



**IMT 587B**

**Team Blue Pandas**

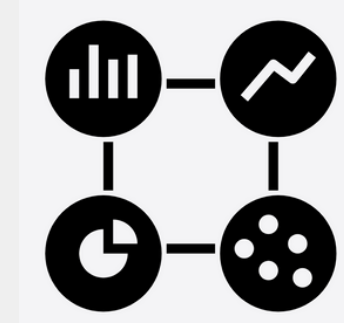
# Overview



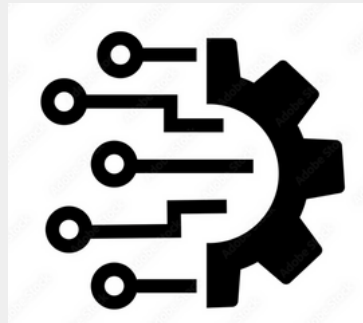
**Customer /  
User Map +  
Customer  
Persona**



**Competition  
Analysis**



**Success  
Metrics**

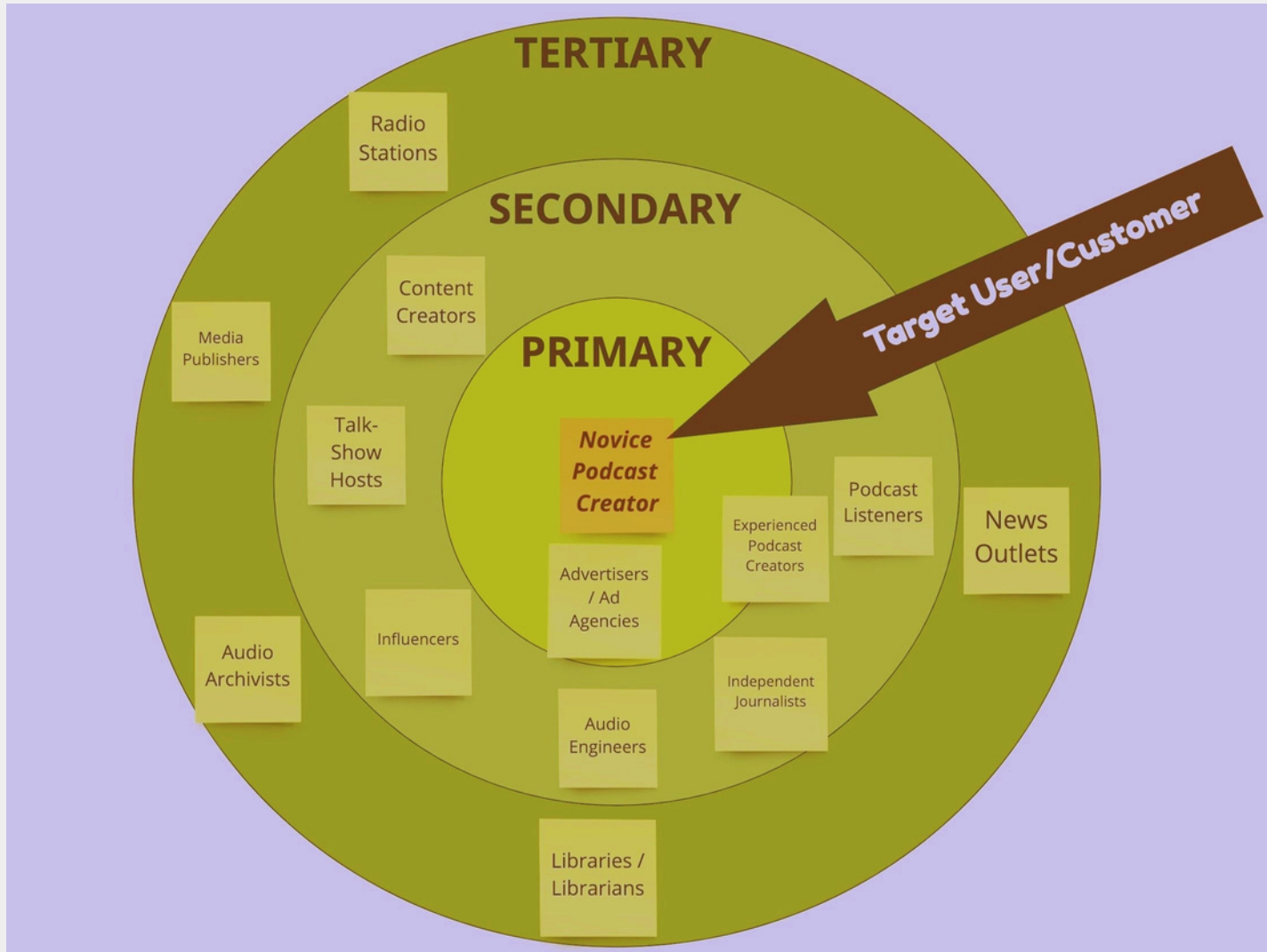


**Emerging  
Technologies**



**SWOT  
Analysis**

# Customer / User Map



## WHY TARGET NOVICE PODCAST CREATORS?

1. Anchor's simple interface, clear path towards monetization, & high usability could appeal to those with little industry experience.
2. Using Anchor's platform doesn't involve as much commitment because it's free.
3. There are multiple podcast editing platforms that already cater to experienced podcast creators.

- **Primary Customers/Users** - Those who will benefit most directly from using Anchor
- **Secondary Customers/Users** - Those who might find some use for Anchor, but may not benefit as much from regular use.
- **Tertiary Customers/Users** - Those who may be impacted by Anchor, but may not directly engage with the platform

# Target Customer Persona



**Mallory Davis**  
(she/her)

History Teacher

Salary: \$52,000

Amateur Comedian

Extrovert

Single

28 yrs old

Dog Mom

Location: Seattle, WA

## Social Media Usage:

**Instagram** ~ 3 hrs per/day | 1k followers

**TikTok** ~ 2 hrs per/day | 2k followers

**Twitter** ~ 3 hrs per/day | 5k followers

**Spotify** ~ 4 hr per/day | 0 followers

## Hobbies / Interests

Pop Culture

Standup Comedy

True Crime

Podcasts

Crafting

Trivia

Music

Building Community

Content Creation

Reading

## Motivation (Goals)

- Developing a platform to comedically share pop culture history
- Quickly learning how to record & edit segmented podcast episodes
- Garnering listeners & sponsorships
- Finding potential podcast collaborators

*“I’ve been considering starting a podcast for a while, but I feel like time, money, & my lack of recording & production knowledge have been holding me back”*

## Frustrations:

- Doesn’t have much experience with planning and recording podcasts
- Doesn’t have as much free time to master recording & editing between grading assignments & developing lesson plans
- Feels that maybe she should be more focused on activities that can turn into additional streams of income
- Most good recording software is complex or expensive
- It’s difficult to find a collaborator with similar niche expertise

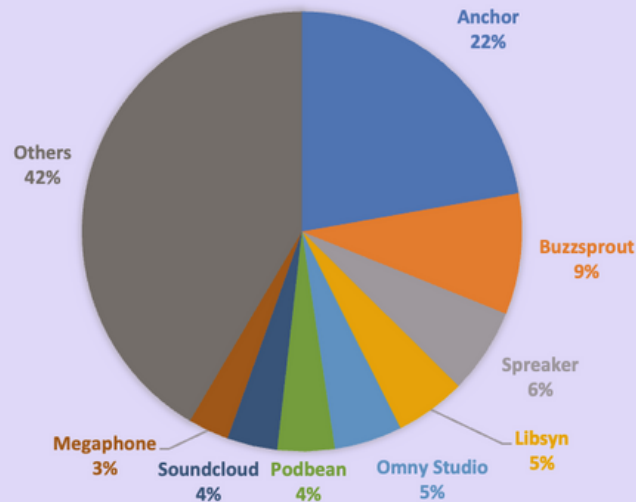
# Competition Analysis

## Direct Rivals...

Direct competitors to Anchor are some of the existing podcast hosting platforms which offer similar products, services and compete for the same market and target the same audience. Below is a short comparison among the few big names.

 Anchor <sup>®</sup> by Spotify	BUZZSPROUT	ACAST	RIVERSIDE	PODBEAN	LIBSYN	ADOBE AUDITION
• Free of Cost	• \$12/month	• \$15/month	• Free • \$15/month • \$24/month	• Free • \$9/month • \$24/month	• \$5/month	• \$21/month
• Collaboration up to 5 guests	• Up to 4 team members	• Up to 10 members allowed	• Up to 7 guests allowed	• Up to 6 guests allowed	• Only 2 members	• Up to 15 collabora tors
• Unlimited Storage	• 3 hrs of recording	• Unlimited episodes	• Unlimited Storage	• Unlimited Storage	• 3 Gb File storage limit	• 1 TB Cloud Storage limit

### MARKET POPULARITY



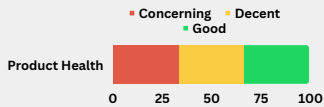
New episodes share percentage of podcast hosting platforms for the month of September 2022

Src: [livewire.io](https://livewire.io)

### Indirect Rivals...



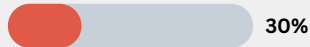
- Indirect competitors to Anchor would be social media offerings which attract the same customer/user base.
- Products such as YouTube, Instagram (reels) and TikTok provide a medium for content creators to reach out to their audience in a more flashy way, potentially pulling podcast listeners away. YouTube for example is the most popular podcast without even trying!
- Reportedly, "24.2% said YouTube is the platform they use the most for podcasts, ahead of Spotify (23.8%) and Apple Podcasts (16%)". Src: [musically.com](https://musically.com)



# Success Metrics

## Product Awareness

This metric takes into account the most recent results of prospective users who are aware of the podcasts offered by Spotify but are unaware of Anchor and the capabilities it provides.



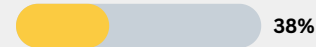
## Quarterly Advertisement Revenue

Anchor's primary source of income is advertising revenue, so it is critical to examine the company's overall advertisement revenue for the current quarter and compare it to previous quarter revenue.



## % increase in Active Users of Application

As a new application, there should always be an increase in active application users compared to the previous quarter to ensure that the product's market share and user base are expanding.



## Quarterly new users of Application

As a new application, there should always be an increase in active application users from the previous quarter to ensure that the product's market share is growing.



## Frequency of New features/updates

Existing users will be looking for continuous product enhancements and improvements based on feedback. Internal enhancements are also required at this stage.



## Social Media growth of Anchor

Since Anchor is new to the market, there should be a focus on increasing organic social media growth, ensuring that more people are aware of the app and that it is frequently mentioned when it comes to creating podcasts.



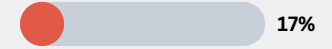
## Average Rating of Application on App Store

Because anchor is widely available on the Apple App Store and the Google Play Store, it is critical for the application to maintain a healthy rating that reflects recent user experiences with the application.



## Quarterly New Users of Competitor Application

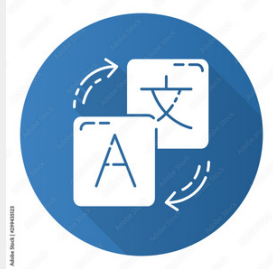
It is frequently necessary for new applications in the market to monitor the growth of its direct competitors in order to self-evaluate its own growth rate.





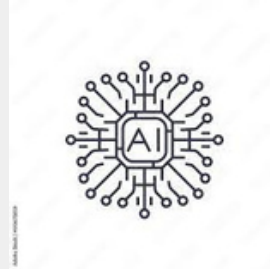
# Emerging Technologies

## MACHINE TRANSLATION



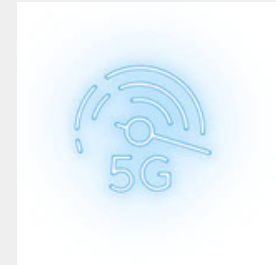
Machine Translation technologies can translate the podcast to different languages without human intervention to increase the user base

## AI



AI can auto-tune and do voice processing of episode to improve quality of content.

## 5G



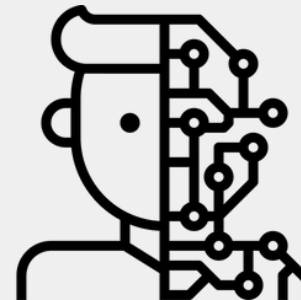
5G adoption in emerging markets increases the overall user base for podcast listeners creating incentive for creators.

## VR/AR



Spatial sound effect in VR to give better sense of presence.  
Real-time enhancement with more related data in AR

## NLP



Advance NLP can do intent and sentiment detection which can be used to tag the podcast episodes for discovery.



# SWOT Analysis - Business

1

## STRENGTHS

- **Brand Name** - Spotify's strong brand reputation is crucial in promoting Anchor's podcast creation platform
- **Better Engaged Audiences** - Opportunities to monetize user base through targeted advertising & uplift premium subscriptions
- **Early Bird Industry** - Predicted to be a multi-billion dollar industry by 2030, Spotify/Anchor has already dug its roots deep in podcasting (> 125M monthly users)
- **Strong User Base** - Having an established user base, Anchor can leverage Spotify's customer and promote their platform to increase business



2

## WEAKNESSES

- **Pricing Structure** - Anchor's revenue is majorly dependent on selling an ad placement on the creator's podcast. Since it is optional to monetize with ads, the pricing model just does not seem to be economically viable
- **Lack of independent framework** - Anchor is dependent on integration with Riverside, a rival competing in the podcast creation space for publishing video content, making it more likely for users to pick it over Anchor.



3

## OPPORTUNITIES

- **Diversify Podcast library** - Like Spotify's vast & diverse music library anchor can diversify podcasts to myriad of other genres thereby expanding customer base.
- **Endorsements** - Celebrities have a huge fan/follower base and endorsing popular figures is a great way to enhance market share and customer loyalty.
- **Increase Podcast Market share** - There was a podcast boom due to the pandemic. It only makes sense for Spotify to invest, market & publicize Anchor as much as possible to ensure growth and established customer base



4

## THREAT

- **Security Threat** - Since user recordings are stored on Anchor and not on local machines, it has come under scrutiny for such practices in case of cyber attacks
- **Piracy** - As a part of the audio/entertainment industry, Anchor has recently come under fire for the level of pirated content on their platform
- **Competition** - Buzzsprout, Podbean & Transistor are some of the leading podcast hosting platform which provide exceptional features in terms of podcast hosting as compared to Anchor



# SWOT Analysis - Technology

1

## STRENGTHS

- **Timestamp Sharing** - Ability to share specific moments in podcast via URL's
- **Streamlined Distribution** - Anchor takes care of distributing one's podcast to all the major listening apps, including Apple Podcasts, Overcast, Pocket Casts & Spotify
- **Reusability** - Anchor can leverage Spotify's well established recommendation algorithm for its podcasts
- **Text-to-Speech** - Anchor and WordPress.com have included text-to-speech technology that lets blogger/writers automatically convert their content into draft podcast episodes



2

## WEAKNESSES

- **Limited Analytics** - Even though Anchor distributes podcasts to major listening apps, its analytics is limited to Spotify data.
- **No live streaming** - Anchor doesn't support live streaming of the content.
- **Limited support of External Mics** - Currently external Mic compatibility is limited making it harder to create high quality professional content.
- **Single category tagging** - One episode can be tagged with single category only creating limitation for content which talks about diversified topics.



3

## OPPORTUNITIES

- **5G Adoption** - 5G Adoption will increase the user base for podcast listeners thereby creating incentive for creators which will trigger more content availability.
- **Intent Detection** - With advancement in NLP, intent detection can auto annotate the podcast episode making the discovery more personalized.
- **High Quality Recording devices** - Increase affordability of high end recording and modulation softwares will help make the high quality context easily motivating content creators.



4

## THREAT

- **User Engagement Shift** - With user engagement shifting towards other form of entertainment like short form videos like TikTok, it can decrease the podcast listeners user base.
- **Competitors** - Direct competitors like Adobe audition with more features can shift the creators from this platform to another platform.
- **Privacy and Security** - As the amount of content generated grows, it is critical to ensure that no content is duplicated within or outside the platform and that all user data is secure by adhering to all security compliance.



# SWOT Analysis - Customer

1

## STRENGTHS

- **Awareness** - People are becoming aware of Anchor due to Spotify's brand name and a recent boom in podcast popularity.
- **Free to use** - The product is free to use; there is no subscription fee, and users can avail all the services offered without making any payments.
- **Alignment with recent social trends**: Creators are excited about the prospect of a new entertainment medium, and the product allows them to record both audio and video podcasts.
- **Ease of Sound Mixing**: Spotify gives in-platform sound mixing options which allow users to make mixing and amplification changes without any sound editing experience.



2

## WEAKNESSES

- **Lack of Ownership**: Anchor emphasizes users' ability to retain ownership of everything they make. However, Spotify may use any content you create in advertising or otherwise.
- **New to Podcasting**: Since most users have been recently introduced to the entertainment medium, there is a lot of uncertainty towards the creation of a new podcast and thus might result in substandard podcasts being created initially.
- **Lack of Social Interaction**: Since the platform does not offer interaction with other content creators, it is difficult for users to collaborate with content creators, leading to a lack of social interaction.



3

## OPPORTUNITIES

- **Productive Alternative** - A significant part of the general audience associates a 'productivity' aspect to podcasts which makes it easier for Anchor to attract customers seeking for knowledge, help, or any other value additions.
- **Enhance Creativity** - The 'audio only' nature by default of episodes created on Anchor will help the listeners visualize the content and open up room for creativity.



4

## THREAT

- **Generational Acceptance** - The younger generation might end up finding podcasts less entertaining and more educational, which might push them towards more action/drama oriented alternatives like YouTube, Netflix, etc. that have more visual flair.
- **Saturated Market** - There are many other competitors that provide similar platforms and tools. Additionally, there are a lot of indirect competitors, such as YouTube, TikTok, and Instagram Reels, that could satisfy the user's desire to record and share content.

