



LUND
UNIVERSITY

Podcast Production

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Outline of the Workshop

- Overview of podcast trends
- Mention a few useful thoughts
- Editing Demo
- Q&A
- Feel very free to ask questions along the way!

Overview





2022 Digital News Report

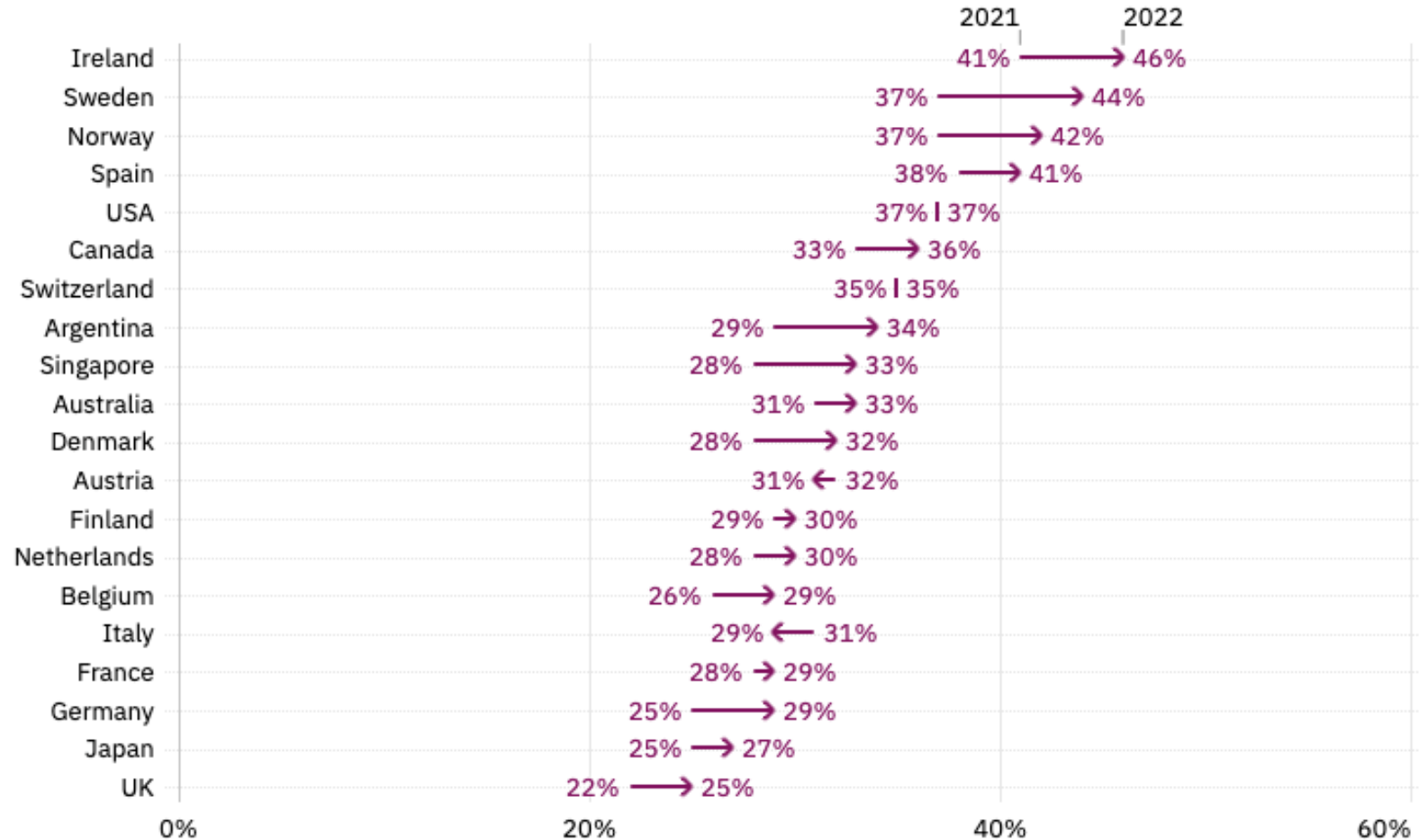
Critical Mass

Several Genres

Proportion who used a podcast in the last month

Selected markets

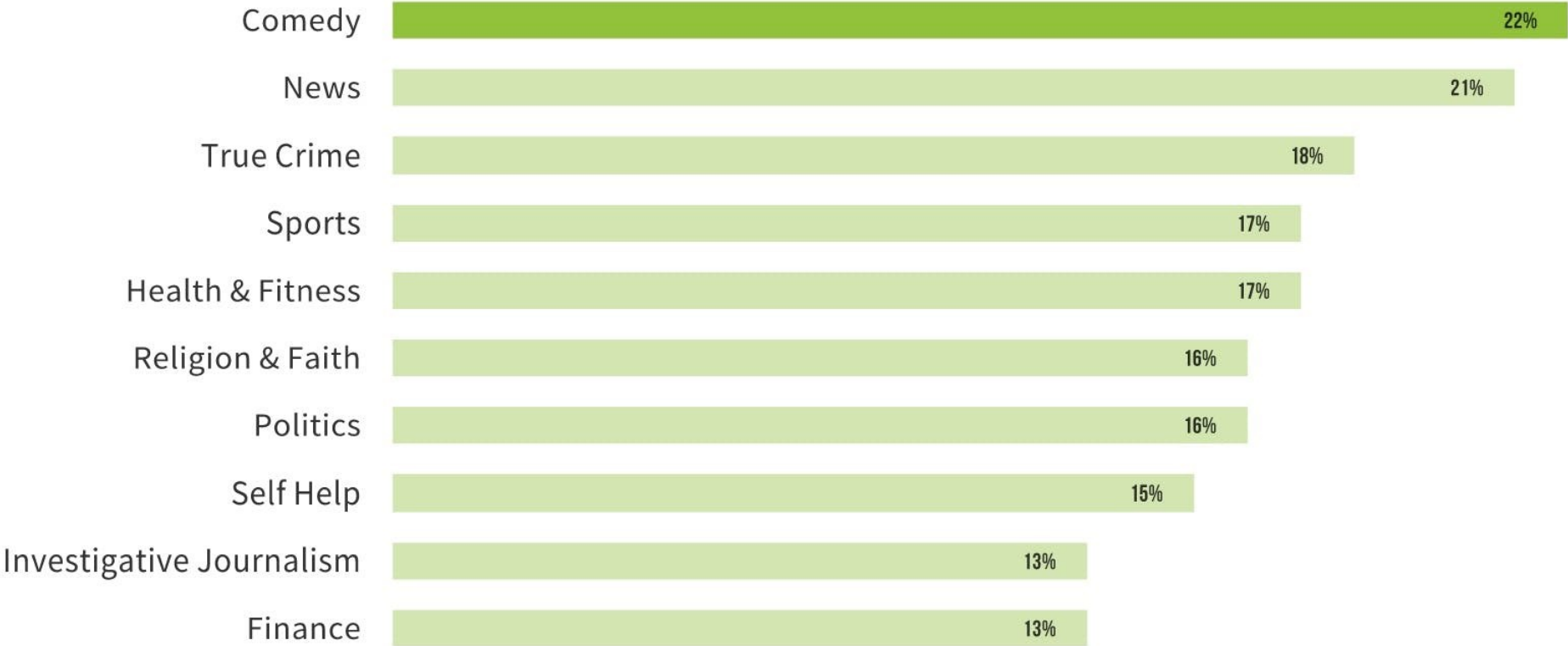
38% accessed a podcast in the last month, up 3 percentage points compared with 2021



MOST POPULAR PODCAST GENRES

US

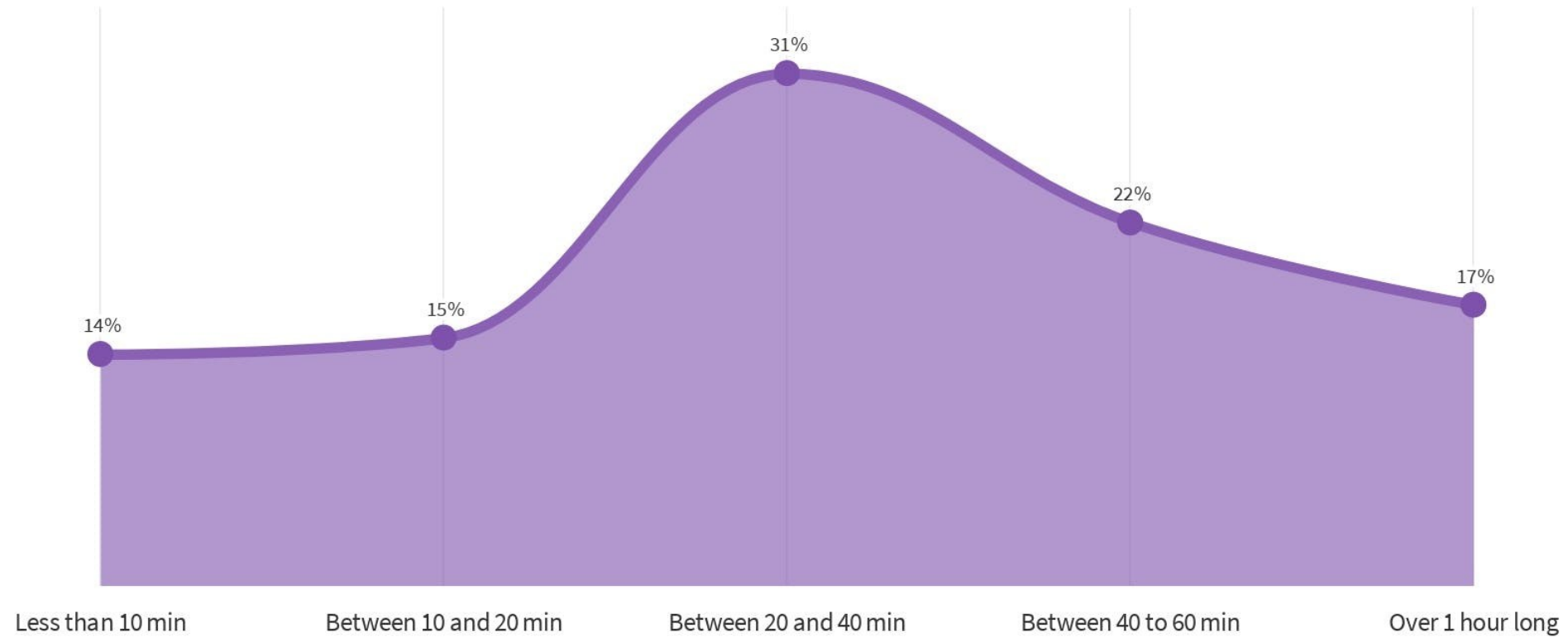
Share of weekly listeners



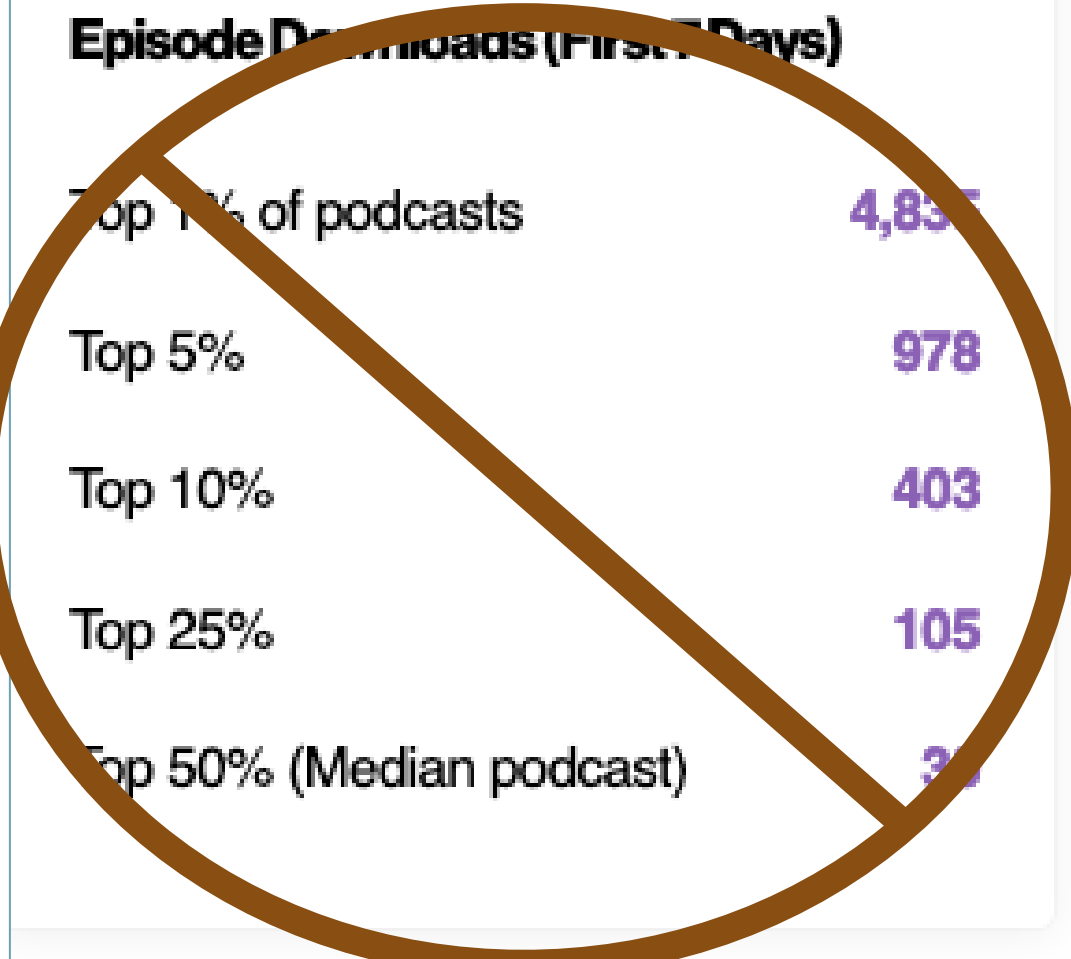
Source: Statista, October 2020

HOW LONG ARE PODCAST EPISODES?

Over 50% of podcast episodes are between 20 and 60 minutes long

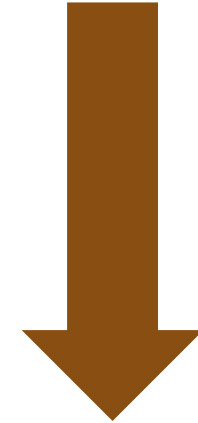


What type of scale are we talking about?



Episode Downloads (First 7 Days)	
Top 1% of podcasts	4,835
Top 5%	978
Top 10%	403
Top 25%	105
Top 50% (Median podcast)	31

~850,000,000
Active Podcasts



Room for Plenty More

A Short Introduction



 @SMandPPodcast

- Started in October 2016
- Interview Format
 - 30 mins – 1 hour
- Released 2x per month (1st and 15th)
- 165 Episodes
- 180,000+ downloads
- 150+ Countries



Benefits



1) Knowledge Acquisition

- Topic Exploration
- Episode Preparation
- Learning through interviews
- Remember Material (through editing and QA)

2) Flexibility/Creativity

- Podcasts are “on-demand” for creators too!
- Can be recorded virtually anywhere
- Can lead to new research ideas/data collection
- Respond quickly to current events
- Creative outlet = fun!

3) Reach/Exposure

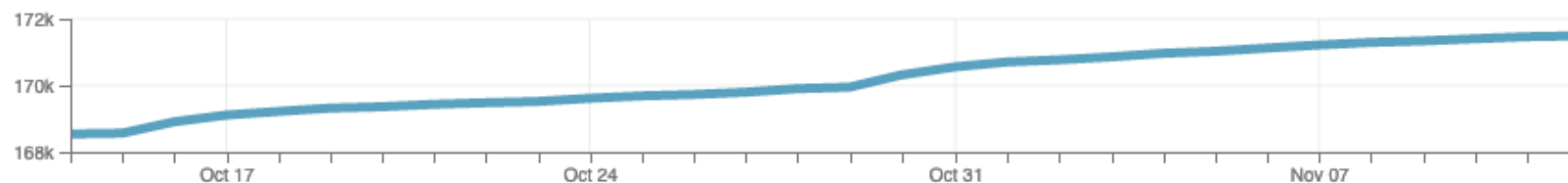
- Establish new connections
 - Broaden network
 - Access to industry/stakeholders
 - Guests get a concrete output for their time
- Great ice-breaker (and reason to follow-up)
- Exposure
 - Social Media
 - Podcast Repositories (iTunes, Spotify, YouTube)
 - Google Search

Analytics



All-Time Downloads

ALL-TIME
Downloads ⓘ
Global
171,491



30-Day Downloads and Audience

30-DAY
Downloads ⓘ
Global
3,016
+46% month/month

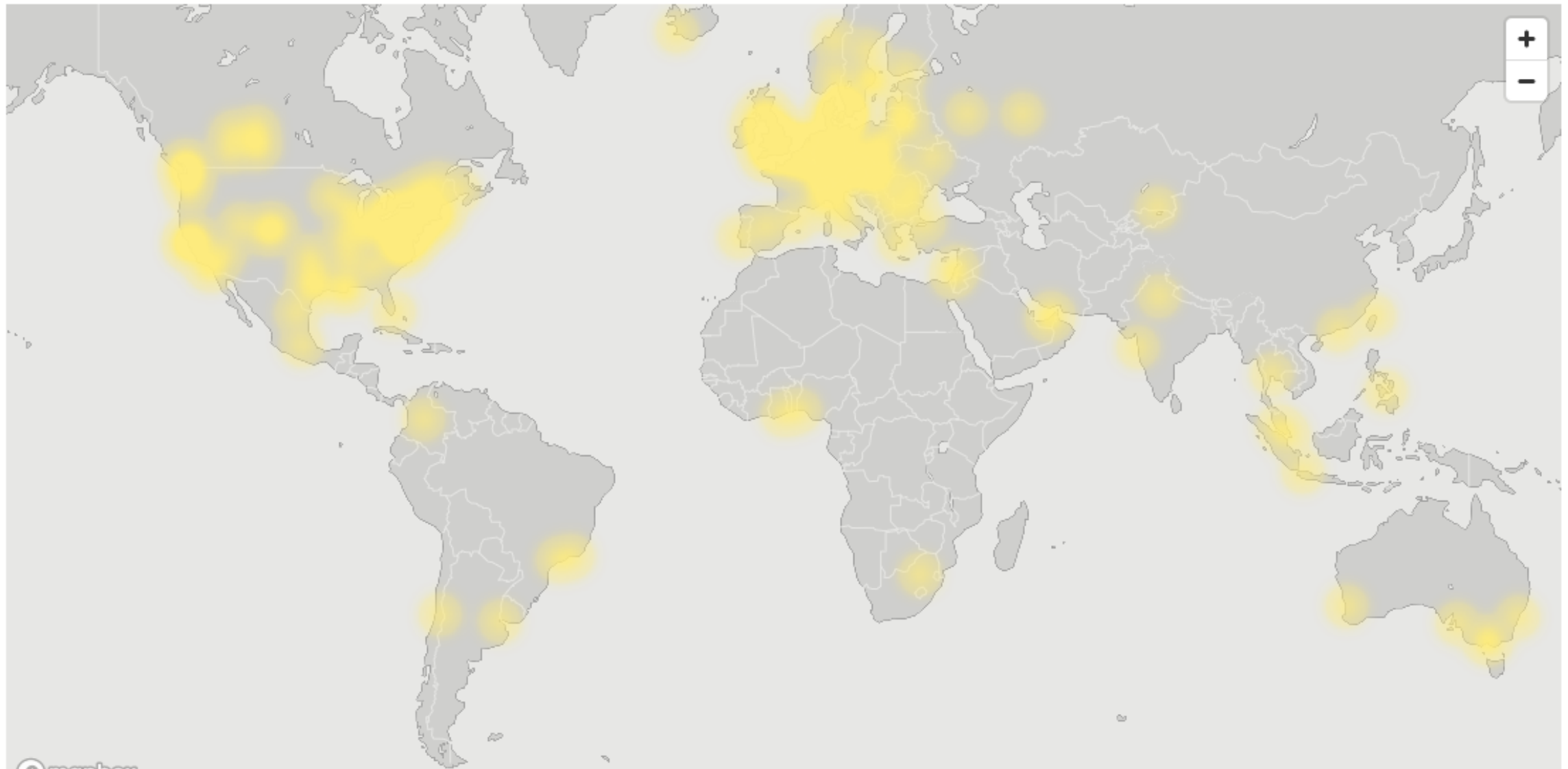
30-DAY
Downloads ⓘ
United States
691
+9% month/month

30-DAY
Audience ⓘ
Global
1,340
+34% month/month

30-DAY
Audience ⓘ
United States
309
+46% month/month

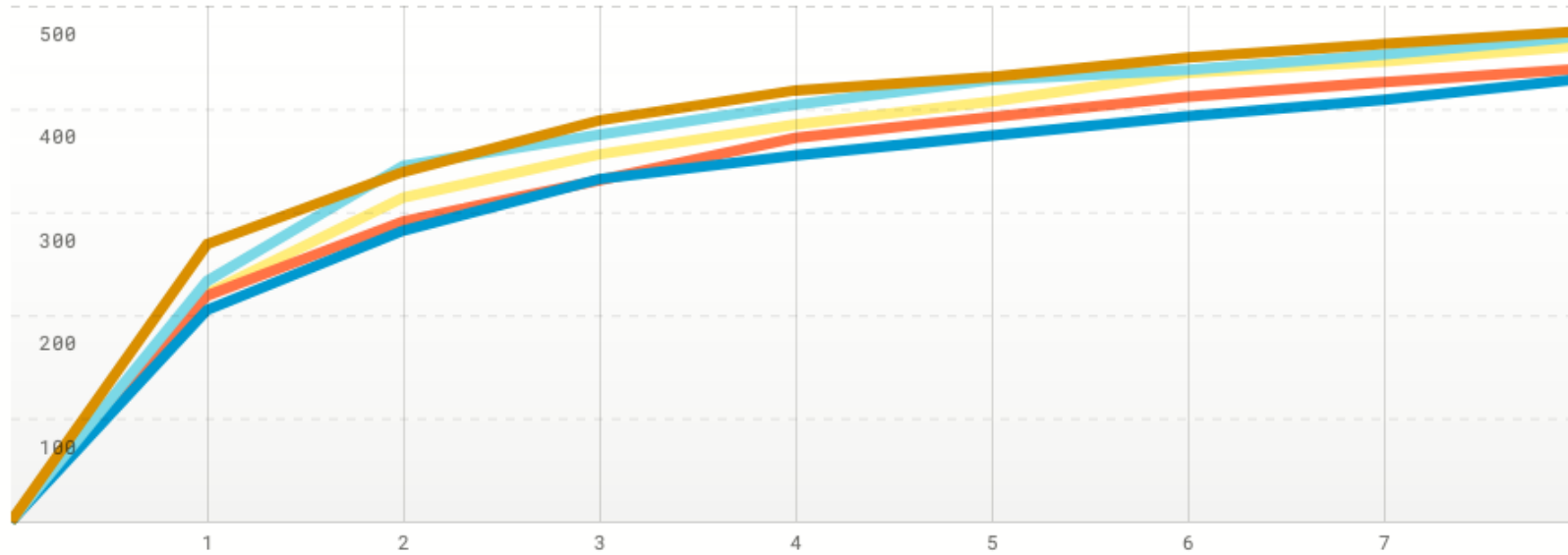
Downloads by Location

All Time



5 LATEST EPISODES

First 7 Days Since Release



EP #	TITLE	RELEASE DATE	DAYS SINCE RELEASE	DOWNLOADS
E153	Data-driven Campaign...	October 30, 2022	16	446
E152	Cross-Platform Visual ...	October 16, 2022	30	426
E151	Data Journalism to Re...	October 1, 2022	45	409
E150	Swedish Elections 20...	September 11, 2022	65	453
E149	Social Media, Informat...	September 4, 2022	72	463



#	COUNTRY	DOWNLOADS	%
1	United States	40,096	28.9%
2	United Kingdom of Great Britain and Northern Ireland	13,023	9.39%
3	Federal Republic of Germany	12,075	8.7%
4	Kingdom of Denmark	7,604	5.48%
5	Canada	6,434	4.64%
6	Kingdom of Belgium	4,883	3.52%
7	Kingdom of Sweden	4,639	3.34%
8	Commonwealth of Australia	4,315	3.11%
9	Kingdom of the Netherlands	3,452	2.49%
10	Republic of France	3,376	2.43%



Social Media and Politics

Overview

Trends

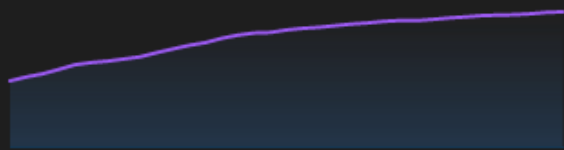
Episodes

Performance

All Time

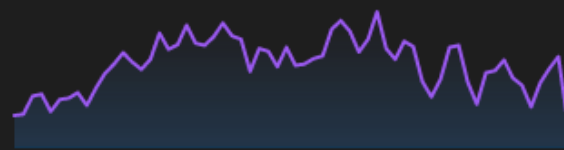
FOLLOWERS ?

1.1K



LISTENERS ?

3.3K



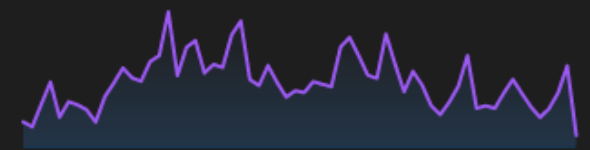
ENGAGED LISTENERS ?

2.0K

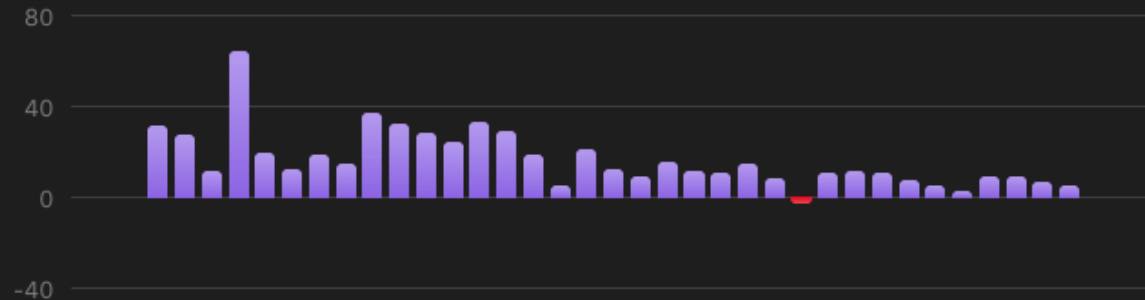


PLAYS ?

47.9K



New Followers



Time Listened

5.2K
Hours

80% 4.1K
Following

20% 1.1K
Not Following



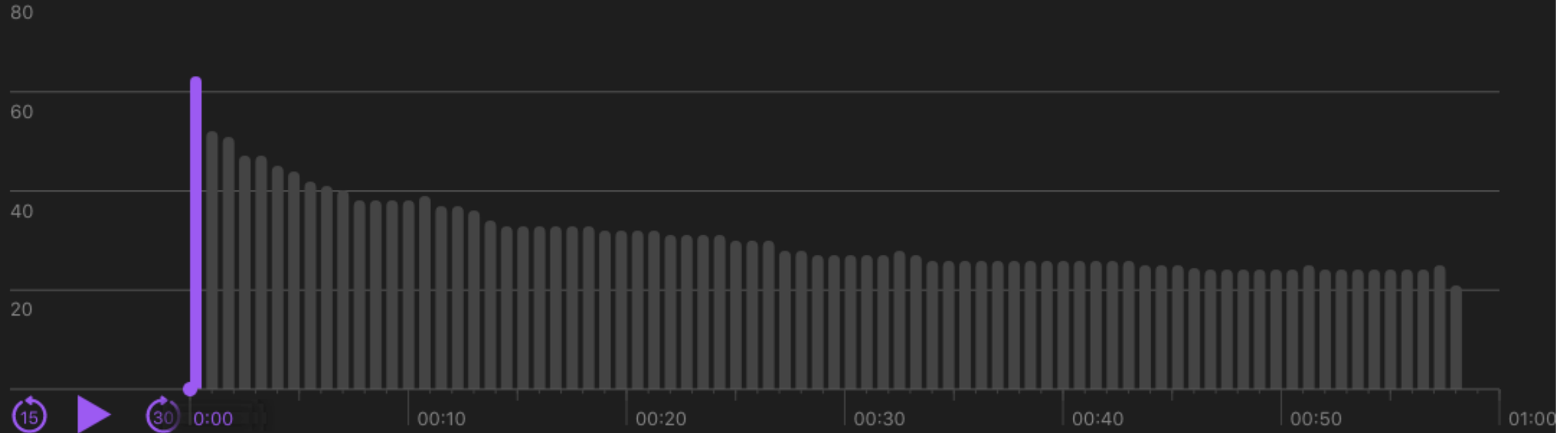
CITY	THIS PERIOD ▾
<input checked="" type="radio"/> All Cities	3,256
<input type="radio"/> London	212
<input type="radio"/> New York City	164
<input type="radio"/> Washington, D.C.	122
<input type="radio"/> Copenhagen	112
<input type="radio"/> Brussels	89
<input type="radio"/> Seattle	75

NUMBER	NAME	RELEASE DATE	LISTENERS	AVERAGE CONSUMPTION
Episode 153	Data-driven Campaigning with Polling and Focus Groups in American Elections, with Zac McCrary	Oct 30, 2022	45	60%
Episode 152	Cross-Platform Visual Campaigning on Social Media: Emotions in Political Candidates' Facebook and Instagram Images	Oct 16, 2022	60	42%
Episode 151	Data Journalism to Report Social Media and Politics, with Aleszu Bajak	Oct 1, 2022	55	48%
Episode 150	Swedish Elections 2022, Political Communication, and Social Media, with Dr. Nils Gustafsson	Sep 11, 2022	69	58%

[< Recent Episodes](#)

143. Challenging Covid Vaccine Misinformation on Private Social Media, with Prof. Andrew Chadwick

All Time (May 1, 2022 - Yesterday)



0:00

00:10

00:20

00:30

00:40

00:50

01:00

LISTENERS

65

ENGAGED LISTENERS

30

PLAYS

298

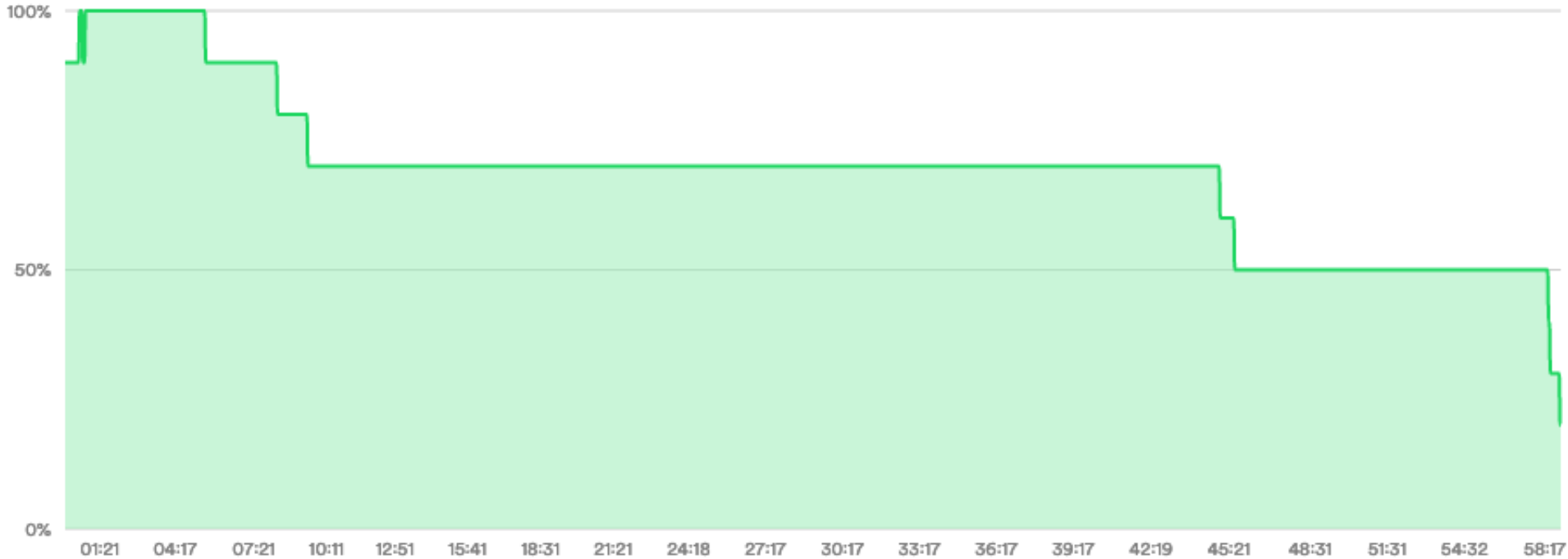
AVERAGE CONSUMPTION

61%

All time



Episode Performance



AVERAGE LISTEN

45m 34s

1ST QUARTILE

70%

2ND QUARTILE

70%

3RD QUARTILE

70%

COMPLETE

20%



Artists they're listening to ?



Taylor Swift



Harry Styles



Arctic
Monkeys



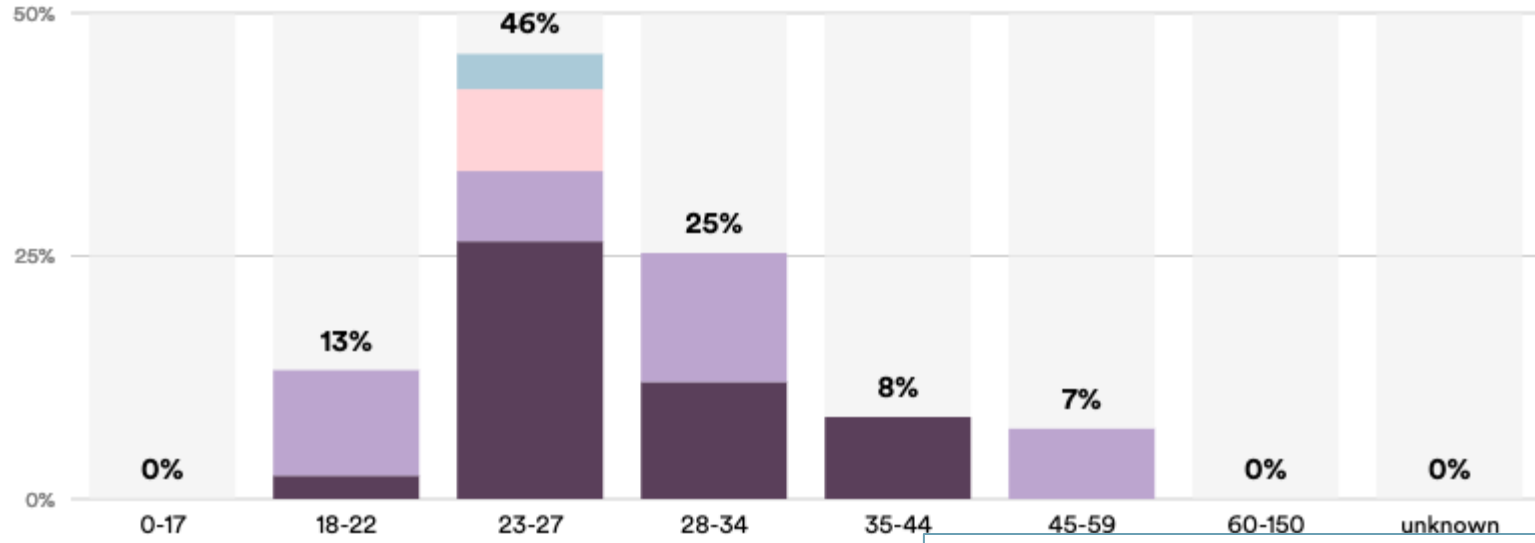
Billie Eilish



Kanye West

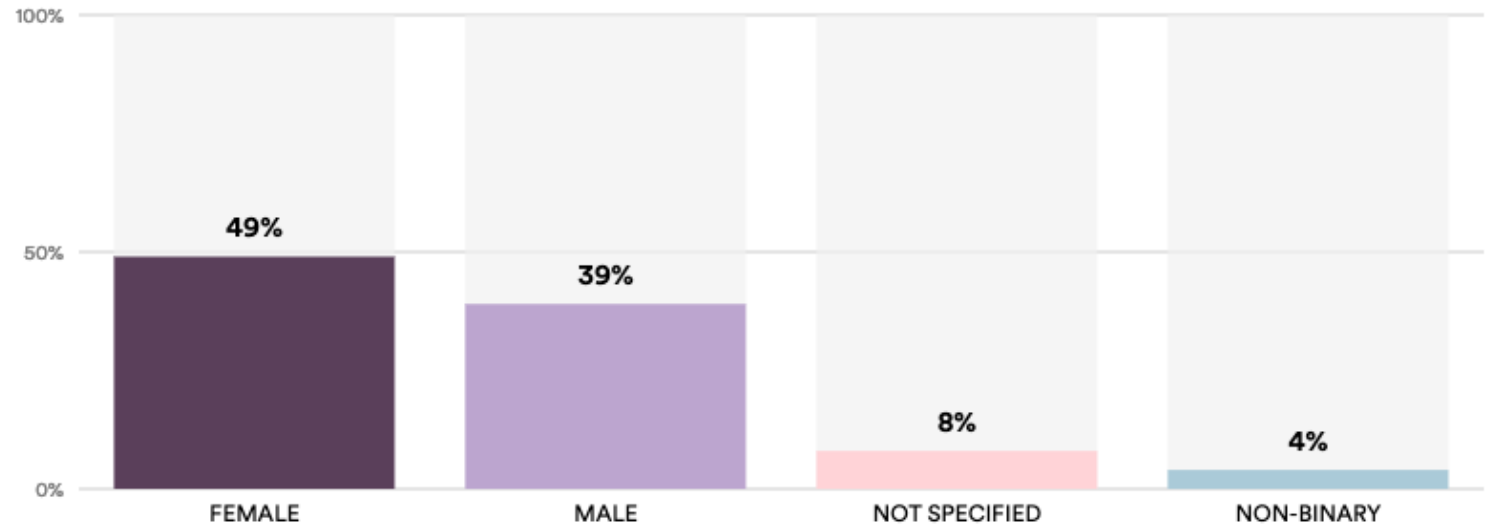
Age

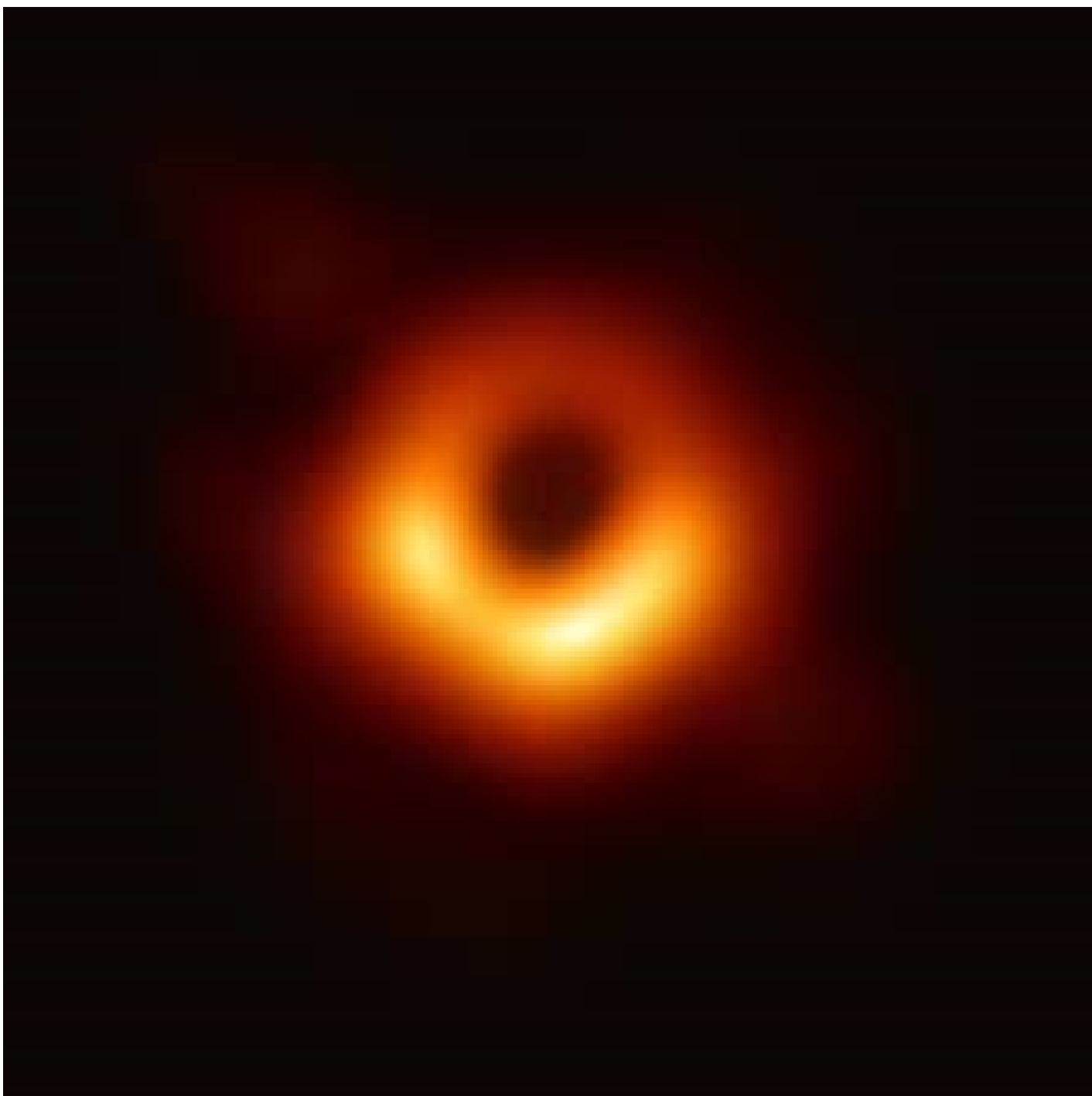
● FEMALE ● MALE ● NOT SPECIFIED ● NON BINARY



Gender

● FEMALE ● MALE ● NOT SPECIFIED ● NON-BINARY





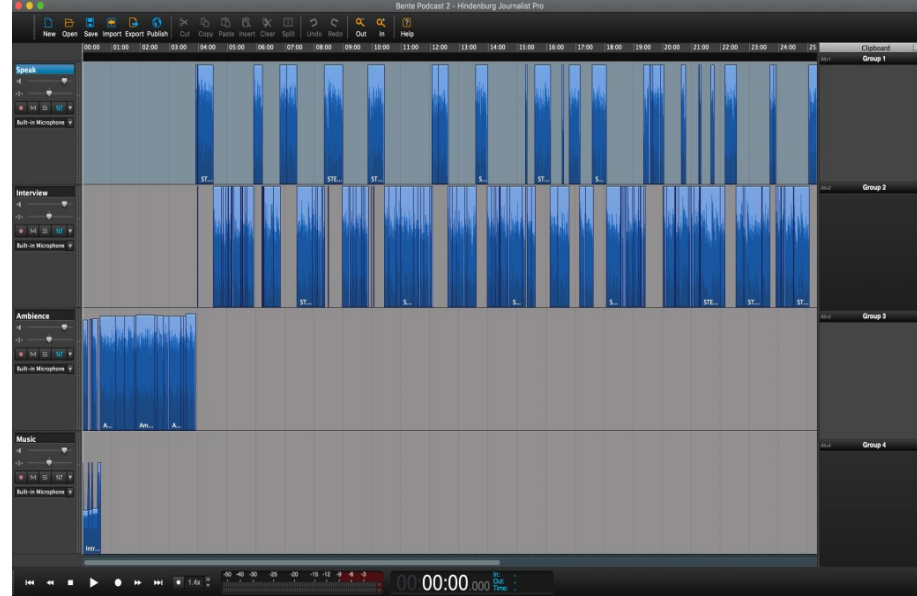
Audience

- People tuning into a podcast have already **expressed an interest** in the topic
 - Either by keywords, or from recommendations
- High quality audience -> can be **influencers** in the field
- Listener feedback
 - Thank you email
 - Recommend a guest
 - “Love the pod!”

Tech



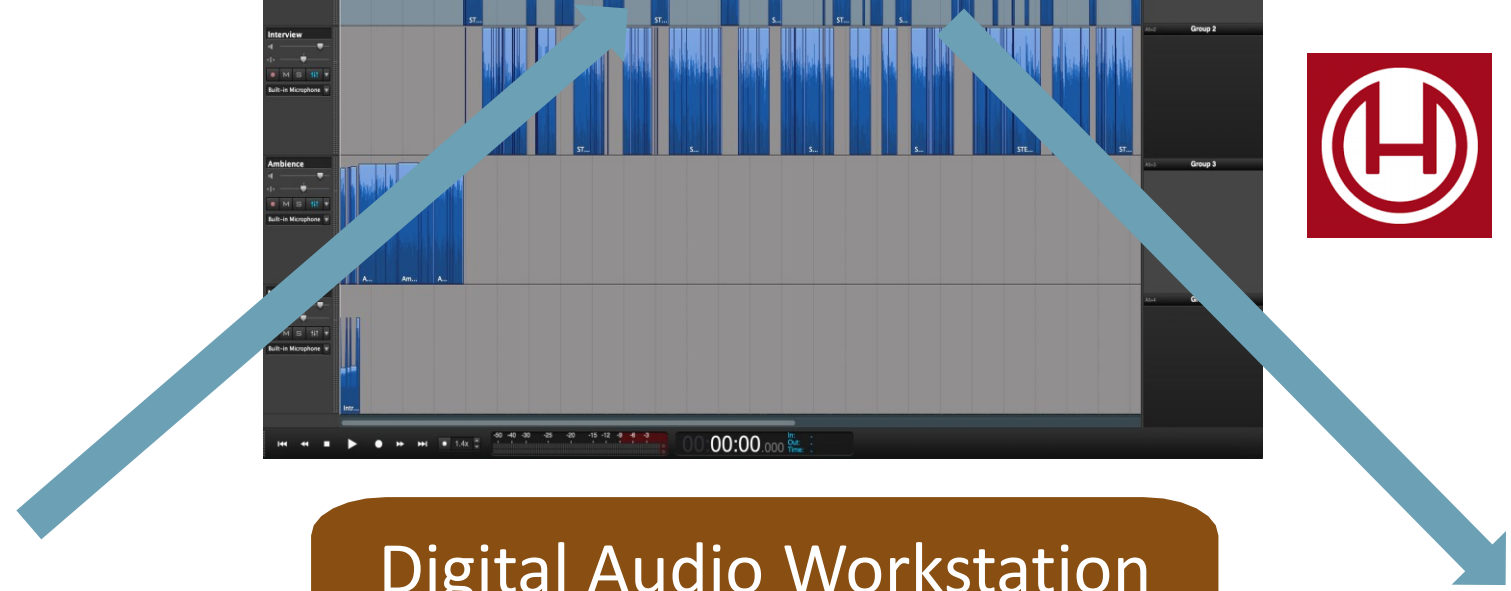
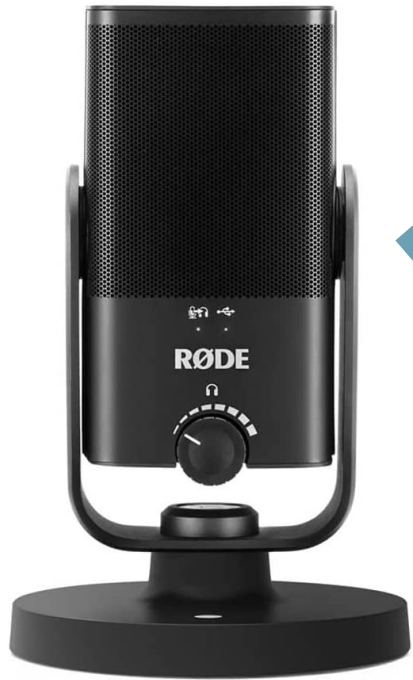
Basics:



Mic

Software

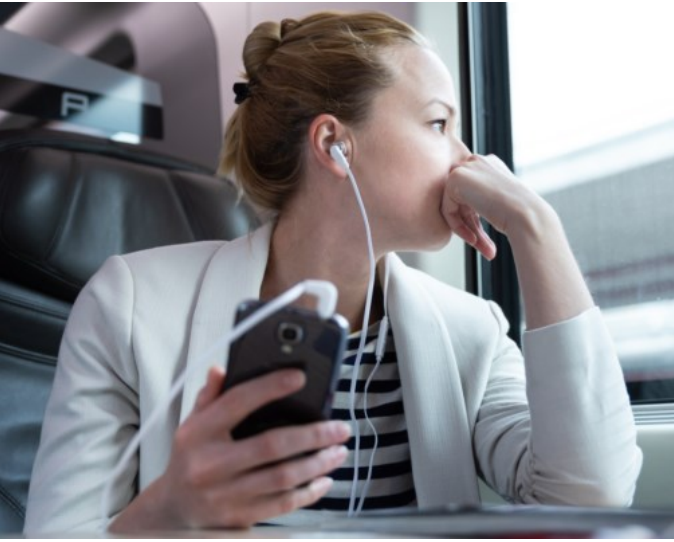
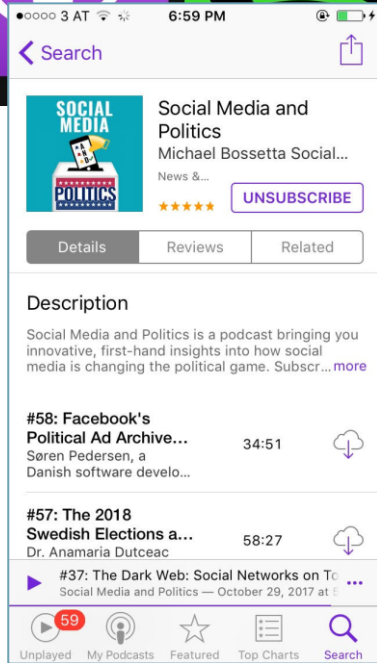
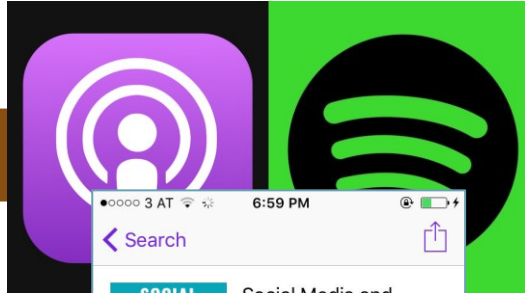
Host



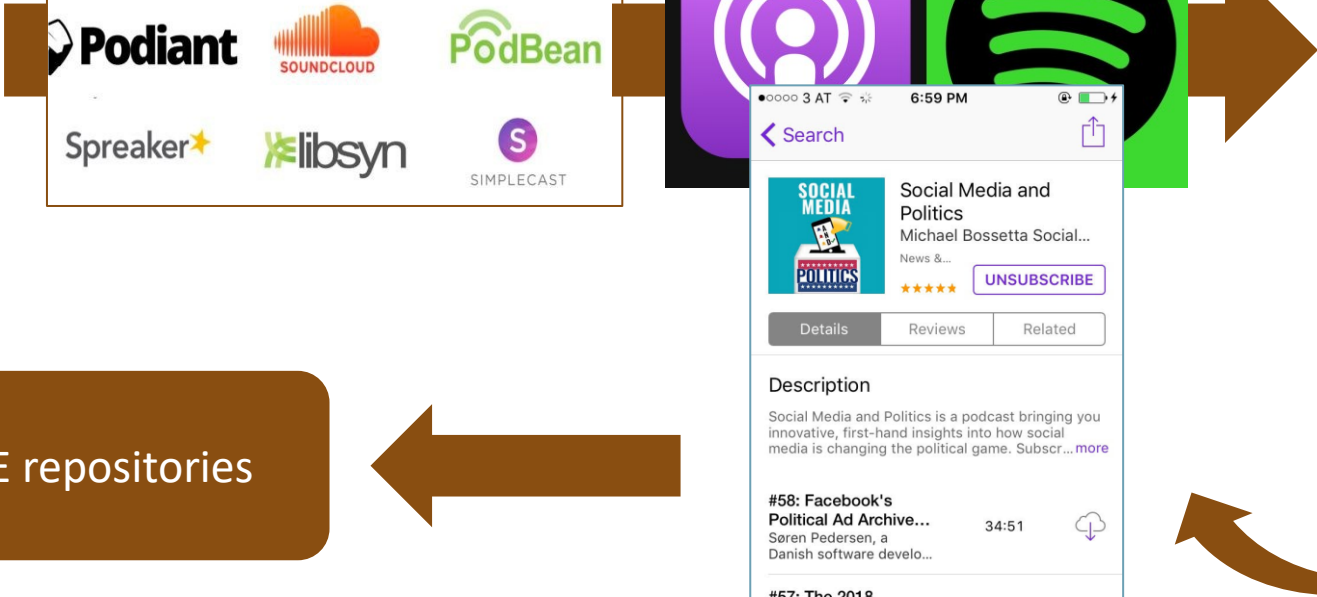
Digital Audio Workstation
(DAW)

Removing
“uhs” and “ums”
Adding Music / Audio FX





HUGE repositories



Online Interviews

- Skype Audio
 - Zoom
- Helps if guest uses earbuds/mic
- However, you never have control over your guests' environment



On the road:



Zoom H4



Lav Mics







Demo!