

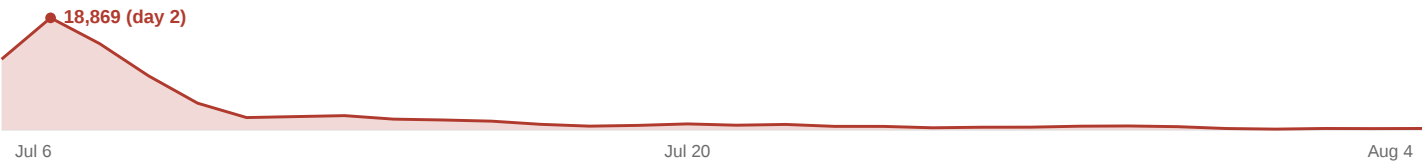
Episode 303 — On Point, On Brand: Why Honest Communication Always Lands

Think Fast Talk Smart · Guest: Kim Storin, CMO, Zoom · Released Jul 6, 2026 · 22:33 audio / 25:53 video
Data collected through Aug 16, 2026 · sheet generated Aug 17, 2026

REACH — JULY 2026, PLAYS FAMILY

Platform	Metric	Plays	Share
Apple	plays	80,039	82.6%
Spotify	plays	14,519	15.0%
YouTube	views	1,558	1.6%
Amazon	plays	792	0.8%
Combined per-platform total		96,908	100%

LAUNCH TRAJECTORY — APPLE PLAYS, FIRST 30 DAYS



Front-loaded: 11,906 on release day, peaking at 18,869 on day 2, down to 2,072 by day 6. Settles near 500–900/day in week three and ~200/day by early August.

RETENTION — TIME AXIS (SHARE OF PEAK AUDIENCE STILL PLAYING)

	Peak listeners	Q1 5:38	Q2 11:17	Q3 16:55	Q4 22:33
Apple	11,708	70.9%	60.6%	51.7%	44.5%
Spotify	8,569	69.0%	55.8%	46.9%	39.0%
Amazon	944	62%	51%	45%	40%

The only real cliff is the opening. Apple loses 2,020 listeners in the first 15 seconds (17.3% of peak); Amazon loses 170 (18%) over the same stretch — the same drop, same place, on both. After that, all three decay smoothly with no mid-episode drop worth naming.

RETENTION — YOUTUBE (PERCENT-POSITION AXIS, NOT COMPARABLE TO ABOVE)

Segment	0%	25%	50%	75%	99%
All viewers	91.9%	39.7%	30.2%	25.7%	14.1%
Regular viewers	86.0%	49.9%	39.1%	34.2%	21.2%
Returning viewers	88.4%	41.7%	32.3%	28.1%	16.1%
New viewers	95.4%	35.1%	26.4%	20.7%	11.2%
Subscribed	89.0%	38.1%	29.0%	24.8%	11.8%
Not subscribed	94.5%	41.2%	31.3%	26.4%	16.0%

Average view duration 8:20 · average percentage viewed 32.2%. Regular viewers hold ~15 points better than first-timers at every position — the video audience splits sharply by familiarity.

MOST RECENT WEEK — AUG 10–16, 2026 (NATIVE WEEKLY UNIQUES)

Platform	Audience	Counting unit	Plays / views
Apple	167	devices	896
Spotify	204	accounts	242
YouTube	38	modeled people	51
Amazon	23	accounts	21

Read with these caveats. Audience columns are never summed across platforms or across time — each platform counts a different unit, so the weekly figures sit side by side rather than adding up. The July total is a combined per-platform sum of additive plays, not a deduplicated audience. YouTube counts are indefinitely provisional and revise downward. One known Apple daily-coverage gap falls inside the July window, so the mix reflects collected periods only. Retention comes in two incompatible axis families: Apple, Spotify and Amazon are time-axis with absolute headcounts over the 22:33 audio; YouTube is percent-of-duration over its 25:53 video cut, with no headcounts. Amazon's curve covers Jul 6 – Aug 16; Apple's and Spotify's are lifetime. Sources: Apple Podcasts Connect, Spotify for Creators, Amazon Music for Podcasters, YouTube Studio — via intelligence.fm.