



THE STATE OF PODCAST GUESTING

2026

WHAT'S HAPPENING NOW **WITH PODCAST GUESTING**

EXCLUSIVE INSIGHTS FROM OUR INDUSTRY-LEADING DATABASE

This report aims to inform and elevate the podcasting community by equipping everyone with the knowledge needed to make smarter, more intentional decisions. We share the exclusive data from our extensive internal and externally licensed databases to help demystify the guesting process with real numbers and insights.



10 YEARS



1500+
CERTIFIED
GUESTS

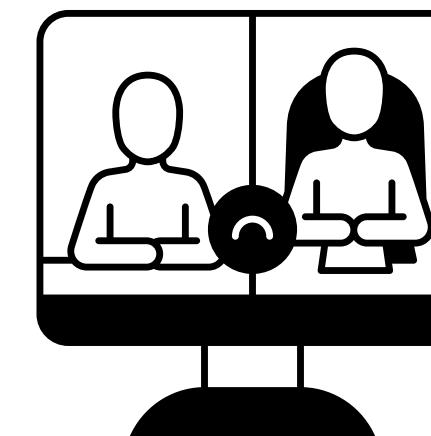


75K+
INTERVIEWS



200M+
LISTENS

Guests can use this data to shape a strategic podcast interview marketing plan that builds visibility, credibility, and business growth.



Hosts can compare their own workflows and timelines with broader industry trends to improve efficiency and guest experience.

OUR NUMBERS

A PEOPLE DRIVEN COMPANY, BACKED BY DATA.

Since we began in 2014, podcast guesting has evolved from a niche tactic into a mainstream marketing strategy for thought leaders, authors, and entrepreneurs. In response, the number of platforms, agencies, and virtual assistants offering podcast bookings has grown, often with little attention to meaningful outcomes.

But success in podcast guesting isn't about being featured on 100 shows in a month. It's about building real impact. Being on the right shows, with the right audience, consistently delivers far greater results than appearing on dozens of misaligned ones.

Booking does NOT equate growth. This is why we're a Podcast Interview Marketing company, NOT a podcast booking agency.

For over a decade, we've refined a proven system built around strategic podcast placements aligned with broader marketing goals. Our focus is on driving real business results, not just filling calendars.

This data-driven mindset is core to who we are. Our founder, Tom Schwab, an engineer and Navy veteran, infused Interview Valet with a systems-based approach to tracking, measuring, and optimizing every aspect of podcast guesting.

Each year, we share what we've learned in The State of Podcast Guesting report, offering not just numbers, but context, strategy, and insight to help guests and hosts make informed decisions.

A close-up, black and white photograph of a professional condenser microphone. The focus is on the circular mesh grille, which is the central part of the microphone. The grille has a fine, woven pattern. The microphone is held by a stand, and a small portion of the stand and the base are visible in the background.

WHAT TO EXPECT IN THIS REPORT

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HOW MANY PODCASTS ARE THERE RIGHT NOW

2,989,047
PODCASTS

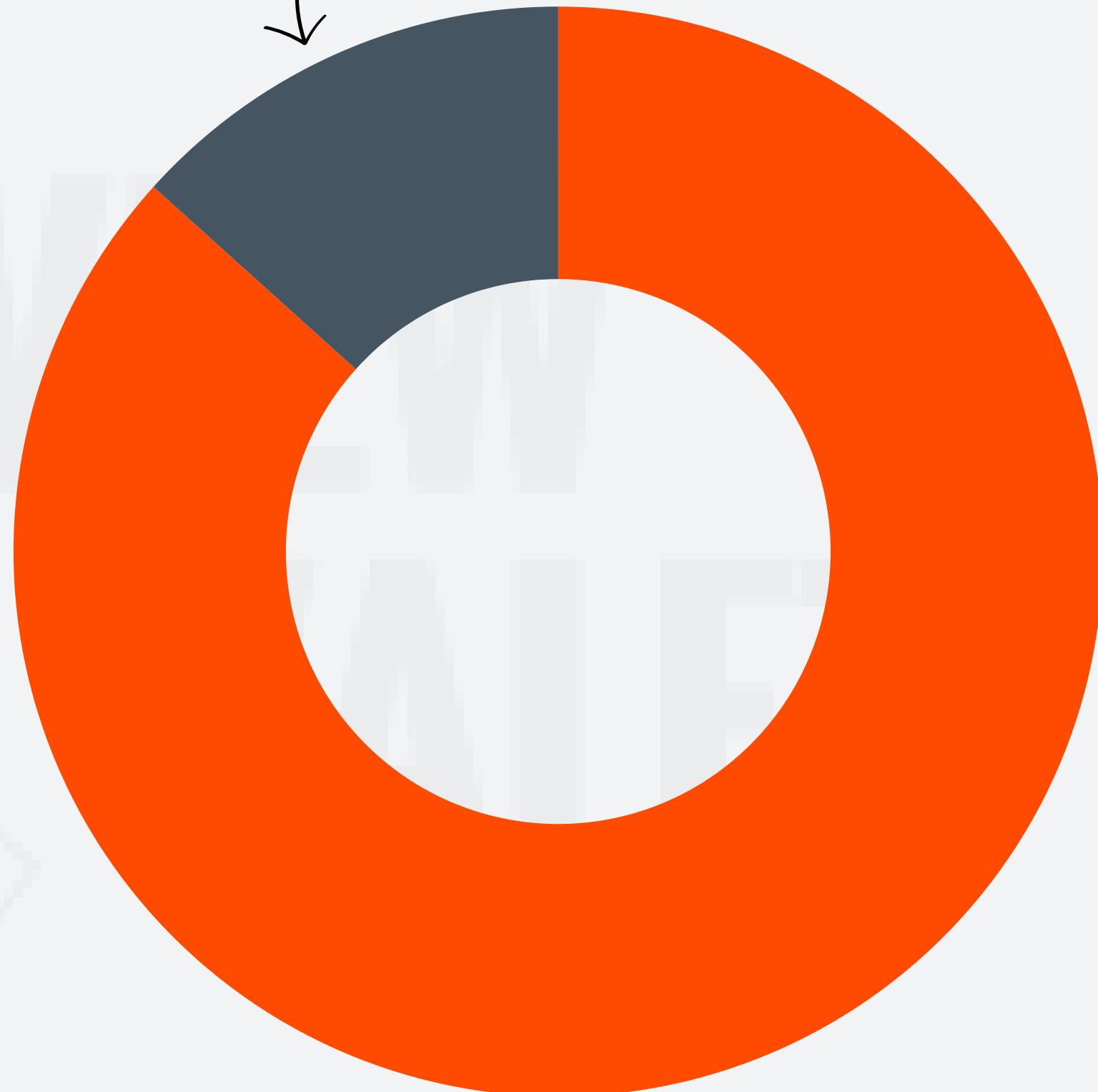
UP +0.4% IN 2025

398,536

ACTIVE PODCASTS

DOWN 1.0% FROM 2025

13.33% OF PODCASTS ARE ACTIVE



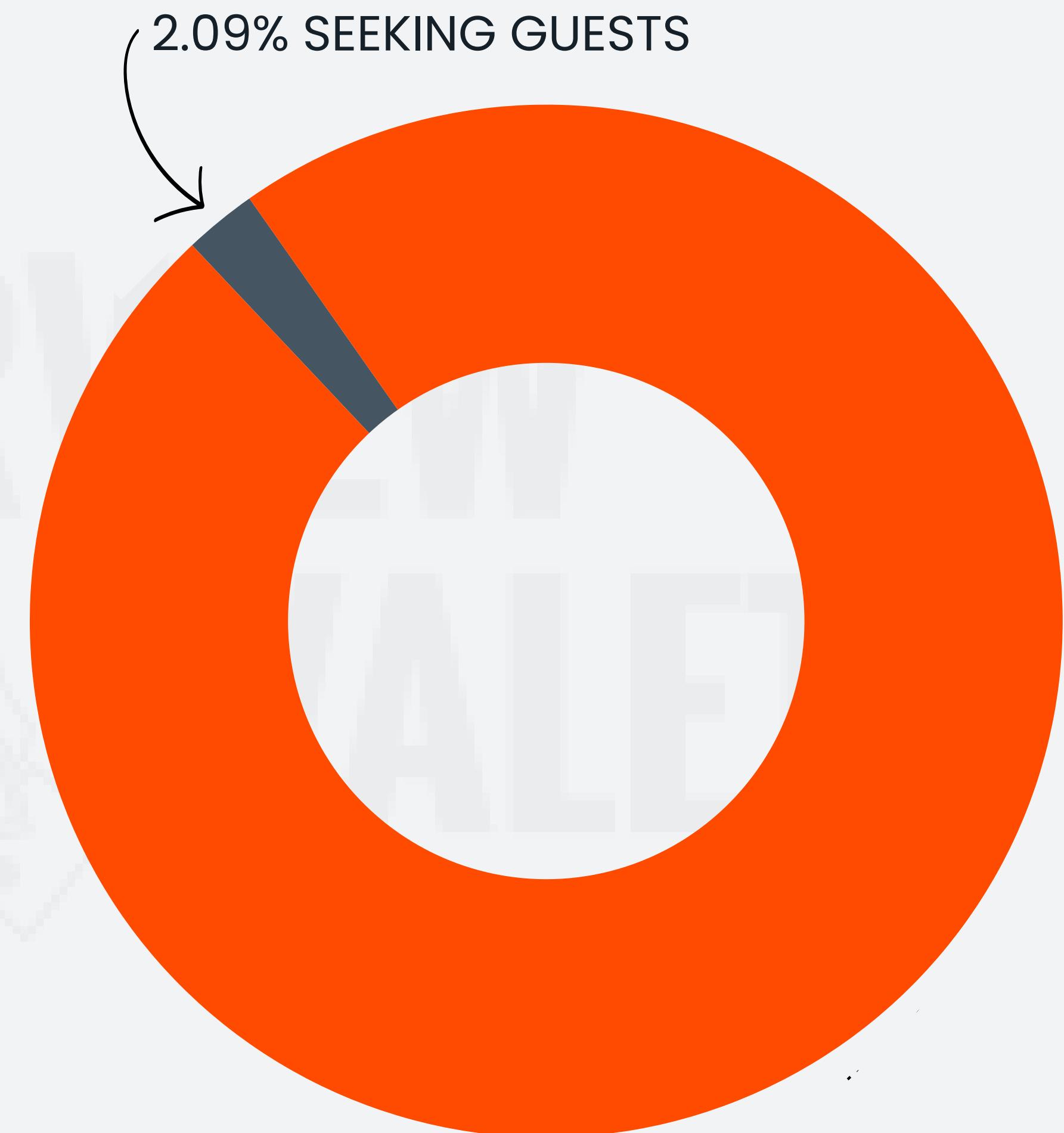
PODCASTS SEEKING GUESTS

100,682

PODCASTS
SEEKING
GUESTS

4,799,998

GUESTS
SEEKING
PODCASTS



Source: PodMatch Jan 2026



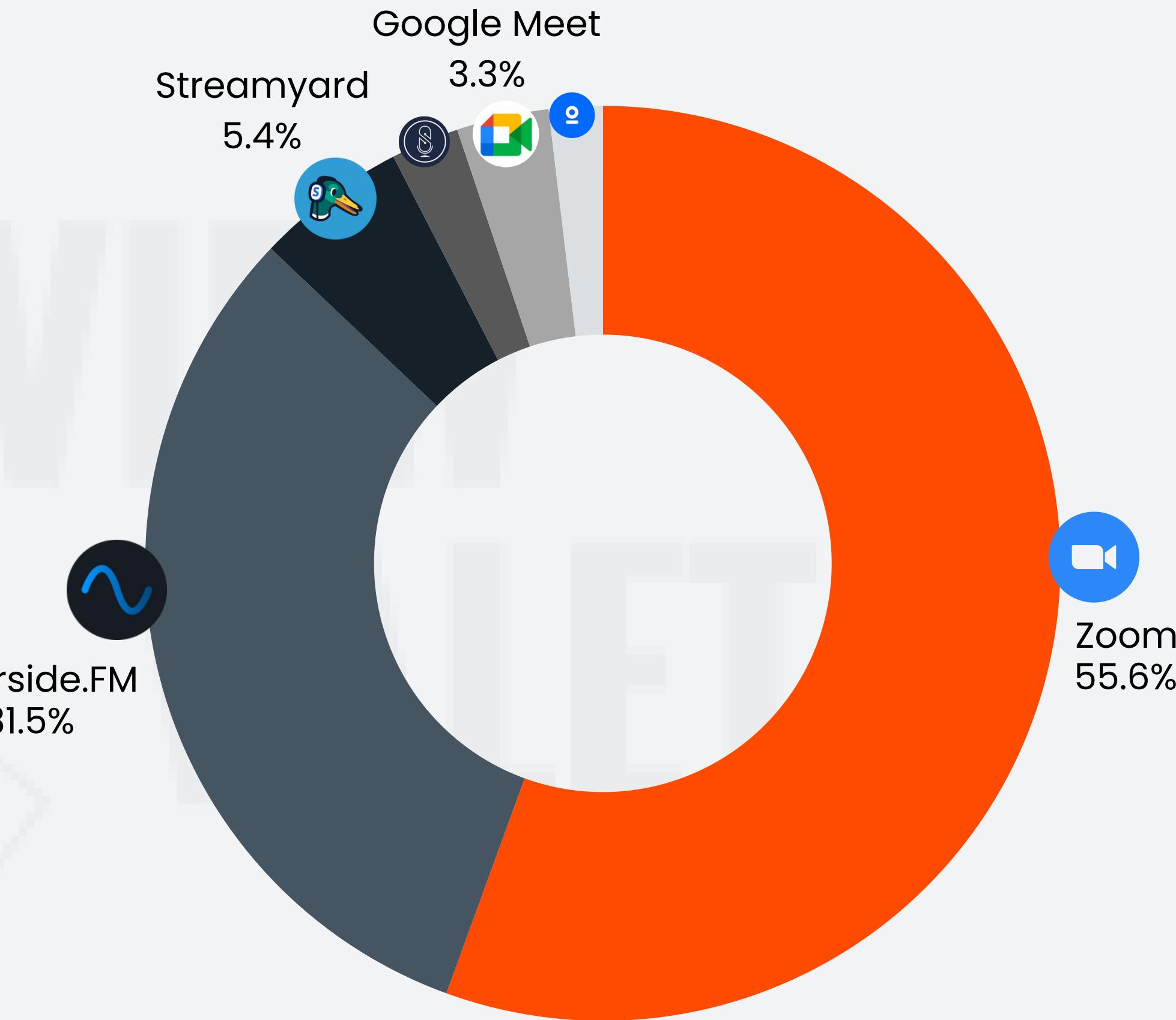
KEY TAKEAWAYS

ACTIVE PODCASTS

- The overall number of podcasts had a small dip in 2024, the first time in 5 years, but it's back in a positive direction this year.
- The number of active podcasts has been on a continuous, slow decline since 2020.
- Podcasts are moving away from hobbyists, and the quality of those who stick around is increasing.
- This plays in favor of guests because the guests and their listeners are becoming more invested and committed.
- Landing a guest opportunity continues to become more competitive. Hosts are looking for guests who are prepared, promotes, and adds value.

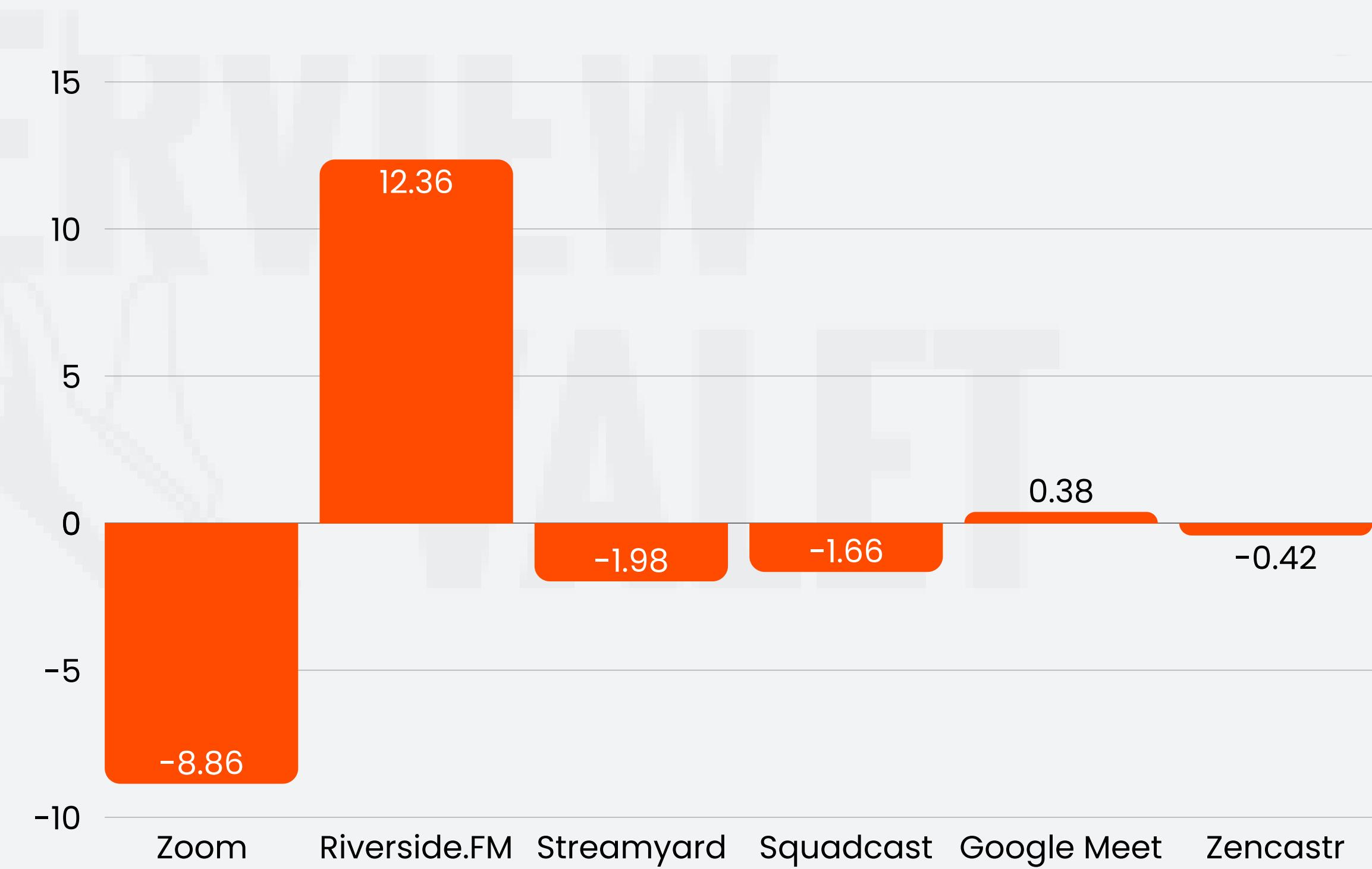
MOST COMMON PLATFORM TO CONDUCT INTERVIEWS

Zoom	53.66%	
Riverside.FM	30.45%	
StreamYard	5.17%	
SquadCast	2.33%	
Google Meet	3.15%	
Zencastr	1.83%	



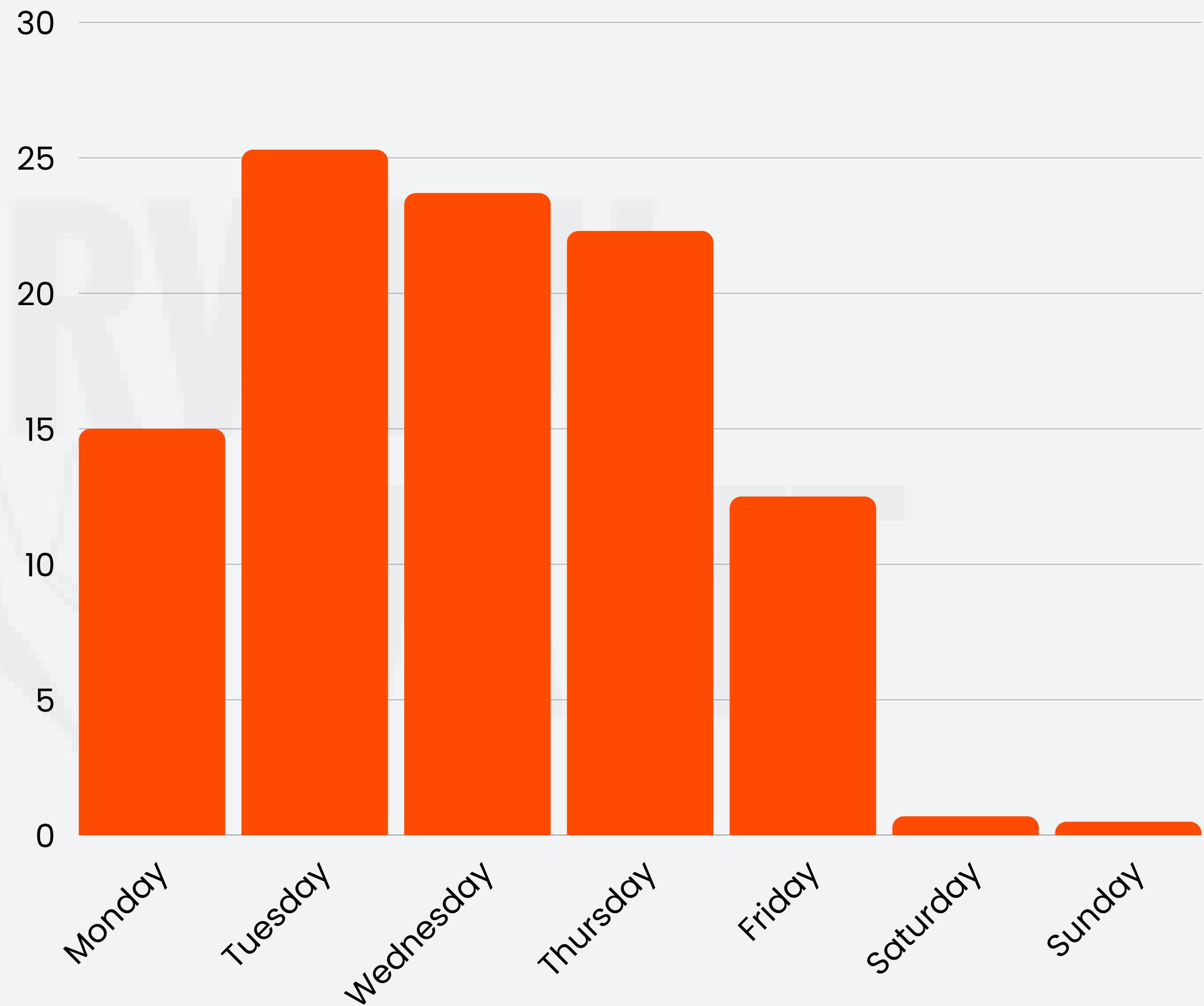
PLATFORM CHANGES THIS YEAR

Zoom	-8.86%	
Riverside.FM	+12.36%	
StreamYard	-1.98%	
SquadCast	-1.66%	
Google Meet	+0.38%	
Zencastr	-0.42%	



MOST COMMON DAYS TO INTERVIEW

Monday	15.0%
Tuesday	25.3%
Wednesday	23.7%
Thursday	22.3%
Friday	12.5%
Saturday	0.7%
Sunday	0.5%





KEY TAKEAWAYS

WHERE & WHEN ARE PODCASTS RECORDING?

- Zoom holds the #1 spot as the most popular recording platform for podcasts it has been on a steady decline.
- Riverside has continued to grow in popularity. Jumping up 12.36% from 2025.
- Two longstanding platforms bottomed out to zero this year. Phone and Skype.

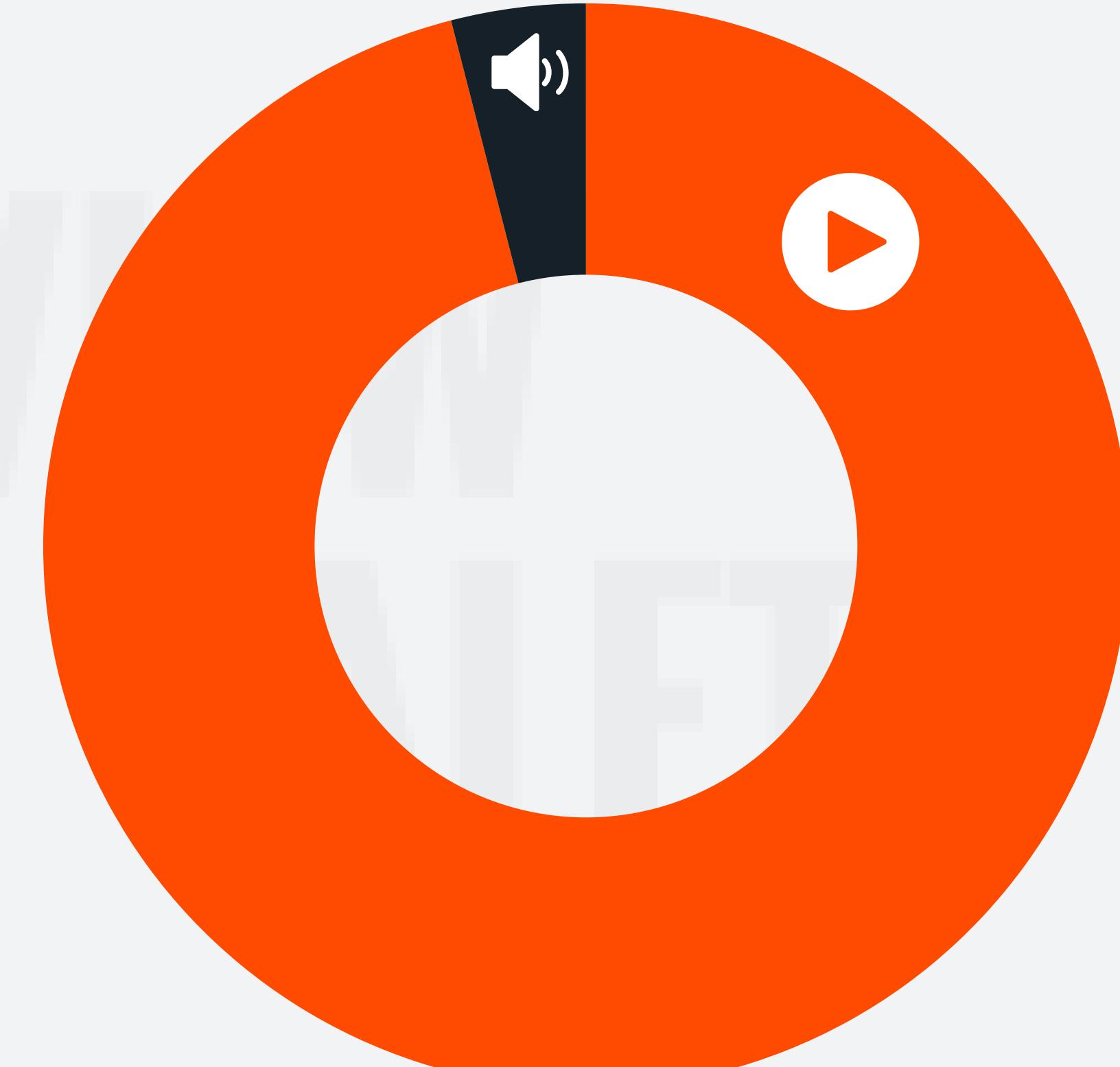
- Monday and Friday continue to decrease for recording. While Tuesday, Wednesday, & Thursday continue to grow in popularity.
- We track recording time for the Guest, so weekend recordings are mostly due to time zone differences from the Host location.

PERCENTAGE OF PODCASTS THAT INCLUDE VIDEO

96% INCLUDES
VIDEO

4% AUDIO ONLY

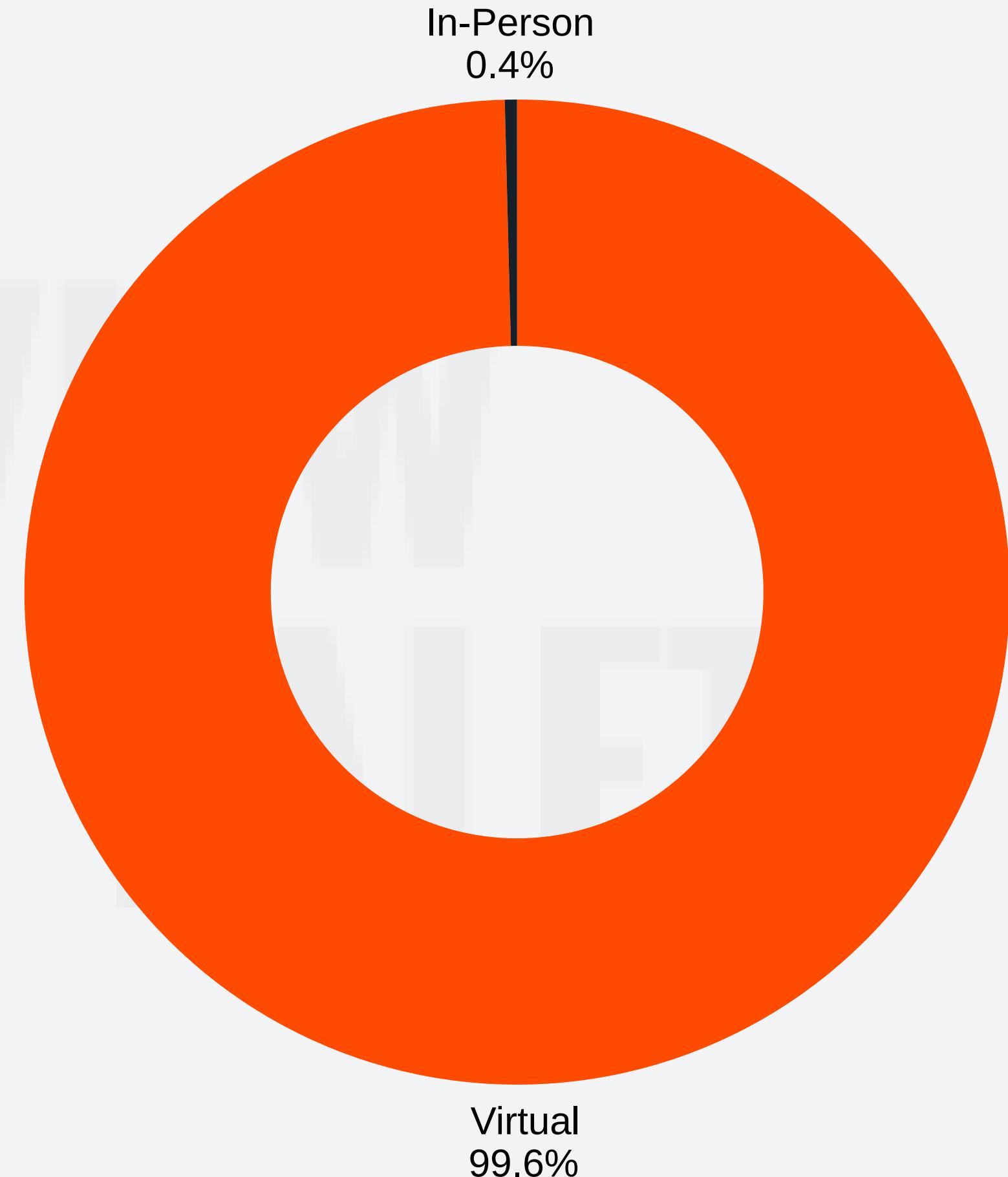
Audio Only
4%



Include Video
96%

WHERE ARE PODCASTS RECORDING

99.6% VIRTUALLY
0.4% IN-PERSON





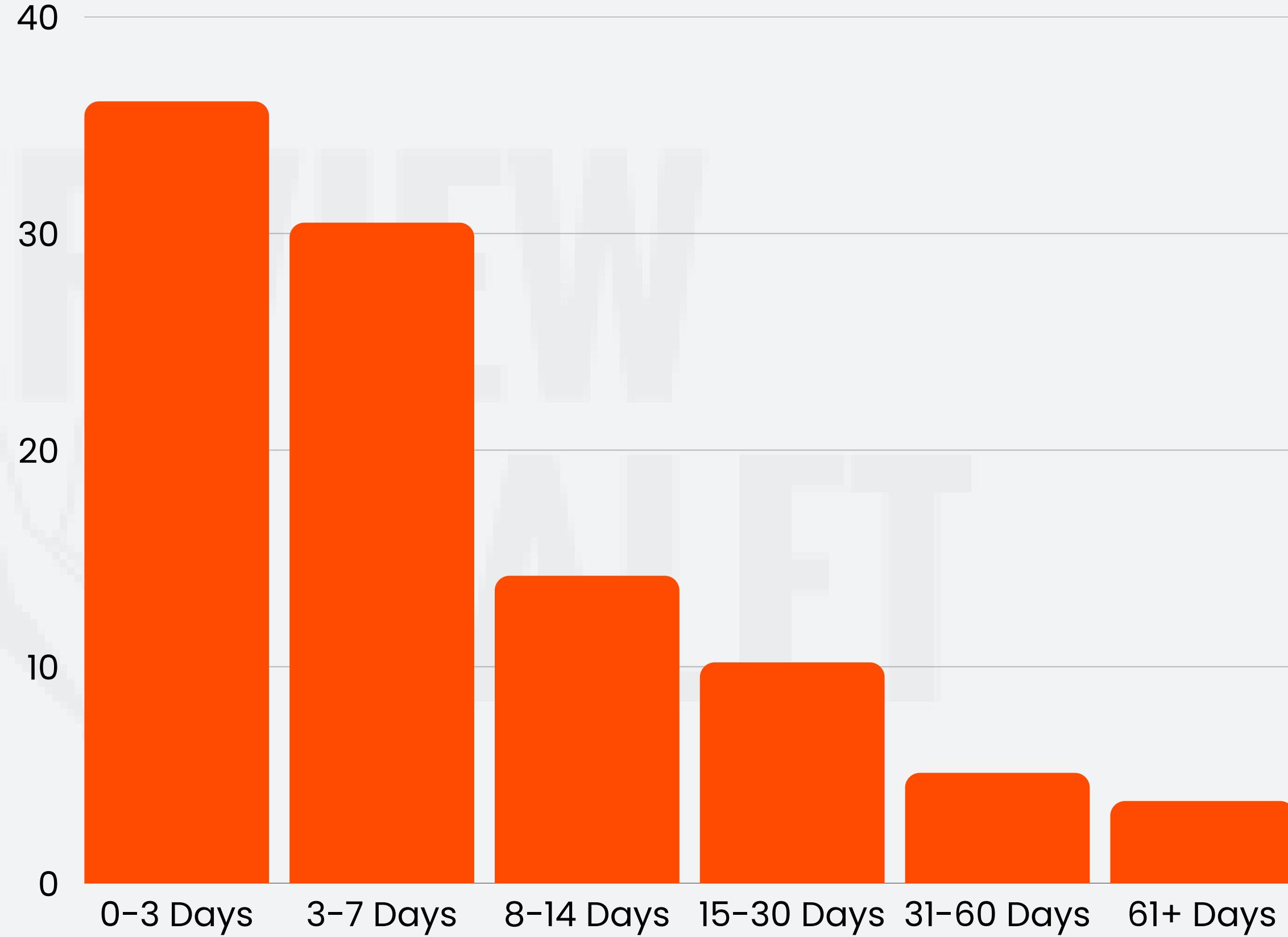
KEY TAKEAWAYS

HOW ARE PODCASTS RECORDED

- Podcasts recorded with video is here to stay.
- Even shows that do not publish a video recording, they often record with video. So plan to be camera-ready.
- This is good news! Video makes for a richer, more engaging discussion where eye contact and verbal cues can aid the conversation.
- Podcasts recorded virtually vs. in-person also stayed nearly the same. In-person only increased 0.1%.

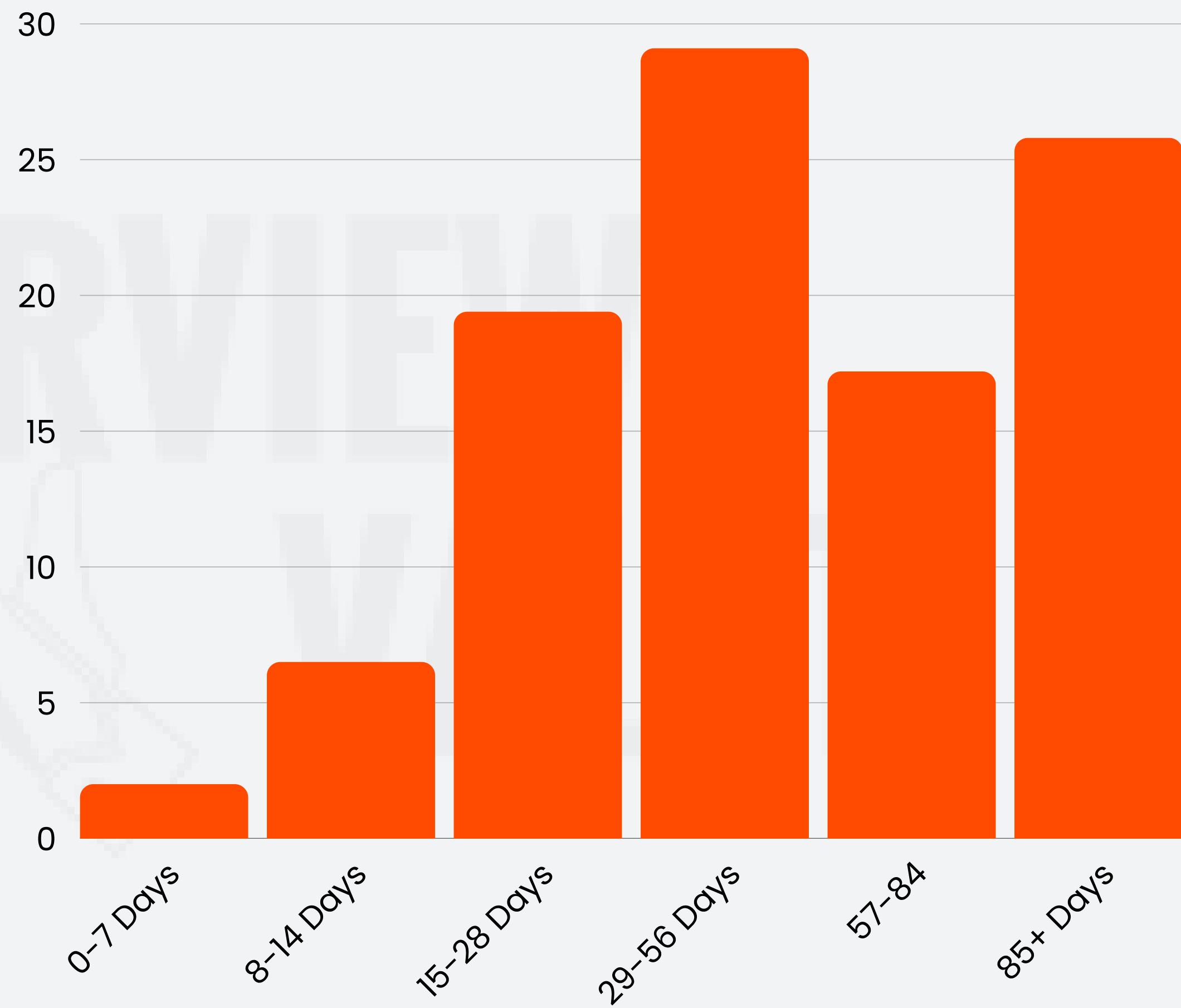
AVERAGE TIME INTRODUCTION TO INVITATION

0-3 Days	36.1%
3-7 Days	30.5%
8-14 Days	14.2%
15-30 Days	10.2%
31-60 Days	5.1%
61+ Days	3.8%



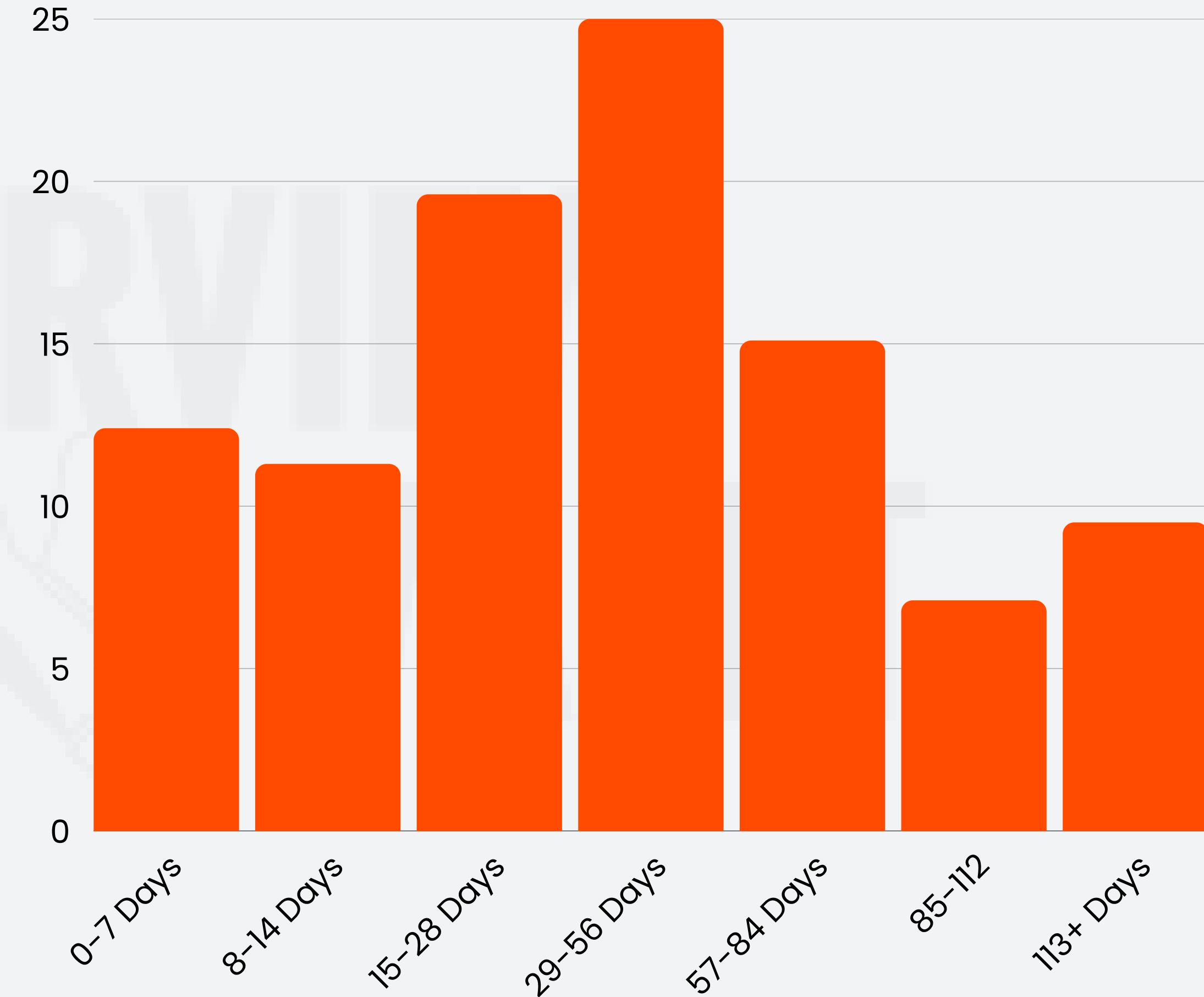
AVERAGE TIME INVITATION TO RECORDING

0-7 Days	2.0%
8-14 Days	6.5%
15-28 Days	19.4%
29-56 Days	29.1%
57-84 Days	17.2%
85+ Days	25.8%



AVERAGE TIME RECORDING TO LIVE

0-7 Days	12.4%
8-14 Days	11.3%
15-28 Days	19.6%
29-56 Days	25.0%
57-84 Days	15.1%
85-112 Days	7.1%
113+ Days	9.5%





KEY TAKEAWAYS

INTRODUCTION TO LIVE TIMELINE

Introduction to Invitation

- This stage tends to fluctuate the most. In 2025, 45.3% of invites happened between 0-3 days, and now sits at 36.1.
- Luckily, if a show is accepting your invite, you'll most likely know within a week.

Invitation to Recording

- Slots between 0-56 decreased slightly. While 57-85+ days increased.
- Expect to wait one to three months for your recording once you're invited on a show.

Recording to Live

- This stage saw only minor changes this year but nothing significant.
- Your recording will most likely go live between two to eight weeks.



KEY TAKEAWAYS

INTRODUCTION TO LIVE BEST PRACTICES

Knowing these timelines is important for your podcast guesting strategy, especially if you're timing your interviews around a launch or event.

Unfortunately, these timelines are largely out of your control.

Here are a couple of best practices to move things along:

- Being understanding with the show and being a grateful, courteous guest will take you further than being demanding.
- Quick responses to the show and being flexible with your recording schedule will help speed things up.
- Be upfront with the show. If your interview is based on a set event or launch, communicate with them, and they may be able to work with your timeline.

LIMITATIONS OF THIS STUDY

Our goal is for this data to inspire creative ideas, meaningful discussions, and continued knowledge-sharing within the podcasting community.

While The State of Podcast Guesting is the most comprehensive annual report on the subject, it is important to acknowledge certain limitations.

Interview Valet's experience, and thereby the data, is focused on:

- Five major verticals: Professional Services, High-Level Coaches & Consultants, Alternative Investments, Health/Nutrition/Wellness, & Faith/Christianity.
- Podcasts in the top 20% based on listens
- Largely reflective of English-speaking podcasts

As a result, trends may differ for other industries, languages, and smaller podcasts. We encourage others in the podcasting space to track and share their own experiences to further expand the collective understanding of podcast guesting.

ADDITIONAL RESOURCES

CONNECT WITH US AND MAXIMIZE YOUR PODCAST INTERVIEW ROI



IV PODCAST
The Podcast
Interview Marketing
Show



DISCOVERY CALL
Talk With Our Team of
Experts About Podcast
Interview Marketing



ASSESSMENT
Will Podcast
Interview Marketing
Work For Me?



DOWNLOAD THE GUIDE
The Ultimate Guide To
Promoting &
Repurposing Your
Podcast Interviews