



How ElectraCast (ECM Networks) Podcast Business Works

1. What ElectraCast / ECM Networks Does

ElectraCast (ECM Networks) is a podcast network.

A network does three main things for podcasters:

1. **Distributes your podcast** to listening apps (Apple Podcasts, Spotify, etc.)
2. **Finds advertisers** who want to reach your listeners
3. **Helps you make money** from your show

Think of ECM Networks like a **middle helper** that connects:

- Your podcast
 - To companies that want to advertise
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How Podcast Advertising Makes Money

What Is an Ad?

An ad is a short message played in your podcast where a company talks about its product or service.

What Is CPM?

CPM means “**cost per thousand listeners.**”

- If an ad has a **\$20 CPM**, that means:
 - The advertiser pays **\$20 for every 1,000 people** who hear the ad

Simple Example:

- Your episode gets **10,000 listens**
 - The CPM is **\$20**
 - You earn: $10 \times \$20 = \200 for that one ad
 - If you have: 2 ads in the episode $\rightarrow \$400$ & 4 ads in the episode $\rightarrow \$800$
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How Megaphone Helps You Make Ad Money

What Is Megaphone?

Megaphone is a **podcast advertising platform** owned by Spotify.

It helps by:

- Automatically placing ads into your podcast episodes
- Matching your show with advertisers
- Tracking listens so you get paid correctly

How Ads Are Placed

1. Advertisers tell Megaphone what audience they want (age, interests, location)
2. Megaphone finds podcasts that match
3. Ads are inserted into your episodes
4. Every time someone listens, it counts toward your pay

This is called **dynamic ad insertion**, which means:

- Old episodes can still make money
- Ads can change over time
- You earn continuously, not just once

How a Podcaster Gets Paid

1. Advertisers pay Megaphone
2. Megaphone works with ECM Networks
3. ECM Networks pays the podcaster their share

This usually happens **monthly**, based on total listens and ad performance.

Other Ways ElectraCast Podcasters Can Make Money

Advertising is only **one** way. Smart podcasters use **multiple income streams**.

1. Sponsorships (Direct Deals)

A company pays you directly to:

- Talk about their product
- Do a host-read ad
- Mention them every episode

These usually pay **more** than automated ads.

2. Affiliate Marketing

You recommend a product.

If someone buys using your link, you earn a commission.

Example:

- “Use my link to buy this microphone”
 - You earn money per sale
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3. Listener Support

Fans can support you through:

- Patreon
- Subscriptions
- Donations

They pay monthly to:

- Get bonus episodes
 - Hear ad-free versions
 - Support the show
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4. Merchandise

You sell:

- T-shirts
- Hats
- Stickers
- Digital products

Your podcast promotes the merch.

5. Repurposing Content

Your podcast can be turned into:

- YouTube videos
- Short clips for social media
- Blog posts
- Courses or ebooks

One recording → many money opportunities.

The Big Idea (Very Simple)

- **You create content**
- **People listen**
- **Advertisers pay for attention**
- **ElectraCast + Megaphone handle the hard stuff**
- **You get paid**

The bigger and more loyal your audience:

- The more ads you qualify for
 - The higher your CPM
 - The more money you make
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