

## 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

Comedy Reigns Supreme: The Most Popular Podcast Genres in the US in 2020

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

The chart demonstrates the topmost popular podcast genres in the U.S. in 2020 and their relative proportions of each genre's listenership based on a survey conducted by Edison Research. Each section of the donut corresponds to the percentage of listenership for that genre, with the most popular genres having the largest sections.

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

The Irish History Podcast series is highly regarded for its informative and entertaining approach to Irish history, and we are confident that the podcast would be a hit in the U.S. because Social & Cultural as well as education are popular genres in the U.S.

Step 4: Demonstrate evidence that supports the insight

From the chart we can clearly observe that about 17% of respondents of our survey reported listening to Education, Society & Culture podcast genres, which is the genre the Irish History Podcast primarily belongs to.

Step 5: Close the visual and transition to next point

To start things on a high note, Dwyer can focus on relaying cultural and historical content with a fun and entertaining approach to make the Irish History Podcast appeal to the U.S. podcast audience. We will now look into the consumer behavior trends in the U.S. vs podcast listeners in Europe.

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## Visual TWO

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

Reasons why people do not consume podcasts in the United States and Europe in 2021

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

The chart provides a clear visual representation of the main reasons why people did not consume podcasts in the U.S and Europe in 2021, allowing for easy comparison between the two regions. The length of each bar corresponds to the percentage of respondents who cited that reason for not consuming podcasts with reason being labeled on the vertical axis, and the total percentage of respondents for each region being labeled on the horizontal axis.

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

The Irish History Podcast which is famous in Europe is most likely to be well known and famous among the Americans as the Americans are not huge fans of podcasts that are too long and the awareness around podcasts is quite high in the U.S.

Step 4: Demonstrate evidence that supports the insight

A YouGov study showed that in the U.S. only 9% of respondents stated that they did not really know what podcasts were while in Europe, 17% said the same. Additionally, from the chart we can notice that the study also showed that 12% of Americans did not listen to podcasts as they were too long.

Step 5: Close the visual and transition to next point

To increase their audience base in the U.S. and keep their listeners engaged, Dwyer can focus on creating concise and interesting content. Better ad strategies can be employed in Europe to increase the awareness around podcasts. We shall discuss ad strategies for the U.S. audience in the upcoming slides.

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## Visual THREE

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

Podcasts rising in Prominence – Share of people that listen to podcasts on a weekly basis

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

The chart provides an easy way to compare the share of people who listen to weekly podcast episodes between 2019 and 2020 across different countries and see how the trends changed over time. This visual representation of the data is a great way for researchers and analysts to understand emerging consumer trends across different regions and over time.

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

United States has the largest share of weekly podcast listeners and the share of people who listen to podcasts on a weekly basis is constantly increasing. This suggests that podcasts are becoming more mainstream and more widely consumed across different markets, and that they are an increasingly important medium for information and entertainment.

Step 4: Demonstrate evidence that supports the insight

AudienceProject data from 14,000 participating individuals show that the share of people listening to podcasts on a weekly basis rose across all seven of the markets in which it conducted its 2020 survey. The largest share of listeners was recorded in the United States with 34% of total listeners in 2020.

Step 5: Close the visual and transition to next point

Dwyer should take serious note of this trend and consider investing in creation and promotion of weekly podcast content as it has shown to have the most traction in the U.S. and the listener audience size is constantly on the rise. Let us move on to studying the geographic and content platform related trends in the U.S. podcast industry.

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## Visual FOUR

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

Preferred podcast providers among adults in the U.S. as of October '22

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

The chart exhibits a simple comparison between the popularities of different podcast providers among U.S. adults towards the end of 2022.

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

Though we are aware that the Irish History Podcast's current leading provider in Europe is Apple Podcasts, it is observed that YouTube and Spotify trump Apple Podcasts in the United States.

Step 4: Demonstrate evidence that supports the insight

33% of Americans used YouTube to access podcasts in general, making it the most popular podcast platform for adults in the United States, followed by Spotify and Apple podcasts at 24% and 12% respectively.

Step 5: Close the visual and transition to next point

The visual helps Dwyer and allows listeners, podcast creators, and businesses to understand which platforms are most popular and where they might want to focus their efforts to reach the largest audience in U.S. For this we would also need to identify the geographic concentration of potential podcast listeners.

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## Visual FIVE

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

Top regions in the United States with interest in culture, history, and education podcasts

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

We have a map of the United States showing an audience interest comparison breakdown by regions. We have also identified the top cities in the United States based on interested audience concentrations.

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

The identified geographic information can be vital for Dwyer to make informed marketing and advertising decision to promote the Irish History Podcasts in the United States.

Step 4: Demonstrate evidence that supports the insight

Google Trends lets us visualize interest over time along with geographic distribution of potential audience based on their web search. We can see that Virginia, Washington, New York and Maine and some amongst the top cities with active history and education podcast listeners.

Step 5: Close the visual and transition to next point

Dwyer should focus on geographic hotspots identified by monitoring search queries and topics on Google Trends. Once potential new audiences and regions of audience concentration are identified, we would now need to analyze what is best way to reach these audience would be.

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## Visual SIX

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

Podcast discovery methods in U.S and Europe – Insights from 2021 study

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

The chart compares the different podcast discovery methods used by listeners in the U.S. and Europe to identify the most effective channels to reach listeners. The chart also reveals regional differences in podcast discovery behavior, highlighting areas where more targeted marketing efforts are needed.

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

Dwyer needs to focus on building relationships with influencers, encouraging listener referrals, or creating content that is more likely to be shared on social media in order to increase their internet presence in the U.S. On the other hand, for audiences in Europe Dwyer may want to focus on search engine optimization (SEO) and paid advertising to increase their visibility in search results.

Step 4: Demonstrate evidence that supports the insight

According to a study from 2021, survey results from people who listened to a podcast in the last month show that the most popular way of finding new podcasts in the U.S. was through recommendations from friends, family, and work colleagues with 37% of surveyed people using this method. In Europe, however, most people, namely 39% of respondents, searched the internet to find new podcasts.

Step 5: Close the visual and transition to next point

Understanding these regional differences in podcast discovery behavior can help creators and marketers optimize their content and promotion strategies to reach the widest possible audience in each region. Next let us deep dive in our audience demographics.

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## Visual SEVEN



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

Distribution of podcast audience in the United States as of November 2020, by ethnicity

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

The graph displays a comparison between the percentage of people belonging to each ethnicity within the total US adult population and the percentage of people belonging to the same ethnicities within the podcast audience. The comparison provides insights into the representation of different ethnicities within the podcast audience in comparison to their representation in the general population.

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

U.S has a majority white population that has a good number of active podcast listeners, hence we have a welcoming audience in the U.S. However, on a closer look, Hispanic Americans are more likely to listen to podcasts than the average U.S. resident.

Step 4: Demonstrate evidence that supports the insight

According to a study from November 2020 on the podcast audience in the United States, the diversity among podcast listeners was higher than in the average U.S. population with high podcast audience numbers irrespective of their ethnic group.

Step 5: Close the visual and transition to next point

The graph gives us key insight into the audience demographics of podcasts but to identify any patterns or trends that may be relevant to podcast producers, advertisers, or researchers we would need to look into additional demographic data.

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## Visual EIGHT

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

Podcast individuals are young, educated, and affluent – Composition of monthly podcast listeners compared to the general U.S. population

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

The infographic shows 3 sets of horizontal graphs elucidating the Age, Annual household income and Education of U.S. population vs the American podcast audience.

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

Younger generation audience with specialized knowledge and interests, and more receptive to intellectually stimulating content from affluent backgrounds are our target in the United States.

Step 4: Demonstrate evidence that supports the insight

According to Edison research, podcasts are especially popular among audience between the ages of 18-34, with a significant portion holding graduate or professional degrees and an annual household income of over \$100,000.

Step 5: Close the visual and transition to next point

Dwyer needs to create intellectual content catering to younger generations that have have more disposable income to spend on products and services as they could be potential subscribers of the Irish History Podcast. This information could be utilized to tailor make advertising content for the target audience as well.

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## Visual NINE

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

Gender distribution comparison between current Irish history podcast listeners and potential U.S. podcast listeners

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

The chart highlights the visual comparison of the gender distribution of current Irish history podcast listeners and potential U.S. podcast listeners.

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

The potential American podcast audience has a more balanced gender distribution, with men and women almost equally represented.

Step 4: Demonstrate evidence that supports the insight

Approximately 75% of the current Irish History Podcast audience is male, while women make up the minority of listeners. In contrast, the current American podcast audience is evenly split between males and females, with each gender comprising ~50% of the listener base.

Step 5: Close the visual and transition to final point

To attract a broader audience, it is important for Dwyer to create gender-neutral and ethnically inclusive content, assess whether the podcast's current content is too focused on male-centric topics and perspectives, and diversify the content.

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