Irish History Podcast Project (Phase Three): Script

Create a script that presents the client-ready data visualizations you have created using the five-step McCandless Method to complete a narrative for each of your visuals. Copy and paste the five steps if you submit more than three visuals.

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Visual ONE

Step 1: Orient the audience by identifying the visual by name

Top most searched podcast genres on Google Trends for 2017 to 2022.

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

History as the third most searched term with News and True Crime being the top most search terms.

Step 3: Give away insight in a clear and understandable way

In the past few years, the popularity of podcasts has skyrocketed, and people are increasingly turning to them for news, entertainment, and education. While according to the Edison "Infinite Dial 2021" report, the top trending genres were "Comedy," "News," "Society & Culture," "True Crime," and "Sports." This could be because the Edison report measures actual consumption of data, whereas Google Trends only captures search history.

Step 4: Demonstrate evidence that supports the insight

According to the data from Google Trends as seen in the visual, the red line indicates the trend for history podcast and it follows a high rising trend over the past few years.

Step 5: Close the visual and transition to next point

In the United States, podcast enthusiasts have a strong affinity for comedy, news, and true crime content. However, they may proactively seek out podcasts focused on true crime and history, as these genres may not be as prominently recommended to listeners on various platforms. So where do they get their podcasts?

Visual TWO

Step 1: Orient the audience by identifying the visual by name

Preferred podcast formats across generations in the US for 2022.

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

The preferred format is generally video over audio and the highest consumers of podcasts are millennials.

Step 3: Give away insight in a clear and understandable way

In the world of multimedia entertainment, the format in which content is presented plays a significant role in its popularity. While audio-based podcasts have seen a massive surge in listenership over the past decade, it is generally observed that the preferred format for consumption is video content. The visual aspect of video-based content offers an additional layer of engagement and helps to build a more intimate connection between the audience and the content creators. Furthermore, research has shown that millennials are the highest consumers of podcasts, with a large percentage of this demographic being in their 20s and 30s. This age group is known for its tech-savviness and a preference for on-demand content that can be accessed on their mobile devices, making podcasts an ideal medium for their entertainment needs.

Step 4: Demonstrate evidence that supports the insight

Based on data from Statista, in this bar graph, the millennials show a 43% preference for video over audio which is just 30%.

Step 5: Close the visual and transition to next point

Video is the preferred format for entertainment and millennials are the highest consumers of podcasts. Now let's identify the timeline or frequency podcast consumers listen to their content.

Visual THREE

Step 1: Orient the audience by identifying the visual by name

Podcast consumption in the US by frequency in 2021.

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

In the US population, most podcast consumers prefer a daily or weekly schedule over a monthly schedule or they would watch at their own time but it is generally less than a monthly schedule.

Step 3: Give away insight in a clear and understandable way

In the United States, podcast consumption habits vary widely among the population. However, it has been observed that most podcast enthusiasts prefer a regular schedule of content delivery, with daily or weekly releases being the most popular. This regularity not only helps to maintain audience engagement but also fosters a sense of anticipation and loyalty towards the content creators.

On the other hand, there are listeners who prefer to consume podcasts at their own convenience and pace, rather than being tied to a fixed schedule. However, this group is generally smaller than those who prefer regular scheduling, with some listeners opting for a monthly schedule or even less frequent releases.

Step 4: Demonstrate evidence that supports the insight

In the chart, Daily consumption has 26% of the population followed by 24% for weekly showing a popularity for daily and weekly. While lesser than monthly has 34% showing people would like to consume at their own pace.

Step 5: Close the visual and transition to next point

Most US podcast consumers prefer a regular schedule of content delivery, with daily or weekly releases being the most popular, while a smaller group prefers to consume podcasts at their own convenience. Time to understand where these trends are seen demographically and across platforms in the US.

Visual FOUR

Step 1: Orient the audience by identifying the visual by name

Search interest for "history podcast" by sub-region in the US

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

While true crime and news podcasts are widely spread out across the United States, history podcasts are majorly famous in Vermont and Montana.

Step 3: Give away insight in a clear and understandable way

Although true crime and news podcasts enjoy broad popularity across the United States, there are some geographic variations in the popularity of different podcast genres. Especially considering history podcasts, which are particularly popular in the states of Vermont and Montana.

The reasons for this variation in popularity are not entirely clear, but it could be due to a variety of factors, including the local interest in history and heritage, the availability of historical landmarks and museums, and the presence of academic institutions with strong history programs.

Step 4: Demonstrate evidence that supports the insight

In the map, the darkly colored portions on the map refer to Vermont, Montana and Rhode Island with search interest of 100, 95 & 80 respectively.

Step 5: Close the visual and transition to next point

Thus History podcasts are especially popular in Vermont and Montana or are actively searched for in these regions due to a local interest in history & heritage.

Visual FIVE

Step 1: Orient the audience by identifying the visual by name

Overview of the top streaming podcasts across America in 2023

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

Apple and Spotify are the most used streaming apps for podcasts in the US.

Step 3: Give away insight in a clear and understandable way

When it comes to streaming podcasts in the United States, two platforms dominate the market: Apple and Spotify. Both of these apps offer a wide range of podcast content, including popular shows and exclusive content, making them the go-to destinations for podcast enthusiasts.

Apple's Podcasts app has been a mainstay of the podcast industry since its launch in 2005, with its user-friendly interface and comprehensive library of shows. Meanwhile, Spotify has made significant strides in the podcast space in recent years, with a series of high-profile acquisitions and exclusive content deals that have helped to expand its audience and influence.

Step 4: Demonstrate evidence that supports the insight

As can be seen, Apple dominates the market by ~38%, Spotify captures ~27% while the remaining still need to catch up collectively.

Step 5: Close the visual and transition to next point

Apple and Spotify are the leading streaming apps for podcasts in the US, offering a wide range of popular shows and exclusive content.

Visual SIX

Step 1: Orient the audience by identifying the visual by name

Consumption f podcasts in the US by ethnicity

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

White Americans seem to be the highest consumers of podcasts in 2019-20, in 2021, the ratio of other ethnic groups drastically increases and is similar to the white Americans.

Step 3: Give away insight in a clear and understandable way

The demographics of podcast listenership in the United States have undergone significant changes in recent years. In 2019-2020, it was observed that white Americans were the highest consumers of podcasts, with other ethnic groups lagging behind in terms of engagement. However, as of 2021, there has been a significant shift in these trends, with the ratio of other ethnic groups (including Asian, Black, Hispanic, and others) rapidly increasing and becoming more similar to that of white Americans. This change in listener demographics is likely due to a number of factors, including the increasing diversity of podcast content and the efforts of podcast creators to be more inclusive and representative of different communities. It also reflects the broader social and cultural changes taking place in the US, as more people from diverse backgrounds seek out content that reflects their experiences and perspectives.

Step 4: Demonstrate evidence that supports the insight

In 2019 & 2020, the listenership by White Americans is very high, approximately 77% and 64% respectively while the other groups are over a very small percentage. However, in 2021 this has changed with the diverse groups showing a huge percentage of listenership compared to white Americans.

Step 5: Close the visual and transition to next point

In the US, while white Americans were the highest consumers of podcasts in 2019-2020, in 2021 there has been a significant increase in engagement among other ethnic groups, reflecting changing social and cultural trends. Let's take a closer look at the stats for the Irish History Podcast to see how it can be related.

Visual SEVEN

Step 1: Orient the audience by identifying the visual by name

Number of listeners per month for the Irish History Podcast over the years 2019 to 2021

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

Irish History Podcast is releases an episode weekly or bi-weekly. Its consumption increased drastically in 2021 on Spotify and has seen major popularity during the Spring and Summer months

Step 3: Give away insight in a clear and understandable way

The Irish History Podcast is a popular podcast series that has gained significant traction in recent years. The show typically releases a new episode on a weekly or bi-weekly basis, and covers a wide range of topics related to Irish history and culture. In 2021, the podcast saw a dramatic increase in consumption on the Spotify platform. The show has also seen a surge in popularity during the Spring and Summer months, when interest in Irish history and culture tends to peak. The success of the Irish History Podcast is a testament to the power of niche content and the appeal of storytelling.

Step 4: Demonstrate evidence that supports the insight

As seen in this graph, the small box shows the months March to August which are the Spring & Summer months. They have the tallest bars in 2021, with the maximum number of listeners in August 2021 with 34,055 listeners.

Step 5: Close the visual and transition to next point

The Irish History Podcast has gained popularity on Spotify with a weekly or bi-weekly release schedule and a surge in consumption during the Spring and Summer months, demonstrating the appeal of niche content and storytelling. So, how well does Irish History Podcast perform across streaming platforms?

Visual EIGHT

Step 1: Orient the audience by identifying the visual by name

Irish History Podcast downloads across podcast platforms.

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

Apple and Spotify are the top platforms with maximum reach for Irish History Podcast

Step 3: Give away insight in a clear and understandable way

The success of the Irish History Podcast can be attributed in part to its availability on major podcast platforms like Apple and Spotify. These platforms have a vast reach and a large user base, which has helped to bring the podcast to a wider audience as we saw in slide 5. By leveraging the power of these platforms, the creators of the Irish History Podcast have been able to reach listeners from all over the world and build a dedicated following. In addition to providing access to a wide range of content, these platforms also offer powerful discovery tools and personalized recommendations, which help users to discover new and interesting podcasts like the Irish History Podcast.

Step 4: Demonstrate evidence that supports the insight

In this chart, Apple has ~750,000 downloads and Spotify has 425,000 downloads while all the other platforms are very miniscule compared to these two.

Step 5: Close the visual and transition to next point

The Irish History Podcast's success can be attributed in part to its availability on major podcast platforms like Apple and Spotify, which offer a wide reach, powerful discovery tools, and personalized recommendations for users. So in order to tap into American audience, what does the demographics of Irish descent look like?

Visual NINE

Step 1: Orient the audience by identifying the visual by name

Irish Descent population in the US as of 2015.

Step 2: Answer the obvious questions that will be on the audience's mind, before they have a chance to ask them

Irish Americans contribute to the most number of Irish descendants in America followed by Irish Canadian.

Step 3: Give away insight in a clear and understandable way

Irish ancestry has a strong presence in both the United States and Canada, with significant numbers of people tracing their roots back to Ireland. Among these two countries, Irish Americans represent the largest group of people with Irish ancestry, followed closely by Irish Canadians. The exact numbers vary depending on the source of the data, but estimates suggest that there are anywhere from 33 million to 39 million Irish Americans living in the United States, making up roughly 10% of the population. In Canada, there are an estimated 4.5 million people with Irish ancestry, representing around 14% of the population.

Step 4: Demonstrate evidence that supports the insight

Based on the emigration data of Irish to the US, it can be seen that Irish American contribute to 84% followed by Irish Canadians with the least in Mexico and Argentina.

Step 5: Close the visual and transition to next point

Irish Americans and Irish Canadians are the largest groups of people with Irish ancestry in North America, with an estimated 33-39 million Irish Americans and 4.5 million Irish Canadians, reflecting the enduring appeal of ancestral roots and cultural identity.