

# Research Proposal

## Abstract

---

A podcast or generically netcast, is an episodic series of digital audio or video files which a user can download to listen. Alternatively, the word "podcast" may refer to the individual component of such a series or to an individual media file.

Podcasting often uses a subscription model, whereby new episodes automatically download via web syndication to a user's own local computer, mobile application, or portable media player.

The generator of a podcast maintains a central list of the files on a server as a web feed that one can access through the Internet. The listener or viewer uses special client application software on a computer or media player, known as a podcatcher, which accesses this web feed, checks it for updates, and downloads any new files in the series. This process can be automated to download new files automatically; thus, it may seem to subscribers as though podcasters broadcast or "push" new episodes to them. Files are stored locally on the user's device, ready for offline use.[6] Many different mobile applications allow people to subscribe and to listen to podcasts. Many of these applications allow users to download podcasts or to stream them on demand as an alternative to downloading. Many podcast players (applications as well as dedicated devices) allow listeners to skip around the podcast and to control the playback speed.

## Problem Statement

---

Out of the many challenges that the podcast has is "Reaching New Listeners" and also "Maintaining the existing listeners" with rapidly increasing of updating personal digital devices and internet speed, they are many new things happen every day and also people share their personal experiences on social media.

As per Audience Insights Inc president Mr. Jeff need to understand the next choice of the of listening.

## Research Questions

---

This project will analyze the podcasting listeners in Canada.

- Which gender would listen more and what would be their age group?
- The Most popular podcast?
- What can be recommended to the listener similar to their interest?

## About

---

Audience Insights Inc. is a media research consultancy pulling together teams of media, research and data professionals to meet just about any assignment facing our clients. Whether it's building audience, driving ad revenue, understanding impact of marketing or activating digital opportunities, we're flexible and fluid to fill gaps left in large, consolidated firms.

## Objectives

---

- To help Canadian podcast publishers and provide recommendations to understand different segments of podcast listeners.
- To inform business opportunities in this growing media sector.
- To identify growth areas compare with previous research.

## Project Scope

---

- Analyzing based on the dataset and survey provided by Audience Insights Inc.
- Trending Month to Month in Past 12 Months.
- Provide recommendation system.

## Project Milestones

---

- Sprint 1: Get dataset and clean up
- Sprint 2: Analyzing the dataset which are resultant of the survey conducted and also finding out the other available datasets of podcast to build a recommendation system

- Sprint 3: Creating a workable recommendation system.

## Method and Language

---

This project will meet the objectives specified above through rigorous analysis of multiple data sources and synthesis into recommendations/suggestions for future business opportunities.

- Obtain and analyze the data on podcasts.
- Obtain and analyze the data on individual podcasts and the listeners.
- Method: Market Segmentation.
- R will be the language for this project.

## Expected Results

---

Recommendation system would be submitted to Mr. Jeff, president Audience Insights Inc. and Mr. Matthew Tenney, instructor, York University.