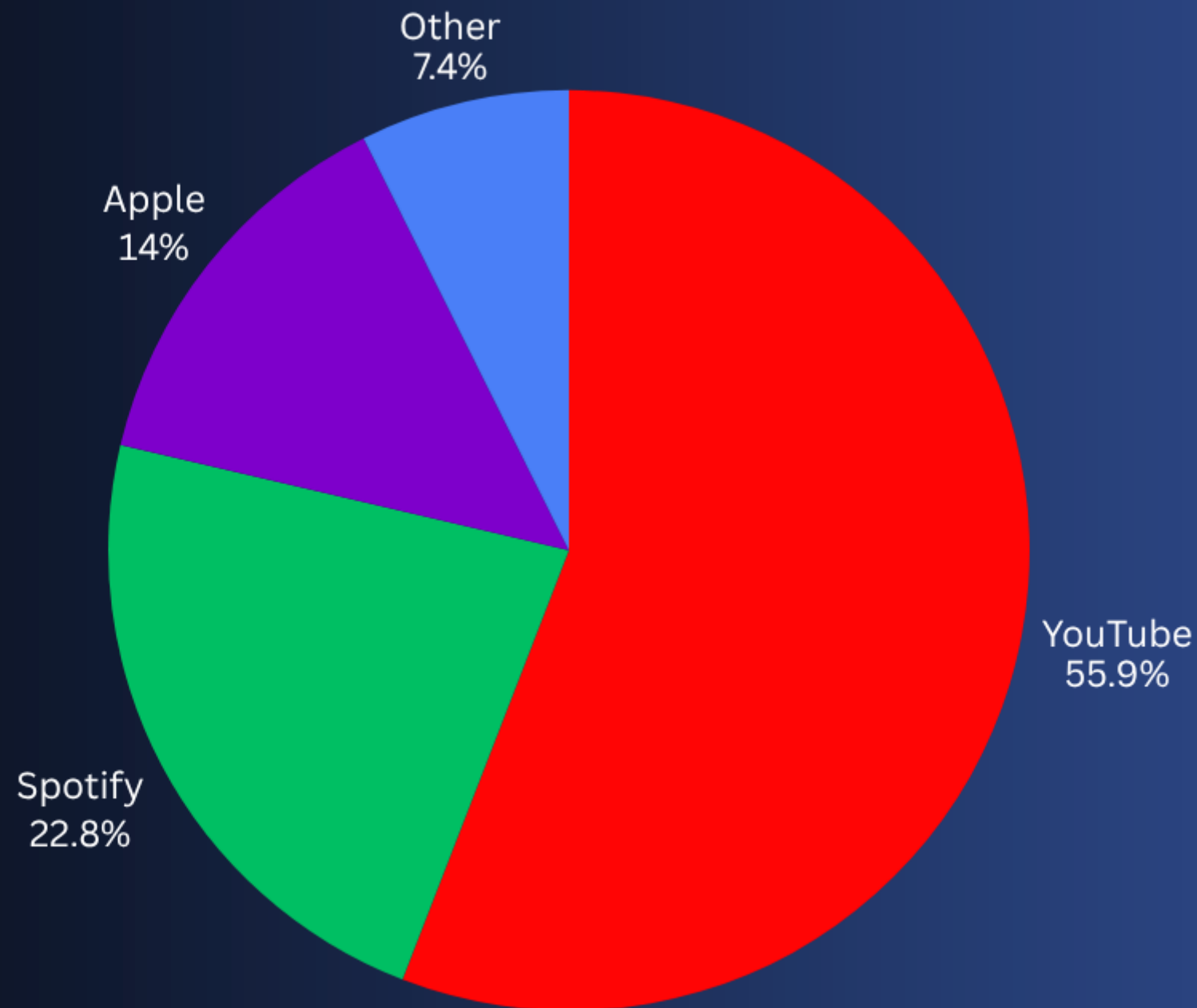
iHeart – America's #1 Podcast Publisher

Podcasting
revenue: \$41M → \$174M
 Q4 2020 Q4 2025

iHeart is actively committing to several podcast partnerships. They're currently partnered with Virgin Voyages and Baha Mar.

*Sourced from [SEC.gov](https://www.sec.gov), [iHeart Q4 2025 Earnings Call](#), and the [iHeart 2025 Investor Deck](#)

Podcast Listening Platforms



- Youtube is the fastest expanding platform
- Platforms such as SiriusXM, iHeart and Amazon fall into the “Other” category

*Sourced from Statista

Live Podcasting

According to StubHub, content creator tours sold nearly 500% more tickets in 2025 than in 2024. Average tickets for the top creator tours are priced at \$99 versus \$159 across live entertainment.



Podcast Industry Highlights

Virgin Voyages x iHeart

SiriusXM at Wynn Las Vegas

Baha Mar Residency (iHeart)

‘Smartless’ Live Shows



Virgin Voyages x iHeart True Crime Voyage



*Sourced from [iHeart blog](#)

Sold out 5-night Halloween Experience with overwhelmingly positive reviews. Renewed for March 2027.

Another iHeart/Virgin Partnership Cruise is set to sail in October 2026 with a “Stuff at Sea” theme.

SiriusXM Studio at Wynn Las Vegas Resort



Concerts, podcasts and live shows are filmed in this space.

SiriusXM at Wynn Las Vegas

Guests can watch live broadcasts with celebrity guests.

Hosts frequently mention the The Wynn on-air which provides valuable brand exposure.



Baha Mar Resort

26 of iHeart's top shows will be taping at the resort across 2026.

Podcasts have the option to broadcast live for resort guests or record privately.



*Sourced from [Podcast Business Journal](#) and [PR Newswire](#)

‘Smartless’ at the Hollywood Bowl

Podcasts fill arenas.

‘Smartless’ is a popular podcast that has recently started offering live shows. This is a clip from April 2026.

Tickets run \$40 to \$1,000, which is equivalent to concert pricing in a venue with a 17,500-person capacity.



We will not be the first to
bring third party podcasts into
a theme park.

Europa-Park Studio 78



One operator in the world runs a comparable room for outside productions:
Europa-Park

It is the largest theme park in Germany and the second most visited theme park in Europe after Disneyland Paris.

Europa-Park Studio 78



1920s retro-themed broadcasting center.

Guests can watch recordings live and are sometimes invited to participate.

Features of Studio 78

Produces four park-owned podcasts: Parkgeflüster, Zeit.Gemeinsam.Erleben., The World Beyond, and Going Bananas

Outside creators can also book Studio 78 to produce their own podcasts and radio shows.

Some of those outside creators are:

- Parkcast (The UK's Original Theme Park Podcast)
- The Season Pass Podcast
- Germany Travel Show (German National Tourist Board)

Disney's Done It...



Disney California Adventure hosted a live taping of “Pod Meets World” and three other podcasts on December 4th 2025.

The event wasn't open to the public, but listeners could enter sweepstakes for a chance to watch the taping in person and enjoy Disneyland Resort.

*Sourced from KOST Radio



Magical Rewind Podcast

‘Pod Meets World’



A ‘Boy Meets World’ rewatch podcast hosted by the three main stars of the show: Danielle Fishel, Rider Strong, and Will Friedle. ‘Boy Meets World’ originally premiered on ABC and the podcast regularly partners with Disney.



iHeart X Disney Partnership Reel

Instagram followers: 352k

Platform: iHeart

Special Episode: 107k views
on Instagram, 4,149 likes, 50
positive comments, and 26
reposts.



Competitor Podcasts

- **Disney** is the only domestic competitor currently publishing a native podcast, and they make use of temporary sets for each taping. They offer comped access for content deals.
- **SeaWorld** had an active onsite podcast from 2021 - 2023.

No domestic competitor operates a permanent broadcast facility which most likely means podcasts filmed inside the park have either low production quality or high production costs.

What Universal brings to the table:

The Orlando Radio
Broadcast Center

iHeart & Audacy
Relationship

IP Worth Talking
About

Different
approach to
podcasting

The Opportunity



A podcast reaches people months before any trip is booked. It is most valuable pre-visit: it builds *the desire, the familiarity, and the emotional connection* that eventually converts listeners into guests.



How to Measure Success

Some important KPIs to make sure podcast media values are attributed successfully are:

- Sweepstakes entry counts
- Newsletter opt-ins
- Social media views and interactions
- Listener counts per episode

Prioritized podcasts with

- Active posting schedules
- Successful brand partnerships
- Universal/NBCU relationship
- Loyal audiences
- Low brand risk

Las Culturistas

Genre: Pop culture and comedy

Instagram followers: 345k

Platform: iHeart

Estimated Age Range: 18-34

Ad Partners: Kraft Mac & Cheese,
Dunkin', Marshalls, M & Ms, JBL



[Listen Here](#)

Las Culturistas at Epic Universe – 4.3M views



Las Culturistas



@alexpshyaaa 1 year ago

Omg more Matt and Bowen/Universal content please! 💕💕



60



Reply



Office Ladies

Genre: Office Rewatch Podcast

Instagram followers: 1.2M

Platform: Audacy

Estimated Age Range: 35-49

Ad Partners: Airbnb, AT&T, Book of the Month, BetterHelp, Athletic Greens (AG1)



[Listen Here](#)

Office Ladies



Office Merch at the Tonight Shop in Universal Studios

Stuff You Should Know



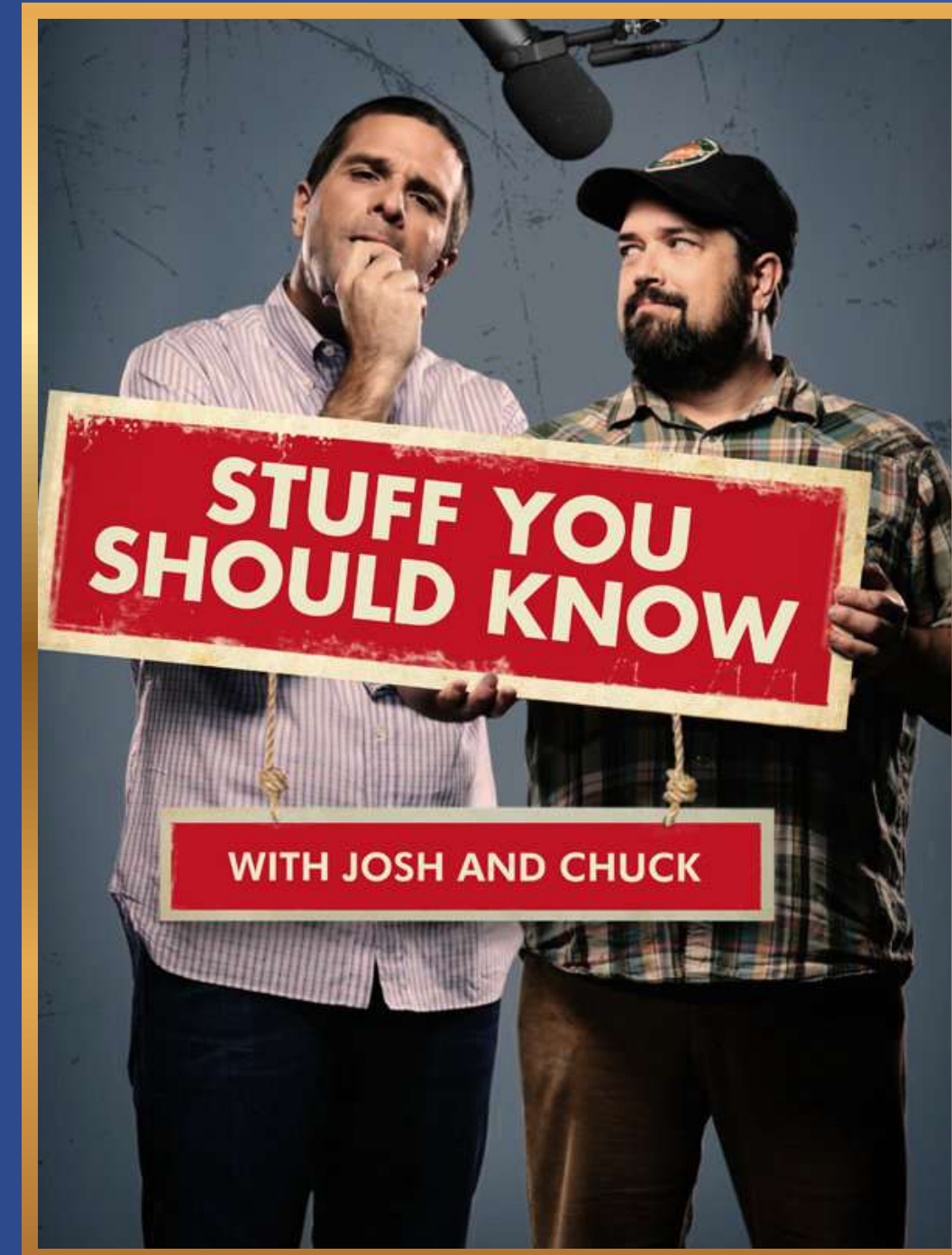
Genre: Educational Podcast

Youtube Subscribers: 225k

Platform: iHeart

Estimated Age Range: 25-44

Ad Partners: Airbnb, Vrbo, Visit California, Discover Puerto Rico, National Parks Foundation, SimpliSafe, Toyota, Progressive



[Listen Here](#)

Good Hang with Amy Poehler

Genre: Celebrity Interview

Instagram followers: 1.8M

Platform: The Ringer

Estimated Age range: 35-54

Ad Partners: Hilton Hotels, Subaru, Laneige, Uber Eats, and Nespresso



[Listen
Here](#)

Good Hang with Amy Poehler



Giggly Squad

Genre: Pop culture

Instagram followers: 1M

Platform: Acast

Estimated Age Range: 18-34

Ad Partners: Delta, Dunkin',
Unilever, Macy's, Lactaid



[Listen Here](#)

Smosh Mouth

Genre: Comedy

Instagram followers: 4.1M

Platform: Independent

Estimated Age Range: 18-34

Ad Partners: Zocdoc, Factor,
Aura Frames, Smalls, Casper,
Rocket Money



[Listen Here](#)

LOL Podcast

Genre: Comedy/Kids

Youtube Subscribers: 3.28M

Platform: Independent

Estimated Age Range: 12-17

Ad Partners: CashApp,
Domino's, Mint Mobile and
Liquid IV



[Listen Here](#)

Exciting seasonal opportunity: Halloween Horror Nights



Horror is a top performing podcast genre, and HHN paves the way for a natural partnership

Dead Meat

Genre: Horror

Youtube Subscribers: 7.01M

Platform: Independent

Estimated Age Range: 18 - 54

Ad Partners: A24 (film sponsorships), Gametime, Nutrafol, Brooklyn Bedding, Shopify, BetterHelp, Factor



[Listen Here](#)



SWOT ANALYSIS

Strengths:

- Orlando Broadcasting Center
- Strong existing relationships with talent/publishers

Weaknesses:

- Challenging IP approval process
- Pre-visit influence is tough to attribute

Opportunities:

- One of the first to host third-party podcasts onsite
- Seasonal event specials
- Short podcast residencies

Threats:

- Live, unscripted formats carry brand risk
- Resorts like Baha Mar locking up top shows first

What is Supplied

Park access

Travel and lodging for
the show hosts and
producer

Time in the Orlando
Broadcast Center

Approvals most likely
needed from fulfillment,
legal, and creative (for IP
and brand risk)

What We Receive

Natural sounding
host-read mentions

Sweepstakes entries
with an opt-in feature

Social Media Content

Content rights for
Universal's own
channels

Podscale – Podcasting Media Value

Podscale is a performance-driven digital media agency and podcast advertising company founded in 2022. They work with brands such as Warby Parker, Hexclad, and Harry's.

This is their media valuation for podcasts:

CPM x Impressions

1000

Podscale – Podcasting Media Value

Larger networks such as iHeart and SiriusXM have
a **CPM between \$30 - 40**

Smaller/Independent Creators have
a **CPM between \$28 - \$30**

No additional fees are typically charged for host
personal endorsements (PEs).

Video podcasts are considered more effective forms
for advertising.

Rough Estimate of Media Value

Smosh Mouth
(Independent
Network)

570k views
(7/27 episode)
\$29 CPM

\$16,530

(one episode)

Good Hang with
Amy Poehler
(The Ringer)

368k views
(7/21 episode)
\$35 CPM

\$12,880

Next Steps

- Narrow down which podcasts would be worth partnering with
- Approach iHeart with a defined offer and a facility date
- Continue to work with Spark to assign a media valuation methodology

Thank You!

Appendix

Slide 4 - Monthly listener estimates sourced from Edison Research and PWC

Slide 5 - Listener statistics sourced from Edison Research, Radio Advertising Bureau and Forbes

Slide 9 - Listener age demographics sourced from Pew Research

Slide 10 - Top podcast genres sourced from Statista

Slide 11 - Advertising revenue and recall percentages sourced from IAB, Nielsen and Bloomberg

Slide 12 - Sourced from SEC.gov, iHeart Q4 2025 Earnings Call, & iHeart 2025 Investor Deck

Slide 13 - Platform share sourced from Statista

Slide 14- Live podcasting ticket sales sourced from StubHub

Slide 16 - iHeart True Crime Voyage information sourced from the iHeart blog

Slide 18 - SiriusXM studio info sourced from The Wynn Las Vegas and @markwahlberg on IG

Slide 19 - Baha Mar information sourced from Podcast Business Journal and PR Newswire

Slide 20 - Smartless podcast sourced from Stubhub and @chrisbeckusa on IG

Appendix



Slides 23/24 - Europa-Park Studio 78 information sourced from [Europa-Park](#) and [Ortenau Journal](#)

Slide 25 - Disney KOST Holiday Party & sweepstakes information sourced from [KOST Radio](#)

Slide 26 - Pod Meets World overview sourced from [Wikipedia](#)

Slide 27 - Sizzle reel sourced from [@PodMeetsWorld](#) on Instagram

Slide 28 - Discontinued [SeaWorld Podcast](#) and [planDisney](#) podcast

Slide 33 - Las Culturistas NBC Partnerships: [Las Culturistas X Universal on Youtube](#) and [Las Culturistas Culture Awards](#). Culture Award - [Helios Wins Most Iconic Structure](#)

Slide 34 - [Reddit](#): Has anyone actually used some of the Smosh Mouth sponsors?

Podcast Age Ranges sourced from [PodscanFM](#)

Podcast websites: [Las Culturistas](#), [Office Ladies](#), [Smosh Mouth](#), [Good Hang with Amy Poehler](#), [Giggly Squad](#), [Stuff You Should Know](#), and [Dead Meat](#)

Triton Digital Podcast Rankers Q1, 2026

#6 Stuff You Should Know
#10 Good Hang with Amy Poehler
#70 Smosh Mouth
#81 Giggly Squad
#92 Office Ladies

3,000 listeners surveyed for the top 200
podcasts in the US

Honorary Mention Podcasts

(Appendix)

Smartless

Genre: Celebrity Interview

Instagram followers: 429k

Platform: SiriusXM

Age range: 35-54

Notes: In a 3-year SiriusXM deal. Live tours happening through 2026.



Fly on the Wall

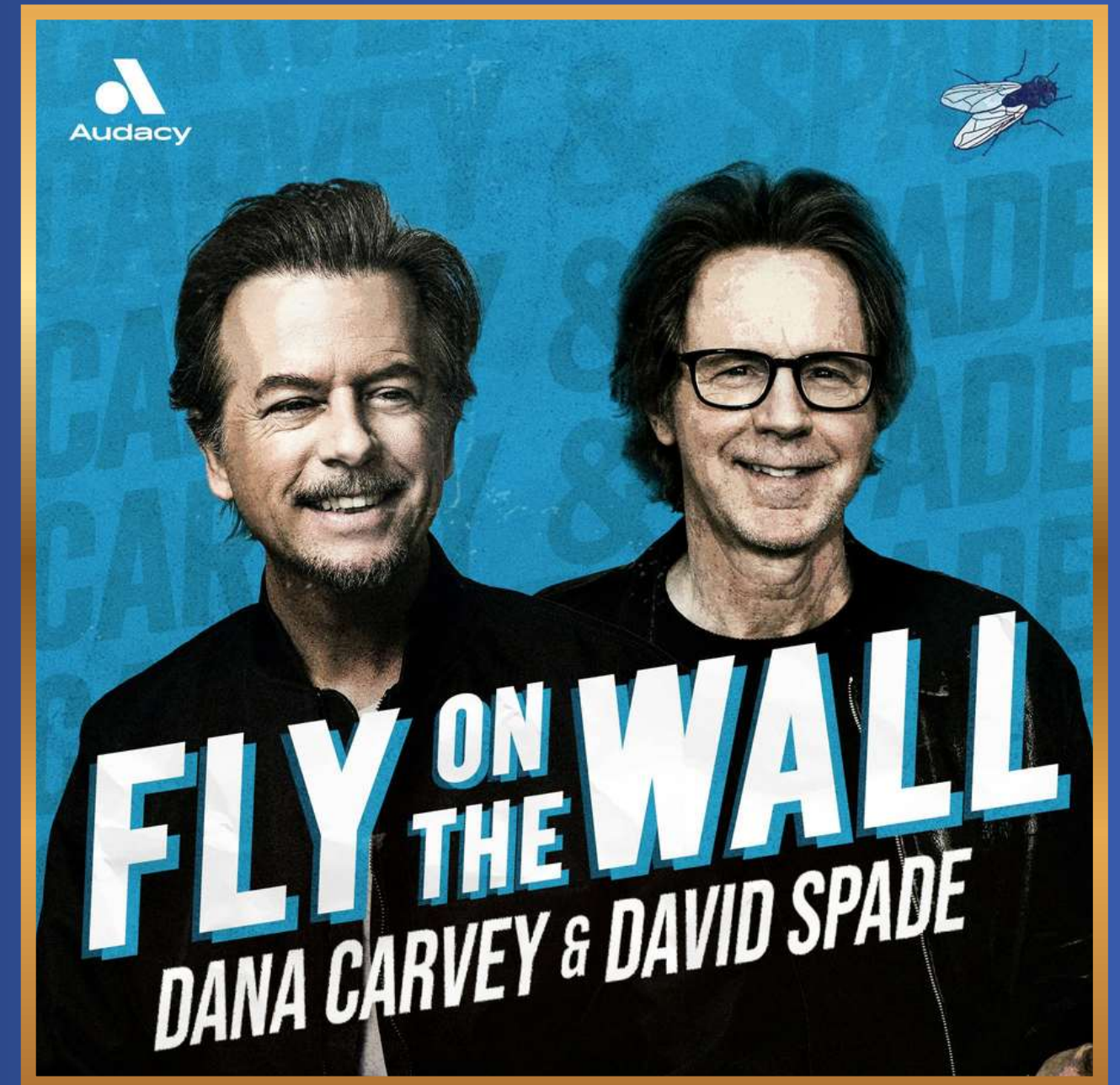
Genre: Comedy

Instagram followers: 106K

Platform: Audacy

Age Range: 40-54

Notes: SNL deep-dives, NBCU IP.
Excluded due to narrow age range
and lower popularity.



Triton Digital Podcast Rankers Q1, 2026

#5 Smartless

#104 Fly on the Wall

3,000 listeners surveyed for the top 200
podcasts in the US

Short Podcast Clips

Giggly Squad



Hannah and Paige Try Florida Episode 6 6/9/25

Smosh Mouth



Trevor's Pirate Obsession | Smosh Mouth 153 7/20

LOL Podcast



Cash Raged and Broke Ivy's Phone? 7/29 Episode