



Podcasting on YouTube

YouTube's place in the podcast ecosystem and best practices

Video podcasts are growing in popularity with podcast newcomers and Gen Z

84%

of Gen Z monthly podcast listeners have listened to or watched podcasts with video¹

37%

of podcast listeners prefer to consume podcasts with video²

40%

of podcast newcomers prefer podcasts with video³

No. 1

Most frequently used podcast service¹

YouTube has a **discoverability advantage**. There are **people searching independently for topics and guests who stumble across my podcast** – they don't do that on other platforms like Spotify.

Marques Brownlee,
WVFRM Podcast

YouTube's search and discovery can bring new audiences to your content more easily

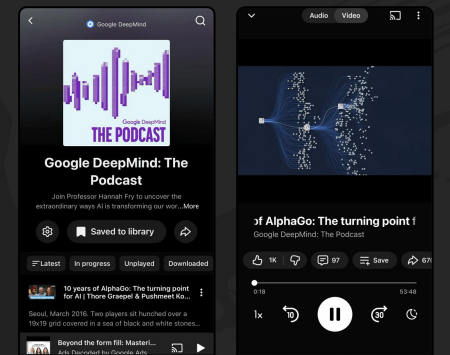
Traditional podcaster challenge: Limited traditional discovery mediums such as top chart lists and expensive marketing. YouTube's multi-format ecosystem surfaces podcasts to massive, diverse audiences.



YouTube Main drives discovery

On YouTube Main, users can discover podcasts via:

- youtube.com/podcasts
- Badging on the search and watch pages
- Podcast tab on channel pages
- New: Weekly chart of top podcasts



YouTube Music provides audio-first consumption

- AI episode summaries
- Podcast filter in search
- Episode search (for the viewer)
- Episode view counts (for the creator)
- Toggle between video and audio

1. According to an Edison report, YouTube (including YouTube Music) is the most frequently used service for listening to podcasts among weekly podcast listeners surveyed in the US (YouTube 41.2%, Spotify 20.4%, Apple Podcasts 11.3%) (US, Q4 2025) | 2. Source: Edison Gen Z Podcast Listener Report | 3. Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2023 Report, Fall 2022, Cumulus Media, MARU/Matchbox National Study – October 2023, October 2022; Q: 'How do you prefer to listen to podcasts?' | 4. Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2023 Report, Cumulus Media, MARU/Matchbox, National Study – October 2023; Q: 'How do you prefer to listen to podcasts?'

For YouTube, a podcast is a type of playlist



You can designate a playlist (existing or new) as a podcast in YouTube Studio.

[LEARN MORE](#)

You can create a new podcast playlist on YouTube using an RSS feed.

[LEARN MORE](#)

Track your podcast's performance with podcast analytics in YouTube Studio.

[LEARN MORE](#)

Best practices



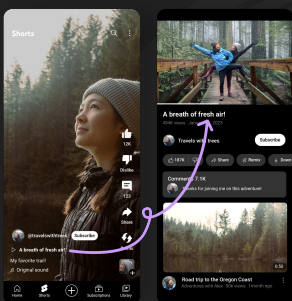
1 Decide on a channel strategy

- This all comes down to audience
- If your podcast audience overlaps with your channel audience, then it may be best to keep it together
- Otherwise, it may be better to have separate channels



2 Upload full episodes in the podcast playlist

- Use a consistent [thumbnail and title](#) style for your full episodes
 - (But don't sacrifice engagement and intrigue for the sake of consistency)
- [Video chapters](#) help audiences to find the topics they're looking for
- Update your podcast playlist with your latest full episode
 - Your followers will see it in their 'New episodes' feed



3 Use Shorts and clips to help new audiences sample the podcast

- Use [Shorts](#) and [clips](#) to share engaging moments that can promote your show to new audiences
 - But keep them out of your full-episode podcast playlist, as this can be confusing to viewers
- Link related videos to your Shorts – make it easy for audiences to find full episodes of your show
- The video clips tool in YT Studio gives you AI suggestions

For YouTube, a podcast is a type of playlist

Use the full power of video

- Make the most of video to help your podcast stand out on YouTube
- But don't worry if you can't. Podcasters have used many different visual styles (see examples to the right)
- Be creative and find the solution that works best for you

Video-first styles

- [Remote production](#)
- [Studio setup](#)
- [Custom set and full video production](#)

Audio-first styles

- [Static imagery](#)
- [Video intro to static image](#)
- [Stock video and graphic accompaniment to audio](#)

Other great tools for you

[Collabs](#)

[Captions and transcripts](#)

[Analytics](#)

[Ask Studio](#)

[A/B testing for thumbnails and titles](#)

[Dubbing and auto-dubbing](#)

Next steps

1

Decide on a **visual approach** for your **catalogue episodes** – and **how you want new episodes to look going forwards**.

2

Make a **channel strategy** for your podcast(s).

3

Upload your **full episodes** to YouTube and assign them to their **proper podcast playlists**.

4

Track and review your performance through [YouTube Analytics](#). Experiment with your thumbnails and titles. Optimise for reach and monetisation potential.

Constantly test, experiment and learn ✨

DO

- Put your podcast into a podcast playlist
- Obsess over your thumbnails and titles, and keep them unique
- Lean into different formats (e.g. live, Shorts, posts)
- Explore multiple revenue streams
- Get to know your audience and analytics

DON'T

- Give your playlist a generic name (like 'Episodes'), because it'll impact discovery
- Worry about going all-in on a full production setup
- Focus only on English-language content
- Mix clips and full episodes in the same playlist
- Think that people only watch on one device