

Podcaster

Make a show people choose to listen to or watch every week. Most shows earn nothing; a few become a living.

TYPICAL INCOME

\$0

a year, varies widely

INCOME RANGE

\$0 to \$75k

most to the successful few

TIME TO QUALIFY

2 to 5 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

A home studio, a rented studio, on the road recording guests

How you get there

- 1 Pick a narrow topic you can talk about for years** A few weeks
A show for one kind of listener grows faster than a show about everything. A Canadian angle can be a real niche.
- 2 Record 3 to 5 episodes before you launch** 1 to 2 months
You find your format and have a buffer for bad weeks. Many shows die between episode 3 and 10.
- 3 Publish on a fixed schedule for a year** 1 year
Weekly or every two weeks, in audio and video so you are on YouTube as well as podcast apps.
- 4 Grow through guests and other shows** Ongoing
Guest swaps with similar shows and short video clips are how most small shows find listeners.
- 5 Sell ads or memberships once you have an audience** Year 2 to 5
Usually after a few thousand downloads an episode for ads, or a few hundred loyal fans for memberships.

Pros and cons

- + Cheap to start, with gear you may already own
- + You build real skills: interviewing, editing, speaking
- + A show can open doors to clients, jobs and guests
- 85% of independent shows make no money
- Canada's ad market is small, so sponsors are scarce
- Hours of unpaid work every week

Good to know

Canada has far fewer shows

Listen Notes counts about 26,000 podcasts from Canada, against about 2.4 million from the United States. Less competition, but a smaller pool of listeners and sponsors too.

Millions of shows, few still going

Listen Notes counts about 3.8 million podcasts ever made worldwide. Only about 560,000 of them published an episode in 2026.

Optional boosts

Video. Short clips. French. Audio editing.

Where these numbers come from

Buzzsprout: platform stats, downloads per episode (September 2026)

Listen Notes: podcast stats, including podcasts by country

Alitu: The Independent Podcaster Report 2025 (558 creators)

Libsyn Ads: podcast advertising rates

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/podcaster>



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