

WHY A PODCAST VS. A BLOG? YOU CAN'T READ A BLOG IN THE SHOWER

Textbooks. There is nothing worse than textbooks. They are an antiquated way of learning, yet colleges continue to shove them down our throats and dent our wallets in the process. Ludicrous I say, just ludicrous. How are we supposed to concentrate on textbooks when we're living in such a media rich world? Get with the flow and learn on the go. Here is the skinny on Podcast Nation.

THEY'RE MOBILE

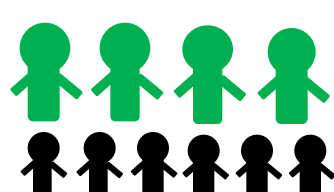
64 PERCENT WHO PREFER LISTENING ON A MOBILE DEVICE

THEY'RE YOUNG

50 PERCENT ARE BETWEEN **12-34** YEARS OLD

THEY'RE AFFLUENT

4 OUT OF 10 LISTENERS



HAVE AN ANNUAL HOUSEHOLD INCOME <75k

THEY'RE AVID LEARNERS

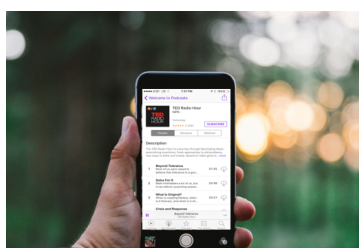
30 PERCENT LISTEN TO A **POCAST** AS THEIR AUDIO CHOICE

THEY'RE ENTHUSIASTIC



PODCAST LISTENERS LISTEN TO AN AVERAGE SIX PODCASTS A WEEK

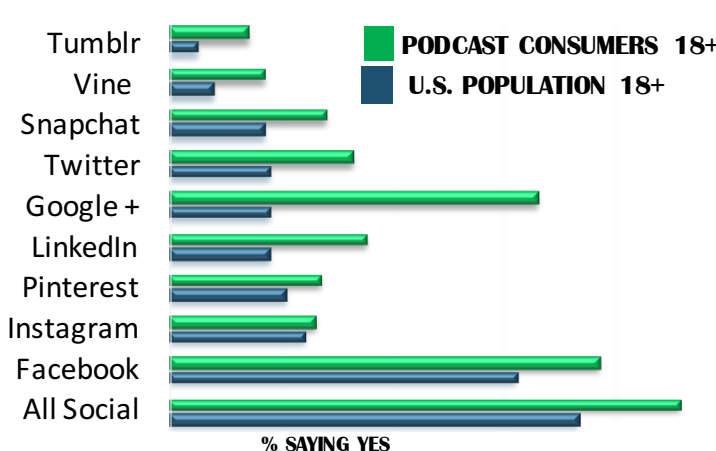
TUNE IN. ANYTIME. ANYWHERE.



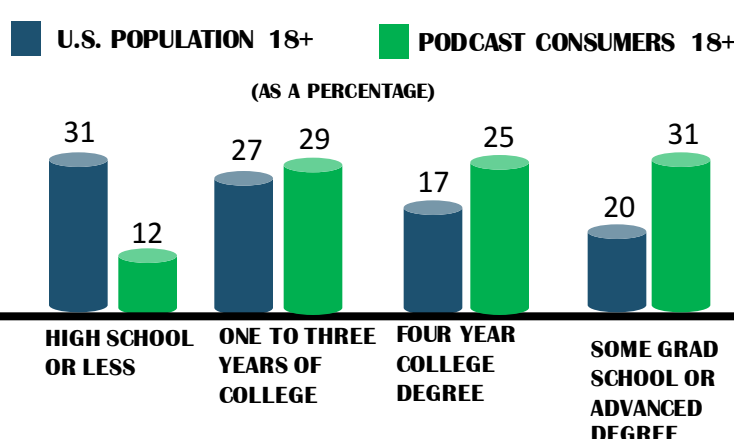
PODCASTING LISTEN. LEARN. LOVE.

THEY'RE SOCIAL

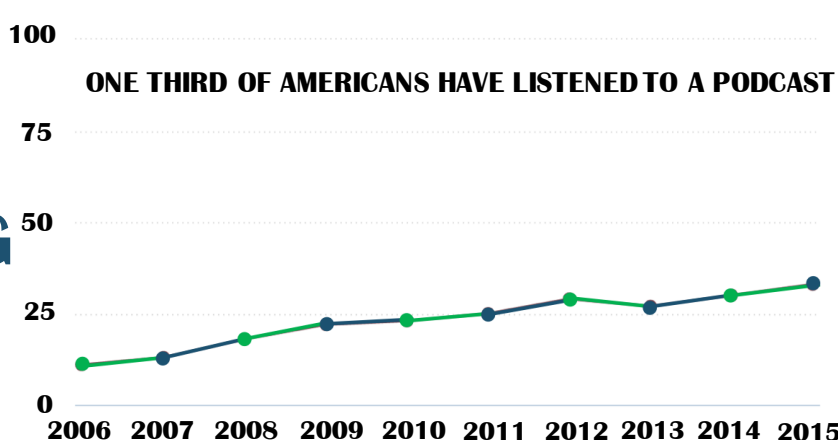
"Do you currently ever use/have a profile on...?"



THEY'RE HIGHLY EDUCATED

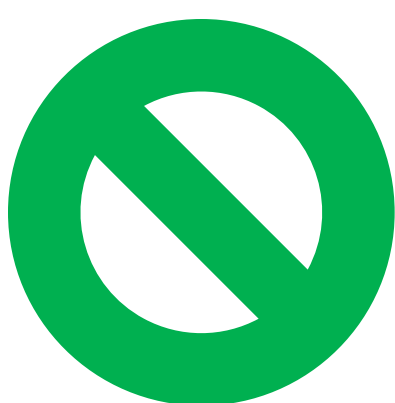


PODCASTS ARE ON THE RISE



46 MILLION PEOPLE LISTEN TO PODCASTS ON A MONTHLY BASIS

Think of your favorite radio show. Now imagine if you could listen to it whenever and wherever you wanted, commercial free. That is a podcast. And boy, are there a lot of them. They get specific, too. How specific? There is actually a podcast called "Denzel Washington is the greatest actor of all time, period." -- Dedicated to Denzel and all is awesomeness. So you're covered...no matter what your interest is.



DON'T STUDY ABROAD WITH OUT IT

Studying abroad can be a scary, daunting process. You shouldn't have to go it alone. We're creating a wealth of information for you, right here at Study Abroad Smarter. The Study Abroadcast is packed with advice; not only for studying abroad, but for life as well. We invite you to tune in. Listen before, during, and after your trip. We're here to help.

