AGF RESEARCH · FACT-CHECKED · 2026

Everybody Is Talking.

Nobody is answering.

The diaspora podcast audience is large, unusually commercially valuable, and mostly less than a year old. The diaspora podcast *shelf* is culture, comedy and relationships. This report maps what exists, gives the honest numbers on what a show can expect, and names **nine subjects we went looking for and could not find anyone covering.**

43%	27	42%	9
of Black US adults listened to a podcast last month	downloads — the median episode, first seven days	of weekly listeners use YouTube most	subjects with demand, no incumbent and advertisers waiting

WELL SERVED

- Culture, comedy and banter
- Dating and relationships
- Identity and belonging
- Afrobeats and entertainment
- Mental health and therapy
- Faith
- Founder interviews

WE COULD NOT FIND A SHOW DOING THIS

- ○ Visas, status and the cost of staying legal
- ○ Getting your qualification recognised
- ○ The earnings gap and how to close it
- ○ Sending money home without losing it
- ○ Buying land and building from abroad
- ○ Returning, retiring and where to grow old
- ○ The Gulf — a third of the diaspora
- ○ Francophone and Lusophone Africa abroad
- ○ The second generation, as adults

The supply-and-demand map this report is built on — see Section 08. The right column is what we searched for and did not find, not proof that nothing exists.

Published August 2026 by Africa Global Forum · africaglobalforum.com/reports/diaspora-podcast-gap-2026

01 · The Short Version

This report exists because a member of this network asked a practical question: is there room for another diaspora podcast, and if so, where? The answer is yes, and the room is not where most people look for it.

- **The audience is large and young in the format. 43%** of Black adults in the United States listened to a podcast in the last month, and **75%** of monthly listeners actively seek out content on Black stories and perspectives. Nearly half — **48%** — have been listening for under a year.
- **It converts unusually well. 61%** of Black weekly listeners recommended a product after hearing about it on a podcast, against **49%** of US weekly listeners generally; **52%** bought something, against 44%.
- **It is a video product now.** YouTube is the most-used podcast service, at about **42%** of weekly consumers in the US. In the UK it has overtaken Spotify for the first time (**29% vs 28%**). Among Gen Z, **59%** consume podcasts on YouTube.
- **The download reality is brutal.** The median podcast episode gets **27 downloads** in its first seven days. The top 10% gets 409. The top 1% gets 4,615.
- **Money follows subject, not just size.** General host-read advertising runs about **$15–30 CPM**. Personal finance and investing runs **$40–65**. A small show about money can out-earn a large show about vibes.
- **And the shelf is lopsided.** Diaspora podcasting is well supplied with culture, comedy, dating, identity, faith and founder interviews. We searched for shows covering visas, credential recognition, the earnings gap, remittances, building from abroad and returning — and did not find them.
- **Two structural gaps are enormous.** Roughly **6.9 million Africans live in Asia and the Gulf** — a third of the entire diaspora — and we found no podcast serving them. Francophone and Lusophone diasporas are similarly thin.

The diaspora is well served for company and badly served for answers. That is the opening.

02 · The Audience Is Real, and It Is New

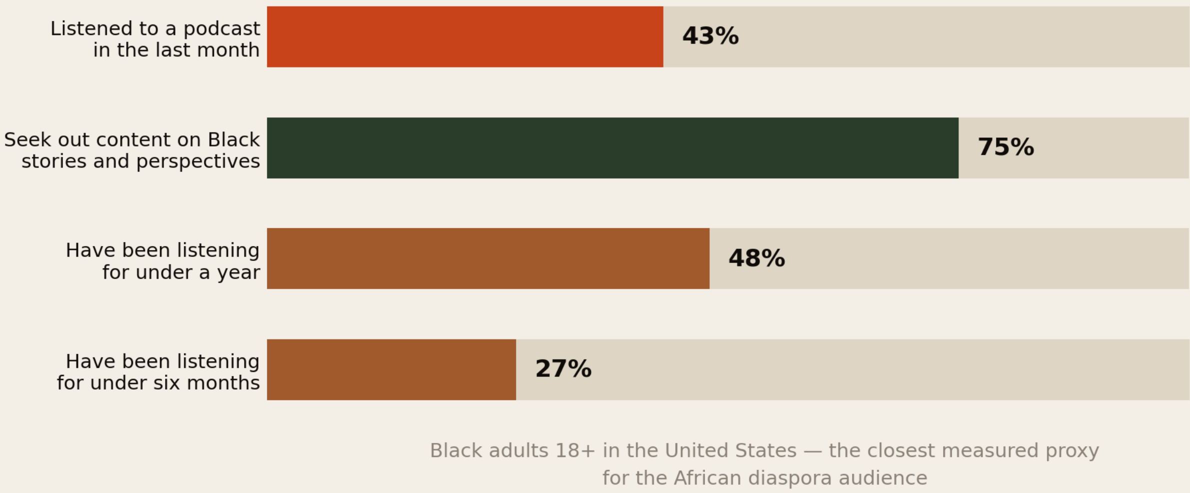

Fig 1 — From the Black Podcast Listener Report, Edison Research with SXM Media and Mindshare USA. This measures Black American adults, which overlaps with but is not the same as the African diaspora — see Method.

Two numbers matter more than the headline. The first is **75%** — the share of Black monthly listeners who actively seek out content focused on Black stories and perspectives. That is not passive availability. That is demand expressing itself as search behaviour, which is the condition under which a new show can actually be found.

The second is **48% listening for under a year, 27% for under six months.** This audience is not settled. In a mature market the incumbents own the habit. Here, half the audience arrived recently and has not yet decided what it listens to. That window does not stay open indefinitely.

On the continent, the picture is consistent. South Africa, Nigeria, Kenya, Ghana and Angola are Africa's biggest podcast-consuming countries, and Kenya, Nigeria and South Africa each carry over a thousand active shows.

One characteristic of African podcasting distinguishes it sharply from the US and European markets: **audiences and creators skew female**, where the Western podcast market skews male. That shapes what already works and what an incoming show is competing with.

03 · It Converts Better Than Average

Fig 2 — Actions taken after hearing a podcast advertisement. Edison Research with SXM Media and Mindshare USA.

This is the single most commercially important fact in the report, and the one least discussed by people starting shows. Black weekly podcast listeners **act on advertising at rates roughly a quarter higher** than the national average — 61% against 49% on recommendation, 52% against 44% on purchase. In an advertising market that buys on cost per thousand, an audience that converts at 1.25× the base rate is worth more than its size suggests.

What that means practically: **you do not need a large show to have a sellable one.** The pitch to an advertiser is not “I have 50,000 listeners.” It is “I have 4,000 listeners in a demographic that converts a quarter better than your existing buy, and nobody else is selling access to them.” That is a stronger position than raw scale, and it is available immediately.

04 · It Is a Video Product Now

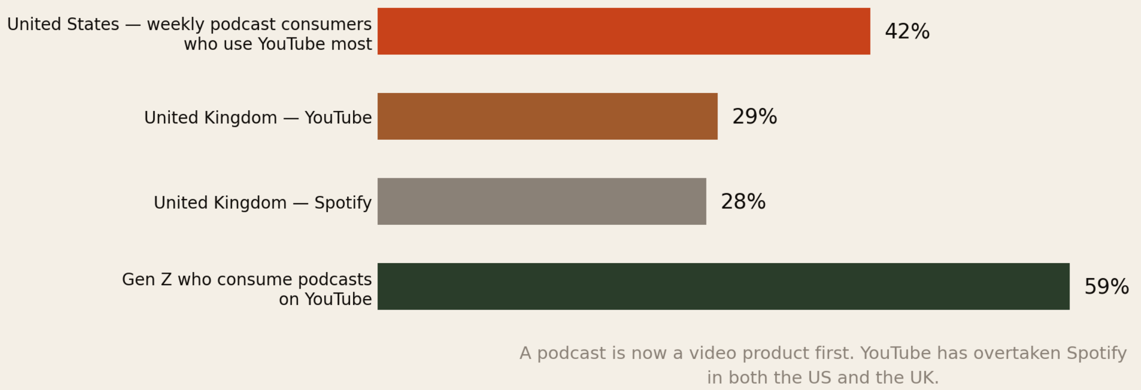

Fig 3 — Platform preference among weekly podcast consumers. Edison Research US and UK data.

If you take one operational decision from this report, take this one. **YouTube is now the most-used podcast platform**, at roughly 42% of weekly podcast consumers in the United States. In the UK it has overtaken Spotify for the first time on record. Among Gen Z the figure is 59%. In the US, **51% of people aged 12+ have watched a podcast**, against 70% who have listened.

- **Launching audio-only is choosing to be smaller.** It is a legitimate choice with real cost savings, but it should be a decision, not an oversight.
- **YouTube is a search engine.** Nobody searches YouTube for “three friends chatting.” People search it for “how do I get my nursing qualification recognised in the UK.” A practical show is discoverable in a way a conversational one is not.

- **Distribution on the continent is a separate problem.** African podcasting has a documented obstacle in that dedicated podcast apps are not reliably pre-installed on Android handsets. If part of your audience is on the continent, YouTube and WhatsApp matter more than Apple Podcasts.

05 · What Already Exists

The diaspora podcast scene is not empty. It is concentrated.

At the top, the shows are real businesses with real reach. *The Receipts*, hosted by British-Nigerian and British-Ghanaian women, reports over **100,000 weekly listens across 71 countries**, and moved from independent to BBC Radio 1Xtra to Spotify. *I Said What I Said*, running from Lagos since 2017, is routinely described as one of Africa's biggest podcasts and is now in its eighth season.

Below them sits a wide field of diaspora shows — *Afros in the Diaspora*, *Conversations from the Diaspora*, *The New African Diasporas Podcast* and many others — covering immigration as emotional transition, identity, family expectation, generational difference, and the stigma around therapy in African and immigrant communities.

That work is good and it is needed. But look at the shape of it. Nearly all of it belongs to one broad category: **the experience of being African abroad, discussed.** Culture, comedy, dating, identity, mental health, faith, and interviews with founders. What is almost entirely absent is the other category: **the mechanics of being African abroad, explained.**

06 · The Honest Numbers

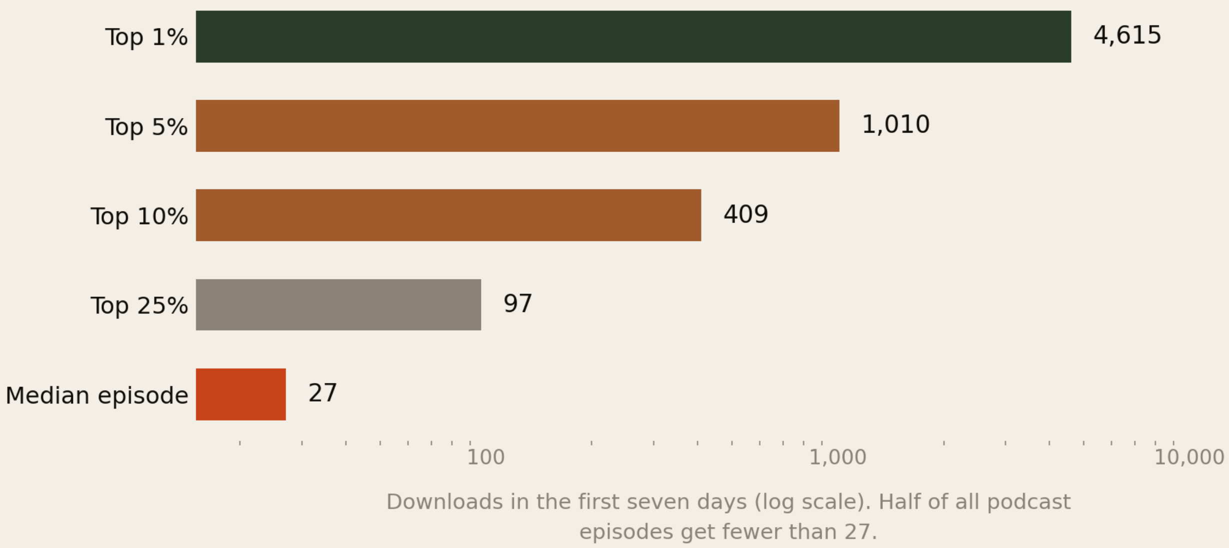

Fig 4 — First-week download benchmarks, from Buzzsprout platform data. Log scale — the distribution spans two orders of magnitude.

The median podcast episode receives 27 downloads in its first seven days. Not 27,000. Twenty-seven. Reaching 97 puts you in the top quarter of all podcasts. Reaching 409 puts you in the top tenth.

- **The discouraging half.** Podcasting has almost no barrier to entry and therefore enormous attrition. Most shows are heard by a few dozen people and stop within a year. If your plan requires 50,000 listeners to work, your plan will not work.
- **The encouraging half.** The bar for being a genuinely significant show is far lower than people assume. A few hundred engaged listeners is top-decile. A thousand is top 5%. For a specific, underserved, commercially attractive audience, that is achievable — and enough to sell.

You are not competing with Joe Rogan. You are competing with 27.

07 · What a Thousand Listens Is Worth

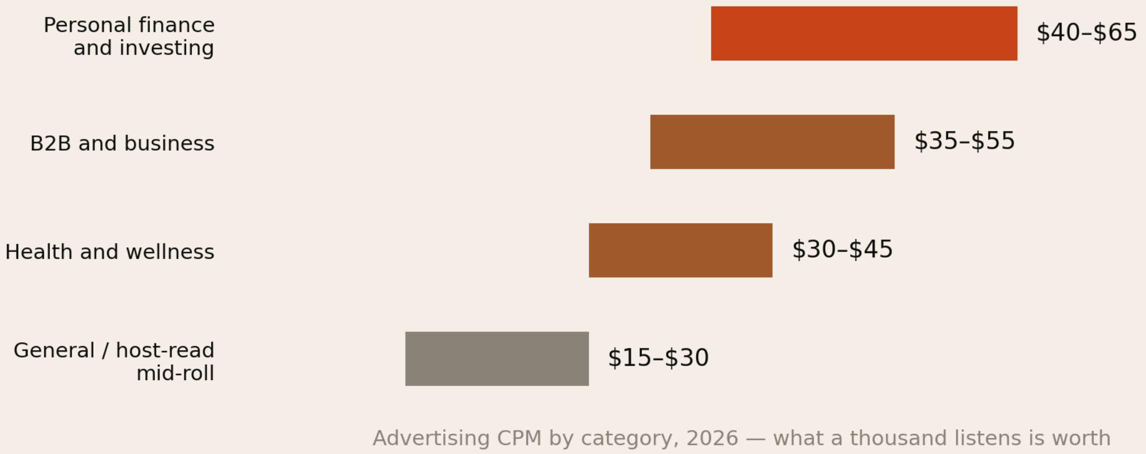

Fig 5 — Reported CPM ranges by category, 2026. Ranges vary by source and by whether the figure is buy-side or sell-side.

Advertising is sold on CPM — cost per thousand listens. General host-read mid-roll advertising runs about **$15–30**. Personal finance and investing shows command **$40–65**. Business and B2B shows sit at $35–55.

Do the arithmetic, because it inverts the usual assumption. A comedy show with **10,000** listens an episode at $20 CPM earns roughly **$200** per ad slot. A money show for the diaspora with **3,000** listens at $55 CPM earns roughly **$165** — from less than a third of the audience.

And the second show has a structural advantage the first does not: **its subject matter matches the advertisers who most want this audience.** Remittance companies, digital banks, currency services, immigration law firms, credential-evaluation services, diaspora mortgage products, insurers. Those are endemic advertisers for a diaspora money show and irrelevant to a comedy show.

Two practical thresholds. Most direct sponsorships become viable around **5,000 downloads per episode**; some ad networks will work with shows from around **500**. But the more useful principle is the one the industry states plainly: a thousand dedicated listeners in a valuable niche is easier to sell than ten thousand disengaged ones.

08 · The Gap

Here is where this report can do something most market analyses cannot. Africa Global Forum has spent 2026 publishing research on what Africans abroad actually need to know — eleven fact-checked reports on visas, migration destinations, earnings gaps, credential recognition, remittances, property, intermarriage and investment failure.

Those reports are, in effect, **a documented map of diaspora information demand.** Set that against the podcast supply described in Section 05 — the map is on the cover — and the mismatch is stark.

The pattern is consistent enough to state as a rule. **Diaspora podcasting covers how it feels. It does not cover how it works.**

That is not a criticism of the existing shows, which are doing what they set out to do and doing it well. It is an observation about where an entrant has room. Every one of the subjects in the right-hand column has three properties an incoming show wants: **documented demand, no incumbent, and endemic advertisers with money.**

09 · Nine Territories Nobody Is Working

Each of these is a show. Each has a named audience, a specific question, and an evidence base that already exists in this library.

The territory	The demand evidence	Who would advertise
1. Status and the cost of staying legal	Fees across 26 countries; the UK shortens its post-study window in January 2027	Immigration law firms, relocation, insurers
2. Getting your qualification recognised	**41.4%** of non-EU citizens in the EU work below their qualification level	Credential evaluators, exam providers, universities
3. The earnings gap, and closing it	**26.1%** pay gap for sub-Saharan African workers against 9.0% for European arrivals	Recruiters, professional bodies, training
4. Money home without losing it	Sending $200 to sub-Saharan Africa costs **8.78%** against a 3% UN target	Remittance firms, neobanks, FX — high-CPM fintech
5. Building and buying from abroad	~**10%** of rural African land is formally documented; 56,000 abandoned projects in Nigeria	Developers, property lawyers, escrow, surveyors
6. Going back	Between **20% and 50%** of immigrants leave within five years; 75% in the Netherlands	Pensions, health insurance, relocation, property
7. The Gulf	**6.9 million** Africans in Asia and the Gulf — a third of the diaspora	Remittance firms, recruiters, legal services
8. Francophone and Lusophone Africa abroad	France is the largest single host of African students; the market is almost entirely anglophone	Everything above, with no competition
9. The second generation, as adults	Migrant-stock data misses them; Nigerian-ancestry in the US is **60% larger** than Nigerian-born	Financial services, travel, education

If you want the single strongest commercial pick, it is **number four**. It combines the highest-CPM advertising category in podcasting with the most universal diaspora activity. If you want the strongest *strategic* pick — the one where you could own the category outright for years — it is **number seven or number eight**.

10 · The Gulf, Again

This is the third AGF report in a row to arrive at the same blind spot from a different direction, which is usually a sign the blind spot is real.

Roughly **6.9 million Africans live in Asia and the Gulf** — about a third of the 20.7 million living outside the continent, and more than double the number in North America. Our music report found no Gulf presence anywhere in the African music economy. This one searched for podcasts serving that population and **did not find them either.**

We want to be careful about what that means. Our search was in English, from outside the region, using Western podcast directories. There may well be Arabic, Amharic, Somali, Tigrinya or Swahili-language shows we simply could not see, and we would genuinely like to be corrected. But an audience of nearly seven million people that is invisible to standard discovery is, either way, an underserved audience.

The commercial logic is unusually clean. Gulf-based African workers are **overwhelmingly remitters** — that is frequently the entire purpose of the migration — which makes them the single most attractive audience on earth for remittance and financial-services advertisers.

A third of the diaspora, an obvious advertiser base, and no incumbent. If that is not whitespace, nothing is.

The honest counterweight: this is also the hardest of the nine to execute. Discretionary income is lower, listening may be on cheaper devices and constrained data, and some subject matter is politically sensitive in the countries where the audience lives. It is whitespace because it is difficult, not because nobody noticed.

11 · The Language Gap

Almost everything described in this report is in English. That reflects the market, and it is a strange fact about a continent where **France hosts the largest single population of African students** and where French, Portuguese and Arabic are the working languages of a very large share of the diaspora.

Our searches surfaced a handful of relevant French-language shows — work on Françafrique, on Kenyan experience in France, on African studies — but nothing resembling the practical diaspora-service podcast this report is describing, in any language other than English.

For anyone who works comfortably in French or Portuguese, that is the lowest-competition entry point in this entire analysis. The diaspora questions are identical — residence permits, credential recognition, remittances, property — and the answers differ mainly in jurisdiction. The research burden is real; the competitive burden is close to zero.

12 · If You Are Starting One

- **Pick a question, not a topic.** “Diaspora life” is a topic and it is taken. “How much does it cost to bring your mother to live with you, and can you?” is a question, and it is searchable, answerable and sponsorable.
- **Publish on YouTube from episode one**, even if the video is unglamorous. It is where 42% of the audience is and the only platform where a title answering a specific question gets found by someone who was not looking for you.
- **Build for search, not for the feed.** Episode titles should be the questions people type. A practical show accumulates an audience for years from episodes published once.
- **Aim for the top decile, not for fame.** 409 downloads in week one is a genuinely successful show. Set that as the target and it is reachable within a year.
- **Sell the conversion rate, not the download count.** Fig 2 is your media kit.
- **Get a guest with the actual answer.** The differentiator for a practical show is not charisma, it is access — the immigration solicitor, the credential assessor, the person who did the requalification. That is a network problem, which is exactly what this Forum is for.
- **Do not price it as a hobby that might make money.** Ten to twenty episodes in a specific vertical is a sellable asset well before it is a large show.
- **Expect the first year to be quiet.** Half of all episodes get under 27 downloads. Consistency is the entire strategy, because most competitors stop.

13 · The Format Decision

One structural choice determines most of the rest, and it is worth making deliberately.

- **The conversation show** — two or three friends, weekly, personality-led. Cheap, enjoyable, and the most crowded part of the market. It lives on relationship with the hosts, which takes years to build and cannot be searched for. This is what most people start and why most stop.
- **The service show** — one question per episode, answered properly, usually with a guest who has the credential. Harder to make, requires actual research, and is the format this report's evidence points at. It compounds.
- **The narrative show** — produced, reported, documentary-style. Highest quality ceiling, highest cost, hardest to sustain independently.

Given the gap on the cover and the CPM structure in Fig 5, **the service format is where the unclaimed ground is.** It is also, conveniently, the format that suits someone whose advantage is a network and a research library rather than a stand-up act.

14 · The Uncomfortable Part

First, most podcasts fail, and the reason is usually consistency rather than quality. The evidence is unambiguous that shows stop. A podcast is a weekly obligation for years, and the median outcome is 27 downloads and a quiet ending after eleven episodes. Anyone starting should plan for a year of near-silence and decide in advance whether they will keep going through it.

Second, the gap may be a gap for a reason. We have argued that nobody is making practical diaspora shows. The honest alternative explanation is that people have tried and found that audiences say they want practical information and actually listen to entertainment. We found no evidence either way. The counter-evidence is the 75% seeking-out figure and the fact that these questions get thousands of views when answered on YouTube by immigration lawyers and accountants — just not in podcast form.

Third, this audience deserves better than engagement bait. A show about visas, money and qualifications is a show where being wrong has consequences for people's lives. The reason the existing service content is thin is partly that it is genuinely hard to do responsibly — rules change, jurisdictions differ, and “I heard it on a podcast” is a bad basis for a visa decision. If you take the gap, take the obligation that comes with it.

15 · Method & Limits

This report assembles published audience, platform and industry figures as at 18 August 2026 and sets them against a manual review of the diaspora podcast field.

- **"We could not find a show doing this" is not "no show exists."** The supply map and Section 09 rest on searches conducted in English through Western podcast directories and search engines. Podcast discovery is genuinely poor, small shows are close to invisible, and we will certainly have missed things. Treat the right-hand column as *an absence of visible supply* — which is what matters commercially anyway — rather than proof of a vacuum.
- **The audience data is about Black Americans, not the African diaspora.** The Edison figures in Fig 1 and Fig 2 measure Black US adults 18+. That population overlaps with the African diaspora but is mostly not it. We use it because it is the best-measured proxy available and no equivalent study of the African diaspora specifically exists. This is a real limitation.
- **Download benchmarks come from one hosting platform.** Buzzsprout's data reflects its own customer base, which skews toward independent and smaller shows. The percentile ladder is directionally sound rather than exact.
- **CPM figures vary widely by source** and depend on whether they are buy-side or sell-side, host-read or programmatic. Treat Fig 5 as a ranking of categories, not a rate card.
- **African podcast market projections are forecasts** from commercial research firms and we have not relied on them for any conclusion. The Africa listening ranking has no published volumes attached.
- **The demand column in Section 09 is our own research library**, which is a defensible but not neutral source. It reflects what we chose to investigate. It is evidence that these questions have answers worth publishing, not proof that a podcast audience exists for each.
- **We have not surveyed anyone.** There is no primary audience research in this report. A hundred conversations with actual listeners would be worth more than everything here, and remains the obvious next step for anyone serious.
- **Named shows are cited as illustrations**, not as an exhaustive or ranked list, and reported listener figures are those the shows or platforms have published themselves.

Principal sources

Black Podcast Listener Report (Edison Research, SXM Media, Mindshare USA); Edison Research on YouTube as the preferred podcast service and Edison Podcast Metrics UK; Buzzsprout on download benchmarks; MillionPodcasts and industry rate guides on CPM; Reuters Institute on African podcasting economics; Spotify via Vanguard on African listening rankings; Rephonic and BBC reporting on named shows. Demand evidence throughout is drawn from AGF's own report library. Full inline links in the web edition.

Africa Global Forum is a peer network for Africans abroad — help each other, sit together, and bounce ideas. This research is part of an open library, free to read and share. The Forum itself is by application.

Read the web edition with live source links: africaglobalforum.com/reports/diaspora-podcast-gap-2026
Companion reports: You Sent the Money. Did You Buy Anything? · How Long Until It Was Worth It?
Apply to join: africaglobalforum.com