



HOME



OVERVIEW



PLAYLIST ▾



THANKS!

Anchor Spot-Hate Pitch



Anchor Pitch

Team Blue Pandas



0:00

10:00



HOME



OVERVIEW



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THANKS!



01

Background



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0:08

10:00



SPOTIFY: Building the World's 1st Audio Network

- **Founders:** Martin Lorentzon & Daniel Ek
- **Founded:** 2006
- **Public:** 2018
- **Monthly Users:** Over 345 million
- **Subscribers:** 155 million
- **Songs Streaming:** Over 70 million
- **Podcasts Hosted:** Over 2.2 million
- **Playlists:** Over 4 billion
- **Presence:** 92 countries



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0:15



10:00



ANCHOR: Democratizing Podcasts Along the Way

- **Founders:** Michael Mignano & Nir Zicherman
- **Founded:** 2015
- **Acquired by Spotify:** 2019
- **Mission:** Provide an easy way to create, distribute & monetize podcasts
- **Revenue Model:**
 - Freemium for Podcast Creators
 - Ads by Anchor
 - Advertisers / Sponsors pay Anchor to pair their ads to podcasts



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0:45



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02

Analysis



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1:00

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TARGET CUSTOMERS



Sponsors / Advertisers



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1:20



10:00

Customer's Assertion



PHASE	PODCASTING AWARENESS	PRODUCT CONSIDERATION	DISCOVERY AND DECISION		DELIVERY & USEAGE	LOOKING FOR PRODUCT ALTERNATIVES	
DESCRIPTION	Stage where the customer becomes aware about this entertainment medium	Stage where the customer considers using the product to display advertisements	Stage where customer comes across content which is consumed by their target audience	Stage where customer decides to have his advertisements on Anchor	Stage where the customer is happy with the visibility offered by the product	Stage where customer has concerns with the product	Stage where customers seeks for alternatives for the product
CUSTOMER GOALS	Get more knowledge of the new entertainment platform as another	Leverage the platform to reify advertisement goals	To seek a platform that helps find target audience	To start displaying advertisements and evaluate the outreach	Make use of all good features the product has to offer to maximise outreach	Raise concerns as problems appear	Look for product alternatives if no improvements made
SNIPPETS FROM THE INTERVIEW	"I love reading and had a keen interests in listening to others stories, used to listen to The office podcasts on YouTube"	"I used to upload conversations on Youtube, and I realised that podcast was a great medium "	"Since I was already using Spotify to consume music and podcasts, I came across Anchor"	"I was excited but also nervous to how it would pan out"	"It was really easy for a beginner to upload a voice recording and tune sounds"	"The analytics offered were middling and there was no tagging option"	"Waiting to see what they have to offer going forward"
EXPERIENCE	<p>Curious</p>	<p>Excited about prospects</p>	<p>Excited</p>	<p>Nervousness but confident too</p>	<p>Happy with the services product has to offer</p>	<p>Disappointed with limitations</p>	<p>Looking for alternatives</p>



Anchor, How are you ?



Average Rating on App Store

On the App Store, the podcasting platform has an average rating of 3, indicating good performance, but there may be a few issues.



Listener Churn Rate

The existing listener churn rate has increased by 31%, which is concerning, even though the application still produces a consistent 20% new user rate on a quarterly basis.



Quarterly Revenue

Revenue increased by only 14% from the previous quarter's earnings, and it is 7% less than the projected revenue.



Advertiser Churn Rate

The existing advertiser churn rate has increased by 15%, which is higher than the normal 9%, with one major concern being that all available podcasts are not on brand with the advertiser's values and goals.



Frequency of Feature Rollout

Spotify is sticking to its promise of releasing at least two minor features/improvements and one major feature every quarter.



Hate Speech Incident Rate

Over the last quarter, listeners reported a 27% increase in incidents involving hate speech on podcasts.



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2:20



10:00

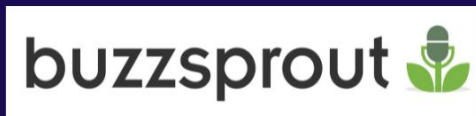
We have a few friends to deal with!



In-Direct Competitors



Direct Competitors



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3:30



10:00



The highs, lows, gaps & bridges



Strengths

- **Spotify brand name and consumer loyalty.**
- **Spotify boasts around 31.7% of the podcast directory market share**
- **Free to use podcast creation platform**
- Streamlined podcast distribution



Opportunities ★

- Include social interaction features
- Mitigate advertiser/sponsor churn rate by neutralizing inflammatory content
- Increase market share
- Incorporate trending and well established technologies



Weaknesses

- **Freemium based pricing structure hence reduced confidence by advertisers**
- Anchor is a newcomer to the podcasting market, and its current profitability lags far behind that of Spotify
- **Limited Analytics for creators**



Threats

- Saturated podcast creation platform market
- **Listener engagement shift**
- Piracy & security threats
- **Loss of advertiser faith in sponsors**



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4:00



10:00

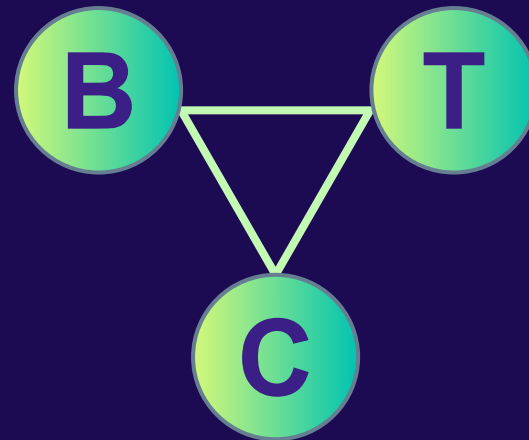


Problem

Sure. But it's also an opportunity

Issues due to Inflammatory content aka Hate Speech in user created podcast on Anchor

- Risk of losing sponsors/advertisers
 - **15%** churn rate
- Loss of revenue generated from sponsorships and advertisements (primary source of income)
- Loss of listeners/subscribers (secondary source of income)
- A current pressing social issue
 - **59%** americans believe online hate promote hate crimes (Anti-defamation League, 2018)



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5:00



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Proposal



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Addressing the BTC of Anchor

We will make
Anchor a
platform users
can learn from

Increase user
engagement
with analytics
by **30%**

We will make
Anchor a
platform built
on trust

Increase user
retention by **50%**

Increase no. of
positive ratings
by **55%**

We will make
Anchor the
ideal content
creation
destination

Increase user
base by **25%**

Build a market
share upwards
of **65%**

We will make
Anchor a
space where
connections
happen

Expand user
network by **40%**

Increase no. of
shows on
Anchor by **33%**

We will make
Anchor a
secure and
seamless
podcasting
platform

Enhance
incorporation of
technology by
35%



Introducing Spot-hate!



Spot-hate!

Detect hate content in the podcast recording using NLP to ensure a prejudice-free experience.

Highlights:

- Cutting edge tech
- Driven by advertisers and audience
- Garner more trust among users

Mark

by Anchor

Add tags to your podcast with auto-generated keywords to increase audience engagement

Anchor Pod

by Anchor

A browser extension to embed a podcast in your articles, blog posts etc. by using text-to-speech tech

Co-Lab

by Anchor

Pairing hosts with similar interests for collaborations using AI/ML based recommendations

Voice Pod

by Anchor

A voice assistant to create interactive podcasts and answer user queries



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6:00

10:00

We've been Skeptical



Assumptions

- 1 **Sponsors** would prefer investing in podcasts with increasing popularity, something **audience feels safe** listening to
- 2 Podcast creators will become **more mindful of hate speech** and will refrain from indulging in **offensive content**

Risks

- 1 Low **accuracy of the Machine learning model** might lead to false positives and false negatives
- 2 Content creators may feel their **right to freedom of speech** is being infringed



THE MVP

- Podcast episodes tagged as 'potentially offensive' will be displayed with a warning sign on the UI to anyone consuming the content
- The creator will also be alerted about the same after the recording is processed in the form of a feedback
- Initial MVP will have a set of moderators to manually flag the content until the ML model is training

Potentially
Offensive
Content
Detected



Episode #1



Episode #2



Episode #3



Episode #4



Episode #5



Episode #6





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04

PLANNING & BUDGET



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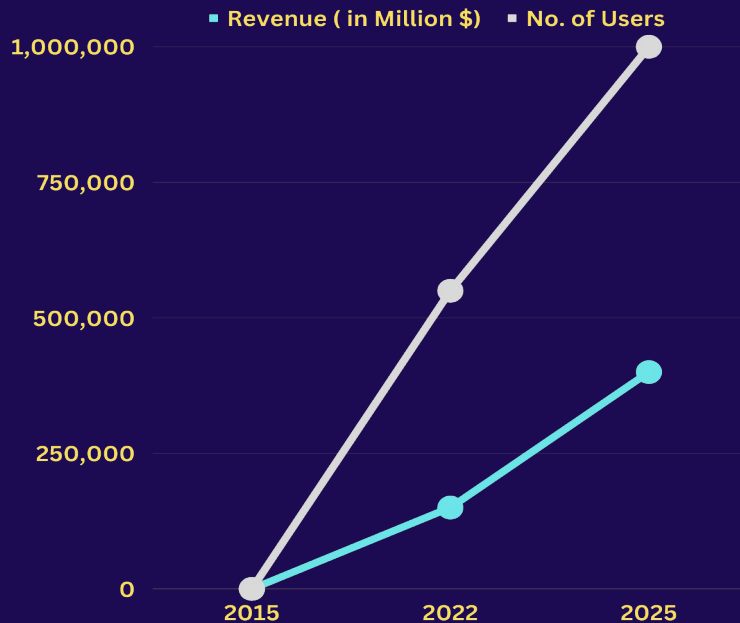


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The next 3 years..



1000000

Increase in listeners

\$400000

Expected income for 2025



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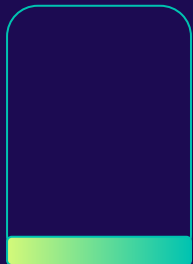
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Growth Scenarios

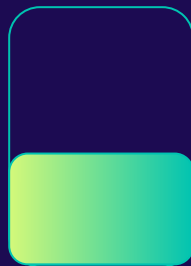
10%



Worst Case

Low Engagement than expected from users and creators

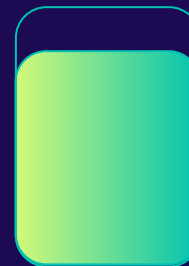
40%



Realistic

User engagement and profit expectations are met

70%



Best Case

The feature becomes very popular and it exceeds the user base prediction. Also the profit margin is record breaking



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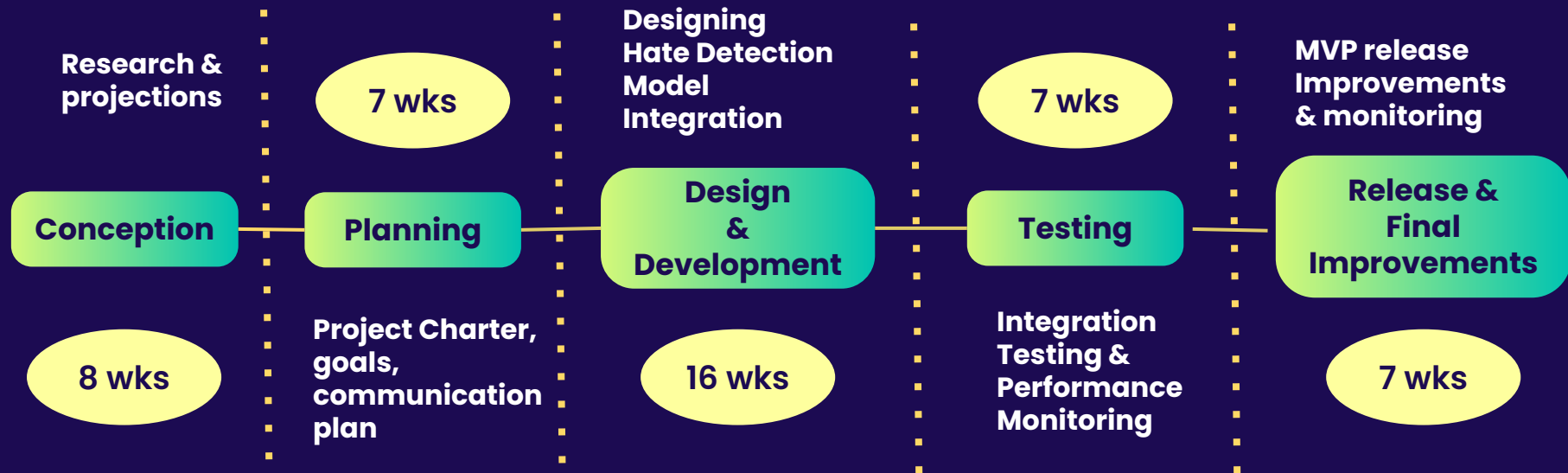


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Planning it all out





Investment Breakdown

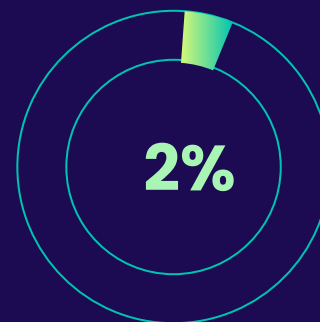
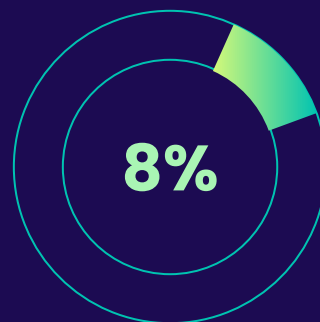
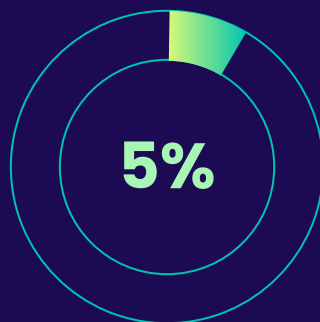
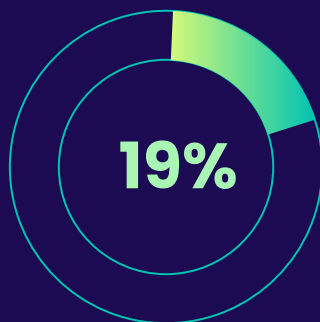
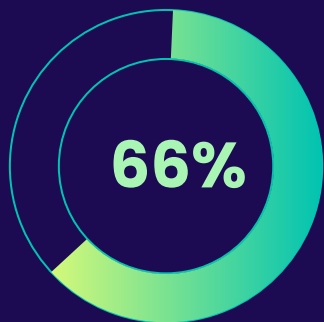
Team

Software +
Hardware

Maintenance
& Support

Marketing/
Promotion

Reserve



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Hate has no
HOME
at Anchor



Estimated Cost
\$1,000,000



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9:58



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Thank You!



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