

CD Media launches MoodiSonic Podcast Intelligence for Content Intelligence

Launching a global benchmark of 38,400 comedy podcasts, revealing that the world's comedy shows win or lose their audience in the first three minutes.

NY, UNITED STATES, October 8, 2026 /EINPresswire.com/ -- Downloads tell you how many. MoodiSonic Podcast Intelligence tells you why.

CD Media launches MoodiSonic Podcast Intelligence with a global benchmark of 38,400 comedy podcasts across five regions, revealing that the world's comedy shows win or lose their audience in the first three minutes

CD Media, the radio and audio consultancy led by former ARN Chief Content Officer Duncan Campbell, today launched MoodiSonic Podcast Intelligence: an AI-powered content intelligence service that shows podcast producers, hosts, networks and advertisers exactly which moments hold an audience and which ones lose it.

Every episode is analyzed across six dimensions:

MoodiSonic goes inside the episode and analyses Narrative architecture, Emotional arcs, Host dynamics, Thematic coherence, Contextual Intelligence and Segment performance. Also included are the Audience retention signals and actionable points to fine tune the structure and elements within the podcast to improve the listening experience.

The numbers do not come from surveys, listener panels, focus groups or platform estimates. They come from the content itself.

To launch the service, MoodiSonic evaluated 38,400 comedy podcasts released in 2026 across North America, Latin America, Europe, Asia-Pacific and the Middle East & Africa. Shows were benchmarked across three formats: Chat & Panel, Stand-Up, and Sketch & Scripted.

The logo for CD MEDIA, featuring the letters "CD" in a large, bold, grey font, followed by the word "MEDIA" in a smaller, bold, grey font. The letters are stylized with a distressed, splattered texture.

CD Media

The logo for MaxDragon Technology, featuring the word "MaxDragon" in a large, bold, black font, with a red dragon icon integrated into the letter "D". The word "Technology" is written in a smaller, red font below "MaxDragon".

Max Dragon Technology

86% vs 58% - audience held when the payoff lands by 3:00 vs after 4:00
3:28 - global average time to hook a new audience
21.0% - of listeners lost within 30 seconds of a hard-cut mid-roll ad
37% - of the audience reaches the outro of the average comedy episode

Key global findings include:

- The three-minute rule is universal. The global average time to hook is 3 minutes 28 seconds. Shows that land the premise or first big laugh by the three-minute mark hold 86% of their audience; those whose payoff slips past four minutes hold just 58%.
- The ad break is the biggest self-inflicted wound. A hard-cut, pre-recorded mid-roll loses 21.0% of the audience within 30 seconds, with two-thirds of that loss in the first 10 seconds. An organic, host-read endorsement loses just 3.2%.
- Inside jokes have a 12-second fuse. When hosts pivot into inside jokes without context, the average listener gives them 12 seconds before leaving.

Comedy around the world

- Latin America hooks fastest (3:05) and has the strongest episode momentum but loses the most listeners to hard-cut ads (22.9%): energy arrives early and runs out early.
- Europe is the slowest to land the premise (3:42) and the least likely to reach the outro (35%).
- North America holds its audience longest before the first churn point (13:10).

Bringing radio's content discipline to podcasting

"In radio, the ratings tell you what happened but not why," said Duncan Campbell, Founder and Principal of CD Media "Podcasting is similar, only worse, because a download says nothing about whether anyone made it past the opening. Now we can see, across almost 40,000 comedy shows in every language, the exact moment a show wins its audience and the exact moment it loses it."

"What strikes me is how fixable most of this is," Campbell added. "Open cold on your best bit. Give an inside joke a one-line setup. Have the host read the ad instead of splicing one in. A 21% audience loss at the mid-roll against 3% for a host read is not a creative problem; it's a production decision. These are the kinds of changes that turn a good show into a must-listen one."

CD Media's technology partner Max Dragon Technology created MoodiSonic in association with Duncan Campbell and is available exclusively through CD Media.

"Most podcast analytics measure audiences from the outside," said Linda Worthington, CEO of Max Dragon Technology. "MoodiSonic measures the content itself: its structure, its emotion, its pacing and its friction points in every language a show is made in. That means a producer in Sydney, São Paulo or London can hold their show up against their region or the whole world and see precisely what to change."

MoodiSonic Podcast Reporting is available now through CD Media to podcast networks, media publishers, radio groups with podcast portfolios, independent creators and advertisers. It is powered by MoodiSonic's multimodal diagnostic engine, which analyses both audio and video podcasts, reading narrative flow, speech cadence, emotional sentiment, visual editing rhythm and listener retention to decode the creative DNA of a show.

Existing analytics can tell a producer that 38% of listeners dropped off between minutes 14 and 18. MoodiSonic connects that behavior to what the audio was actually doing at the time, giving clients a complete causal picture: not just what happened, but why, and exactly what to change. Global category benchmarks are available for Comedy, Business, Health & Fitness, True Crime, Sport and Social Culture.

About CD Media

CD Media is a specialist radio and audio consultancy founded by Duncan Campbell, former Chief Content Officer at ARN, with more than 40 years' experience building leading radio brands in Australia and the UK. CD Media advises stations, networks and podcast producers on programming, talent, audience behavior, competitive positioning and content strategy, and offers clients exclusive access to MoodiSonic AI.

About MoodiSonic

MoodiSonic is the B2B audio and media intelligence platform in the Moodi brand suite, powered exclusively by Max Dragon Technology's ethical and unbiased AI model. Its multimodal diagnostic engine analyses audio and video podcasts and radio content in every language of production, reading narrative architecture, emotional arc, host chemistry, thematic coherence and segment performance to show what holds an audience and what drives it away. MoodiSonic was created by Max Dragon Technology Singapore in association with Duncan Campbell and CD Media.

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