



# Final

# Presentation

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PREETI KUMARI**

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**ABHINAAV SINGH  
FANNY TASHIA**

# OUR TEAM



**CAMERON DRAYTON**



**ROHAN PALIWAL**



**ABHINAAV SINGH**



**PREETI KUMARI**



**LEE-ANN SHAW**



**FANNY TASHIA**

- Research Goal
- Midterm Recap
- Methodology & Findings
- Analysis
- Feasibility & Implementation

# AGENDA

# “HOW CAN WE MAKE SPOTIFY PODCAST POPULAR AMONG GEN-Z?”

Spotify has a big number of Podcast Titles and Talents.

Which one of these talents would gather more Gen-Z audience?

RESEARCH GOAL



## KENDRICK

18 years old

Male

Student

Sports Fanatic

Multicultural Lens



## NICK

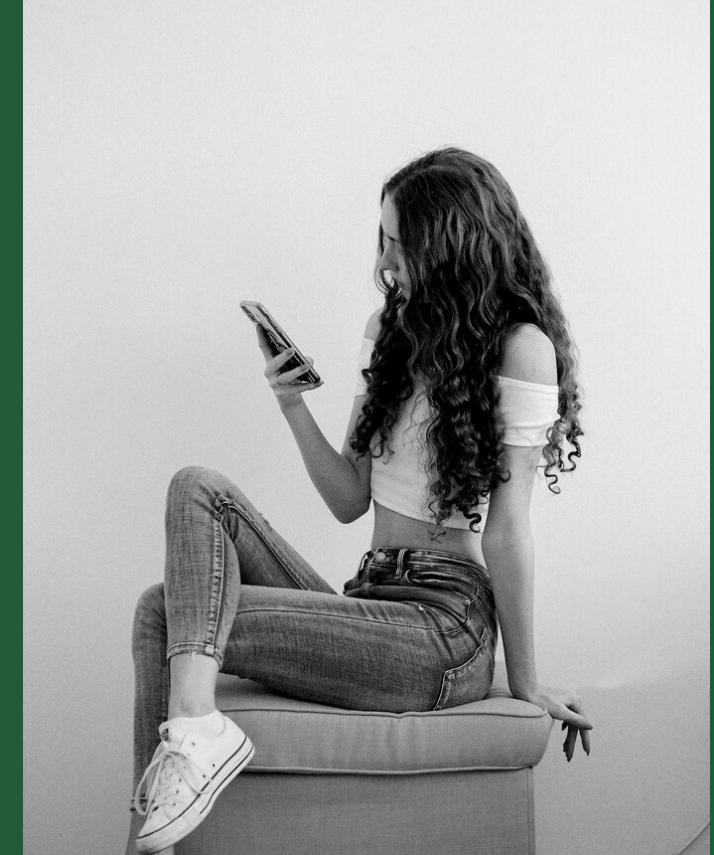
21 years old

Male

Tech Employee

Digital Native

Pop-Culture Enthusiast



## KAITLYN

24 years old

Female

Content Creator

LGBTQIA+ ally

Promotes Mental Health

# RECAP - GEN Z PERSONA

# POPULAR PODCASTS

## SOCIAL AND CULTURE

Joe Rogan Experience

4D with Demi Lovato

That was fun with Addison

Arcchair Expert

Renegades Podcast

## SPORTS

Called Game

The Ringer podcasts

Stay Hot

FIFA PlayOn

Spinsters

## MUSIC

The Bridge Podcast

Off the records with DJ Akademiks

Dolly Parton America



## POP CULTURE (ENTERTAINMENT, GAMES, CELEBRITIES)

Dissect Podcast

Misfits

Conan O'Brien Needs a Friend

Podcast Beyond - IGN's PlayStation Show

Higher Learning

# PODCAST REPRESENTING SPECIFIC ISSUES THAT MATTER FOR GEN-Z



## MENTAL HEALTH

Mayim Bialik's Breakdown  
Therapy for Black Girls



## LGBTQIA+

The Two Princes Podcast  
Jemele Hill is Unbothered



## DIVERSE CULTURE

Higher Learning with Van Lathan and Rachel Lindsay  
Sunstorm with Alicia Garza & Ai-jen Poo

# WHAT DOES SPOTIFY WANT TO IMPROVE?



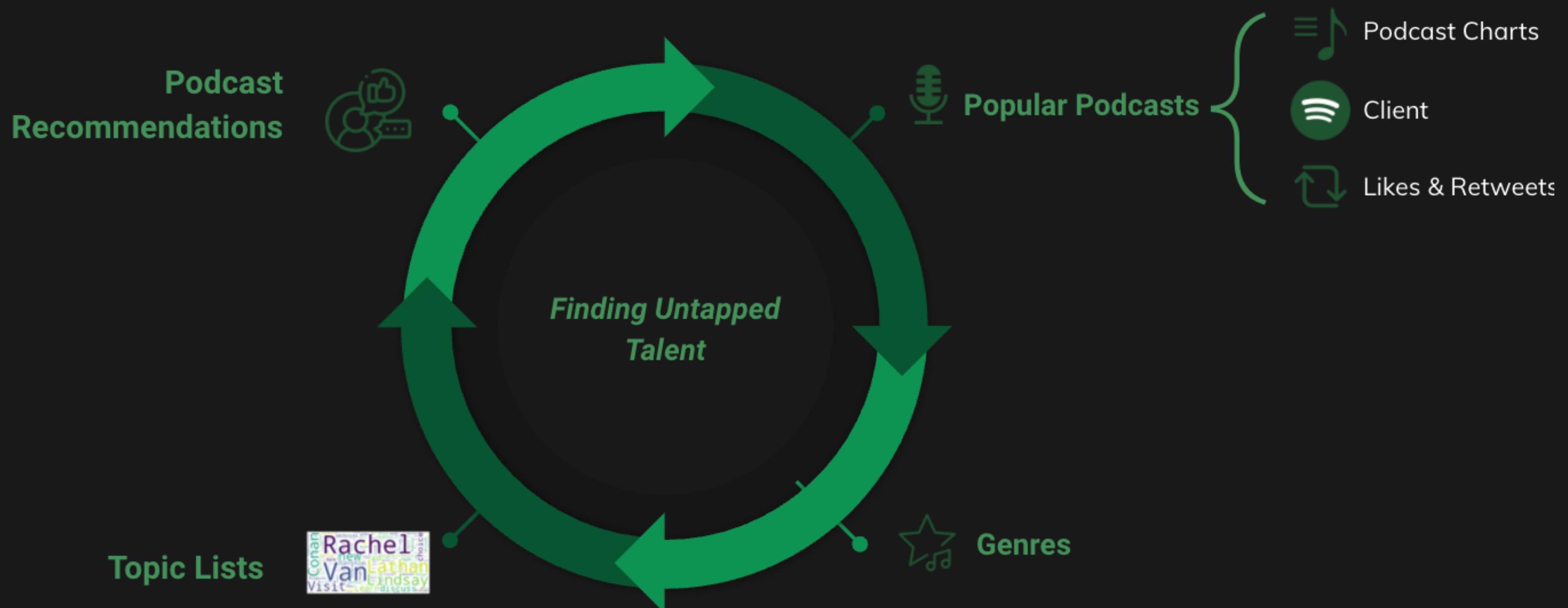
## CURRENT STATE

Most of the thriving podcasts already have famous podcast talent or are backed by famous personalities.

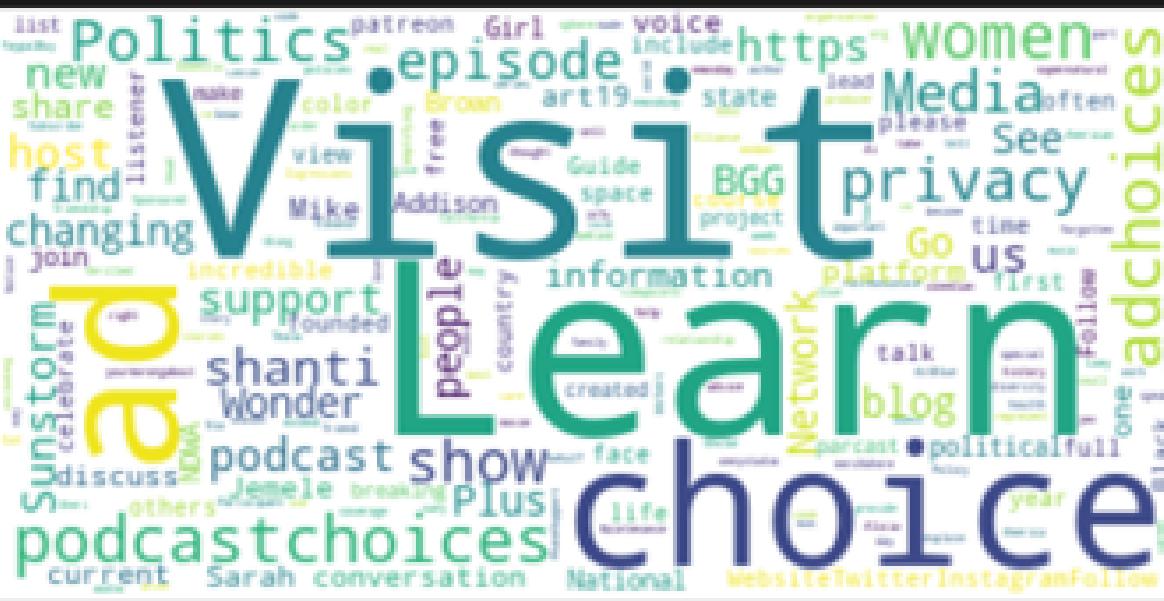
## TO IMPROVE

Spotify also wants to support untapped organic talent.

# WHAT WE DID



# RESULTS: SOCIETY & CULTURE



# POPULAR PODCASTS

# Joe Rogan Experience

# 4D with Demi Lovato

# That was fun with Addison

# Armchair Expert

# Renegades Podcast

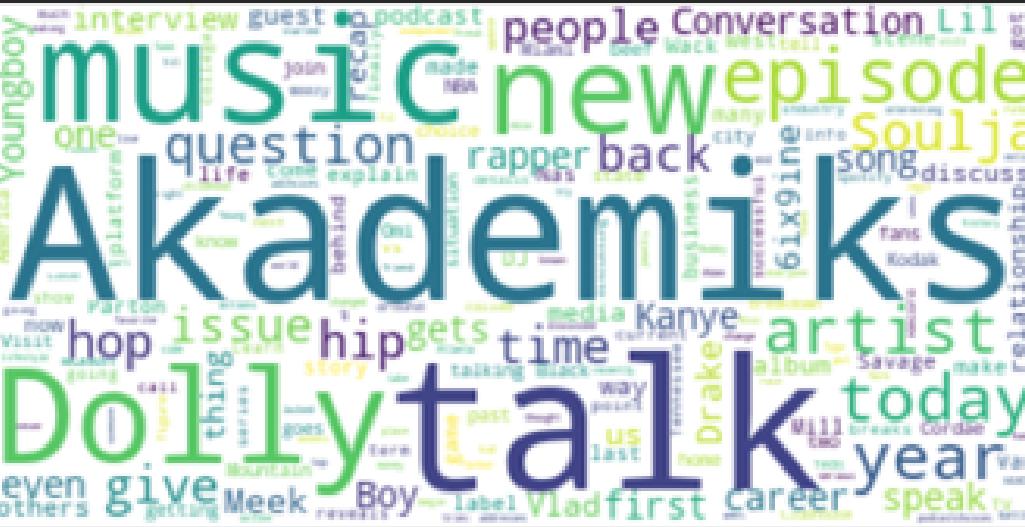
# UNTAPPED PODCASTS

# Internet Party

# Out The Box Podcast

# PlanBri Uncut

# RESULTS : MUSIC



# POPULAR PODCASTS

# The Bridge Podcast

# Off The Records with DJ Akademiks

# Dolly Parton America

# UNTAPPED PODCAST

# Well Disguised

# She Will Rock You Podcast

# The Itch Rock Radio & Podcast

# Great Song Podcast

# RESULTS: SPORTS



# POPULAR PODCASTS

# Called Game

# The Ringer podcasts

# Stay Hot

# FIFA PlayOn

# Spinsters

# UNTAPPED PODCAST

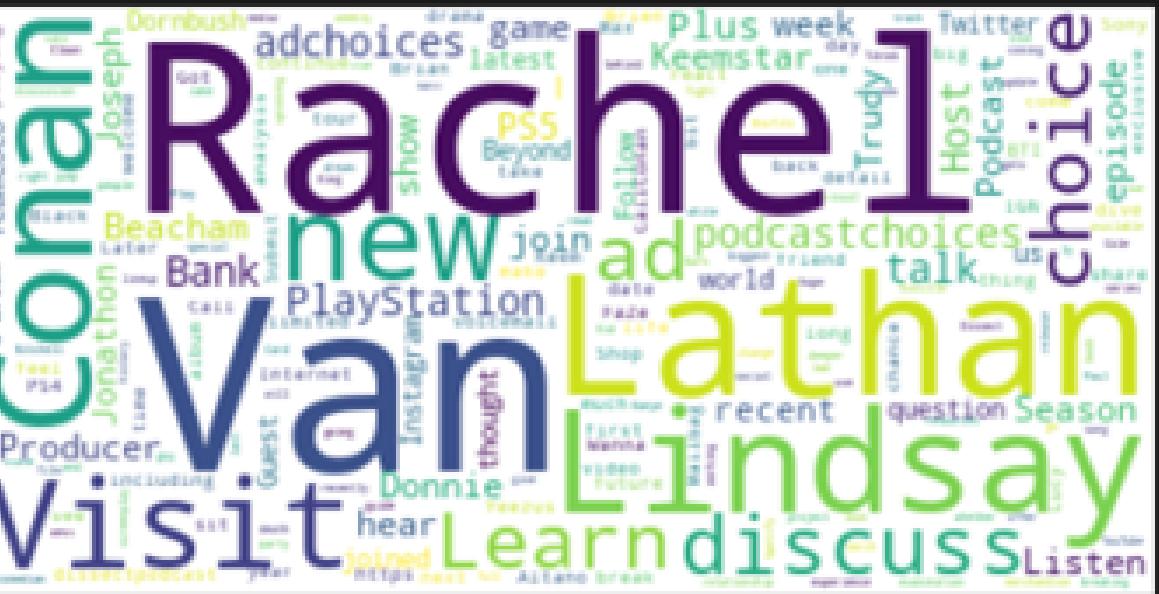
# Too Much Dip

# The College Football & Basketball Experience

# Underground Sports Philadelphia

# The Clapper Report

# RESULTS: POP CULTURE



# POPULAR PODCASTS

# Dissect Podcast

# Misfits

# Conan O'Brien Needs a Friend

# Podcast Beyond - IGN's PlayStation Show

# Higher Learning

# UNTAPPED PODCAST

# Made You a Mixtape

# The Dungeon Masters Dojo

# Take Your Shoes Off w/ Rick Glassman

# Amazing Pop Culture Podcast



# PODCAST REPRESENTING SPECIFIC ISSUES THAT MATTERS FOR GEN-Z

## MENTAL HEALTH



20T1Minutes

The Plug sessions

## LGBTQIA+



Thanks For Coming! A RuPaul's Drag  
Race Podcast

## DIVERSE CULTURE



Kwality Kontent

I Just Wanna Talk

# Results also Give Insights of Gen-Z's interest shift



**SPOTIFY PROMOTES:** American Football & Basketball

**OTHER POPULAR SPORTS:** Hockey



**SPOTIFY PROMOTES:** Hip Hop

**OTHER POPULAR GENRES:** Rock

- Current Strategy & Recommendation
- Risk and Mitigation
- Further Analysis

# FEASIBILITY & IMPLEMENTATION

# CURRENT STRATEGY

Top 5 ➡️  
USA Sports Podcasts

Rank	Podcast	Host	Network
1	Ric Flair Wooooo Nation Uncensored	Ric Flair	Podcast Heat
2	Pardon My Take	Barstool Sports	Barstool Sports
3	The MeatEater Podcast	MeatEater	MeatEater
4	What Did I Miss? with Michelle Beadle	Michelle Beadle	The Athletic
5	The Bill Simmons Podcast	Bill Simmons	The Ringer

170 likes  
spopodcasts 📈 Podcast Charts 📈

Spotify Podcasts 🎙️ ✅  
@spopodcasts

↗️ Podcast Charts ↗️

Top 5 podcasts in Sports 🏆  
[podcastcharts.byspotify.com](https://podcastcharts.byspotify.com)

1. @FlairUncensored
2. @PardonMyTake @barstoolsports
3. #TheMeatEaterPodcast  
@stevenrinella
4. #WhatDidIMiss with Michelle Beadle  
@TheAthletic
5. @BillSimmons Podcast @ringer

18.01 · 24/11/21 · Twitter Web App

2 Retweets 2 Quote Tweets 11 Likes

Top 5 ➡️  
USA History

Rank	Podcast	Host	Network
1	Dark History	Audioboom Studios	Audioboom Studios
2	Conspiracy Theories	Parcast Network	Parcast Network
3	Not Past It	Gimlet	Gimlet
4	You're Wrong About	Michael Hobbes & Sarah Marshall	Michael Hobbes & Sarah Marshall
5	Lore	Aaron Mahnke, Grim & Mild	Aaron Mahnke, Grim & Mild

193 likes  
spopodcasts 📈 Podcast Charts 📈

# RECOMMENDATION

## USING SOCIAL MEDIA TO LEARN ABOUT GEN-Z PREFERENCES

 BuzzFeed ✅ @BuzzFeed · 08/01/19

Which Underrated Podcasts Do You Think Deserve More Recognition In 2019



buzzfeed.com

Tell Us About The Podcasts That You Think Deserve More Recognition

569 387 494 

 Spotify Podcasts 🎙 ✅ @spo... · 09/09/21

Which podcasts deserve more recognition 

421 85 242 

 Spotify Podcasts 🎙 ✅ @spotifypodcasts

Which podcasts deserve more recognition 

4:51 PM · Sep 9, 2021 · Twitter Web App

17 Retweets 68 Quote Tweets 242 Likes

 Tweet your reply 

 Anthony (Taylor's Version) 🎵 📖 @monkey\_noodles · Sep 9

Replying to @spotifypodcasts  
@PlaylistWars, @Well\_Disguised, @shewillrockupod, @TheMYAMPodcast,  
@ItchRocks, @notthatbadcast, @ideoandus, @NerdInTexas, @DAMjim,  
@NTHuntPodcast, @HealthTalksPod, @20TINMinutes, @indie\_podcaster,  
@TheHookRocks, @AmazingPopPod, @BeerdAI Podcast, @pickadisc, &  
@ufouapam

3 1 14 

Show replies

# SUBSCRIBER FUNNEL

**AWARE**

Interactive Posts

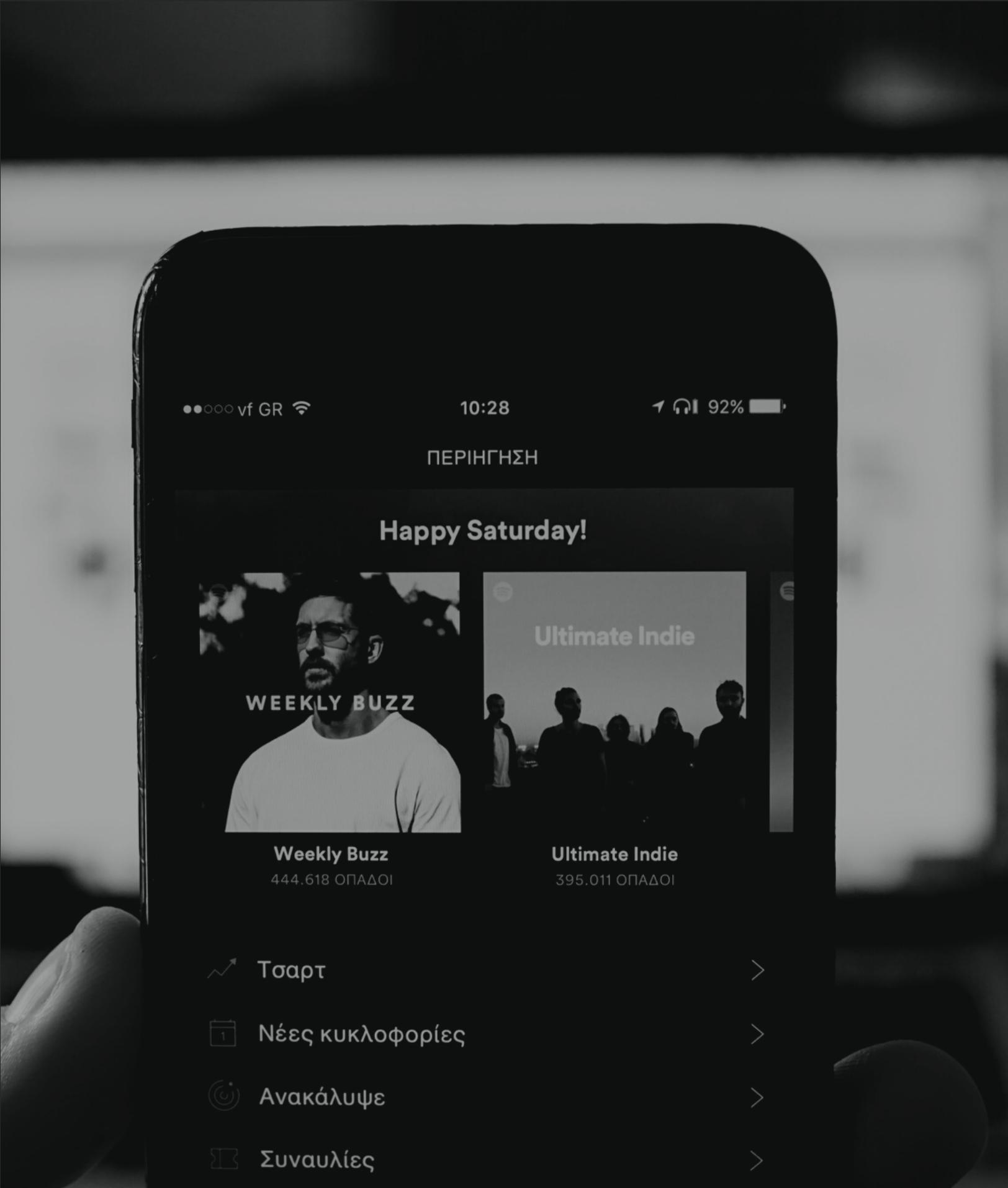
**CONSIDER**

Video Marketing & Competitions

**ENGAGE**

Social Media Takeovers & Live Marketing

# RISKS & MITIGATIONS



## BOTS

Skew data due to their frequency of using topic specific keywords

## DEMOGRAPHICS

“80% of tweets come from top 10% of most active users” -PEW Research Center

## MITIGATION

analysis of Twitter users' account creation date and timestamp

# Analysis needs to be checked regularly

As the analysis is based on user's recommendations, some of them might need to be addressed.

The screenshot shows the homepage of the Black Mass Appeal podcast. At the top left is the podcast logo "BLACK MASS appeal". Below it, the title "PODCAST Black Mass Appeal: Satanism for the Masses" is displayed, followed by the subtitle "Black Mass Appeal". On the right side of the title is a small "FOLLOW" button and a three-dot menu icon. Below the title are two dropdown menus: "All Episodes" and "Newest to Oldest". Underneath these are two buttons: "Episode 109 - La-Bas" and "In 1891, French popular author JK Huysmans scandalized the public with his novel La-Bas, a sultry and sleazy story surveying...". At the bottom of the page are two category buttons: "Society" and "Culture".

The screenshot shows the homepage of the Breaking Points with Krystal and Saagar podcast. At the top left is the podcast logo "BREAKING POINTS with Krystal and Saagar". Below it, the title "PODCAST Breaking Points with Krystal and Saagar" is displayed, followed by the subtitle "Breaking Points". On the right side of the title is a small "FOLLOW" button and a three-dot menu icon. Below the title are two dropdown menus: "All Episodes" and "Newest to Oldest". Underneath these is a list of recent episodes: "11/29/21: Omicron Variant, Bidensgiving, Kamala & Pete, Amazon, Hillary Clinton, Forever Pandemic, Kushner's \$\$\$, Travel Bans, and More!". At the bottom of the page is an "About" section which reads: "Breaking Points is a fearless anti-establishment multi-week YouTube and Podcast which holds the powerful to account hosted by Krystal Ball and Saagar Enjeti".

# NEXT STEPS FOR FURTHER ANALYSIS

Look into the specifics of how having specific guests impact the popularity of podcasts.



**Episode 2: Cordae**

One can feel the admiration in the room as Cordae gets to speak with one of his childhood rap heroes. (The North Carolina MC even raps lyrics to "I Can" back to Nas.) Cordae also tells Nas and Miss Info the reason he wanted to travel to Africa and...

Nov 16 · 29 min 47 sec

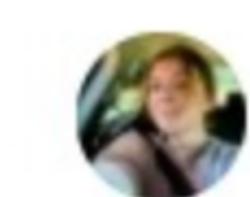
...



**Episode 1: Jungle**

Nas and Miss Info chat with Nas's younger brother, Jungle, about the trio's favorite hip hop groups, Nas's early career and childhood memories of growing up in Queensbridge surrounded by hip-hop stars like Roxanne Shante and MC Shan. Learn...

Nov 16 · 41 min 44 sec



Kaitlynn A. Lovelady @KaitlynnLovelad · Nov 27  
I need @taylorswift13 on @callherdaddy.

...

# Thank You!

Any Questions?