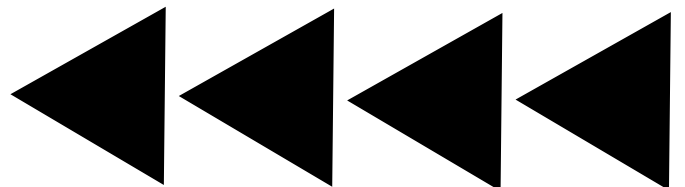


PODCAST

THE NEXT BIG THING !!!



- **Podcast:** Podcast is the conversation between two or more people available in a digital format generally in audio. It can be of the form of interviews, story (fictional or non-fictional), discussions or a discourse, etc. Podcasts are becoming a new thing in the market, its popularity is increasing exponentially day by day.

Podcasts are being used as a source of communication by the people globally for about 15-20 years or so. Its trend sort of started in the year 2004 but saturated around the year 2007 but podcasts became the talk of the town in the year 2014. In 2014 a publication started a series of podcasts called "Serial" in which the length of the podcasts used to vary around from 3 to 5 minutes on an average and In India, a company called A.I.B started making podcasts with many celebrities with many famous Bollywood celebrities like Nawazuddin Siddiqui, Ranbir Kapoor, Shahrukh Khan,



Irfan Khan and Madhuri Dixit, it was mostly of a comical genre but nowadays podcasts are available in every genre be it Sports, Comedy, Fantasy, Horror, Science Fiction and many more.

Today, every movie is available in a form of a podcast like Marvel Entertainments, as of 2020 the chief major podcasts globally are present on The Joe Rogan Experience, Serial - Podcast, Australian Broadcasting Corporation, iTunes and BBC

- **Applications of Podcasts :-** Currently more than 100 million podcast listeners on a daily basis listening to around 20 million episodes of podcasts every single day from more than 7 lakh podcasts but its accessibility and flexibility makes it very popular like a podcast can be listened anywhere in a mobile application or on a computer and even on a T.V. Stitcher has built the very first android application for listening to podcasts and even iPhone has its inbuilt application known as Apple Podcasts for the same.



Various application for two major mobile environment Android and iOS are

- Overcast
- Pocket Casts
- Spotify.
- Podcast Addict
- Stitcher
- Antennapod
- DoggCatcher
- Castro.
- DoggCatcher

and many more are available currently available on

both the platforms for streaming the podcasts, they are generally requiring a paid membership and some are free ones

• **Pros and Cons of a Podcast :-**

Every concept in the world always has two sides of the coin first is good and the other is not so good and the podcast shares the same. Podcasts also have its share of pros and cons but the pros of podcasts are something which makes podcasts worthy

After considering this carefully we can make a sensible decision.



1.Pros :-

- **Exclusive Attention:**
When listening to podcast listeners give their complete attention towards the podcast. Most of the people listening to podcasts while being in commute, doing gym, exercising, etc., due to this their attention is on the podcast because the other activity which the listener is doing subconsciously which he/she already knows.
- **Flexibility:**
Podcasts are very popular and easy to use due to their flexibility, they can be streamed while sitting quietly on a couch or while making food.
- **Reach:**
Podcasts can be easily streamed by Mobile phones, Computer or Television due to which it make podcast so easy to be streamed by everyone and it makes reach very wide and easily accessible.
- **Accuracy:**
In Broadcast media, it is very difficult to track the viewership and the number of people of joining but in a podcast, it is very easy to calculate the stats of the Number of downloads and the number of hit s on every individual podcasts and the viewing time, etc.

2.Cons :-

- **Equipments:**

When making a podcast a large number of equipments are needed for it's recording and distributing like a good quality microphone, computer, mixer, editing software, podcast hosting service, etc.

- **Competition:**

When anything becomes mainstream, competition arises but due to the great flexibility of podcasts it's market has tremendous competition and being reasonable for a company or an individual is very difficult in the dynamics of the podcast

- **Time Taking:**

From making podcast to editing to hosting to distributing is a tedious task to do which makes it difficult to make it and time-consuming.

- **Marketing:**

After making the podcast it is very essential to market it properly by making a podcast landing page on a website, sharing it on social media, developing a mobile application and much more.



- **Format of Podcast**

Podcast were originally in the audio format but nowadays since the internet is easily accessible and faster to use by a common man the video podcasts are also becoming really popular.

Audio Podcast is a digital audio file whereas in video podcast there is audio as well as video with it.

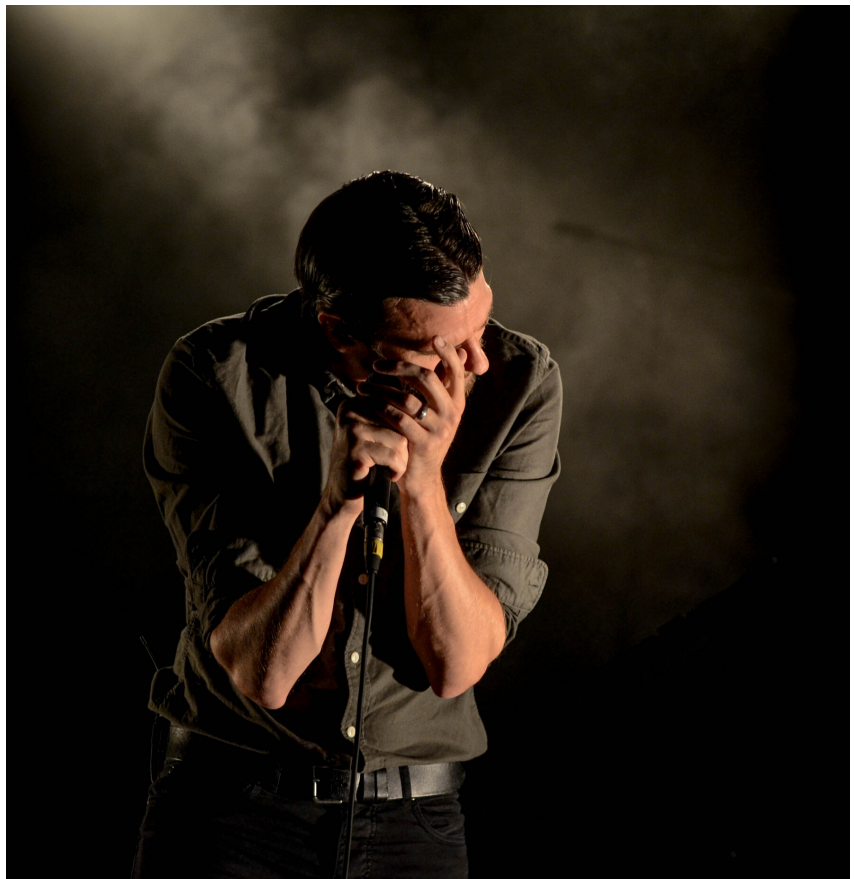
- **Established People in podcasting :-**

Since the podcasting industry is growing the famous celebrities are making their way into it which is making it more famous comedians such as Adam Carolla, Anna Faris, and Ricky Gervais, sportsmen like haquille O'Neal and Stone Cold Steve Austin, musicians such as Snoop Dogg and Chris Jericho. These celebrities have gained huge success from podcasts and Shaquille's podcast, "The Big Podcast with Shaq" was one of the most downloaded podcasts of the year,

In India, celebrities like - Neha Dhupia started her own podcast in collaboration with a music company called Saavn known as '#NoFilterNeha' which is an English Podcast, Kareena Kapoor Khan a famous Bollywood star also has a podcast with a company known as Ishq.com on 104.8FM called as 'What Women Want'

- **Career as a Podcaster :-**

Since 2014, the podcasting became relevant to pursue as a career in life. There are various ways to start your very own podcast by creating your own podcasting company, collaborating with some other big giant in the market, starting your own youtube channel, etc.



Thanks for reading !!!

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Websites used for reference and creation:

Canva.com

<https://www.shiftcomm.com/blog/pros-cons-podcasting/>

<https://www.youtube.com/watch?v=9dXKGJ7jLsk>