

The What Podcast

2.8K subscribers

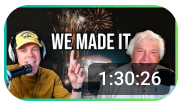
Bonnaroo is more than just a festival, and The What Podcast is your backstage pass to the stories, secrets, and the magic that makes it so legendary. Hosted by two entertainment industry veterans, each week Barry and Bryan will take you deep into festival culture, live music, and behind-the-scenes stories. Since 2018, we've connected with passionate music fans worldwide, sharing personal experiences, expert insights, and exclusive interviews with the musicians and industry insiders who make festivals happen. Whether you're a Bonnaroo veteran or a first-timer, subscribe now to stay in the loop on everything that makes music festivals unforgettable.

New episodes every Wednesday! Never miss a show and listen anywhere - Search for "The What Podcast" in your favorite podcast app and subscribe!

Email us: comments@thewhatpodcast.com

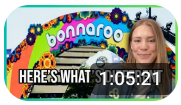
Featured videos

Video highlights



How Bonnaroo 2026 Survived the Storm (And Became Unforgettable)

1.6K views • 4 months ago



Bonnaroo's New Festival Director Told Us What's Really Changing in 2026

5.6K views • 5 months ago

Topic categories

This chart shows a list of urls to wikipedia pages that describe the channel's content

Music
Lifestyle

Key channel stats

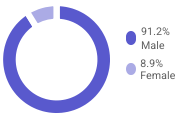
Last 28 days

Subscribers (Lifetime)	Videos published (Lifetime)	Unique viewers	Views
2.8K	709	4.2K	10.2K
Watch time (hours)	**Average view duration**	**Average percentage viewed**	**Returning viewers**
297.9	3:29	17.8%	12.6%

Demographics

Last 28 days

Gender



Age

25–34	28.1%
35–44	34.9%
45–54	10.5%
55–64	13.3%
65+	13.2%

Geography

United States	70.2%
Canada	0.4%
United Kingdom	0.2%

Affinity interests

Last 28 days

	Interest level	Audience share
Rock Music Fans	Very High	
Frequently Attends Live Events	Very High	
Indie & Alternative Rock Fans	Very High	
Banks Online	Very High	
30 Minute Chefs	High	

In-market interests

Last 28 days

	Interest level	Audience share
TV & Video Streaming Subscription Services	Very High	
Credit & Lending	Very High	
Motor Vehicles (Used)	Very High	
Pet Food & Supplies	High	
Mother's Day Flowers & Greeting Cards	High	

Social Media	Contact	Joined YouTube	Location
Homepage	The What Podcast comments@thewhatpodcast.com	October 07, 2019	United States

This Media Kit was created on Nov 14, 2026. The audiences are made up of groups of people with interests and intents as estimated by Google. Learn more