



The Legend of the Cat People

An Engineering Perspective of the 80s Chick-Lit Sensation by
Margit Sandemo (with Cat Memes)

Dr. Helga Ingimundardóttir

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Dr. Helga

- Internet Cat-lady since 2012
- IRL Cat-lady since 2017
- PhD in Computational Engineering (2016)
- Podcast host and producer of ÍSKISUR (2016-2020)
- Previously Research Scientist at deCODE, Data Scientist at CCP Games and Head of AI Research at Travelshift
- Currently working as a Postdoc at the University of Iceland
- @tungufoss on Twitter



Helga heldur að hún
sé góður beatboxari

by Lóaboratorium*

*not commissioned, but befitting

About ICECATS

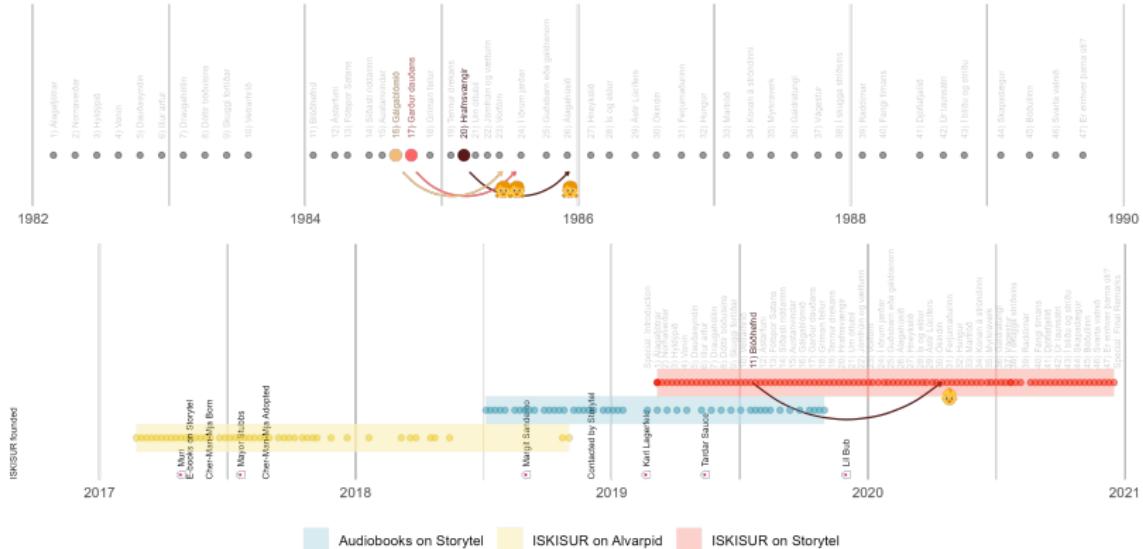
- A literary and feline entertainment podcast*
- Discuss the erotic and surreal book series The Legend of the Ice People by Margit Sandemo
- Each episode covers part of a book from the series, providing listeners a journey through
- Margit's world of witches, demons, and powerful women
- Each episode concludes with a segment on cats, exploring cat history and significant cats through the ages



Birna, Kristín, and dr. Helga

**None of the hosts are actually cats or literary experts.*

Timeline for the Legend of the Ice Cat-People



A large orange tabby cat is the central focus, sitting in a white plastic tub filled with white laundry detergent. The cat's front paws are submerged in the liquid, and it has a determined expression, looking directly at the viewer. In the background, there is a red wooden barn with a dark wooden door and several windows. The sky is a warm, golden color, suggesting either sunrise or sunset. The overall atmosphere is whimsical and nostalgic.

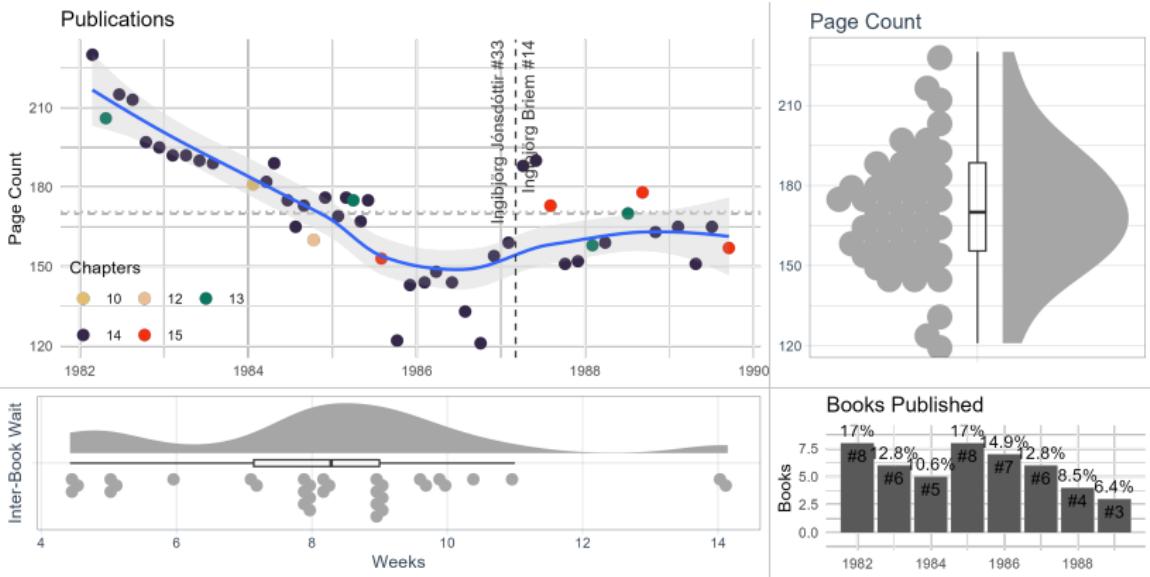
The Book Series in the 80s

Margit Sandemo, 1924–2018

- Father was a Norwegian poet, Anders Underdal
- Claimed lineage to Nobel Prize-winning author Bjornstjerne Bjornson
- First published at forty years old
- Best-selling author in the Nordic countries since the 1980s
- Most notable book series:
 - *The Legend of the Ice People* 1982–89 (#47)
 - *The Warlock* 1991–94 (#15)
 - *The Legend of the Realm of Light* 1995–99 (#12)



Publications

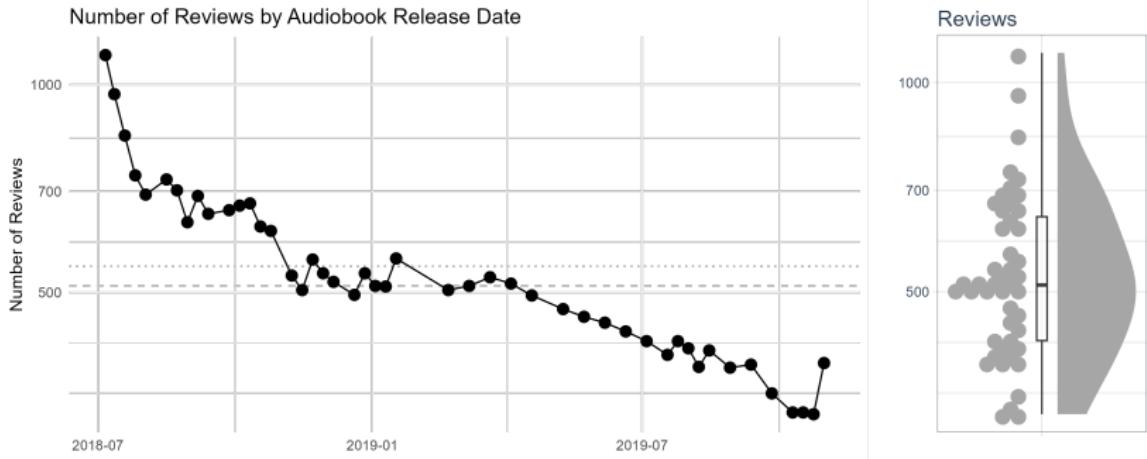


- 47 books, 652 chapters, 8023 pages, 8 years
- Average book length: 170 pages (avg. 13.9 chapters)
- Released at a rate of 1 book every 2 months (avg. 57.9 days), usually on Tuesdays

A woman with blonde hair and dark makeup, wearing a red dress, sits on a rocky cliff. She is looking towards the right side of the frame. In the background, there is a small village with houses and a church tower nestled among trees and mountains under a cloudy sky.

Audiobooks on Storytel

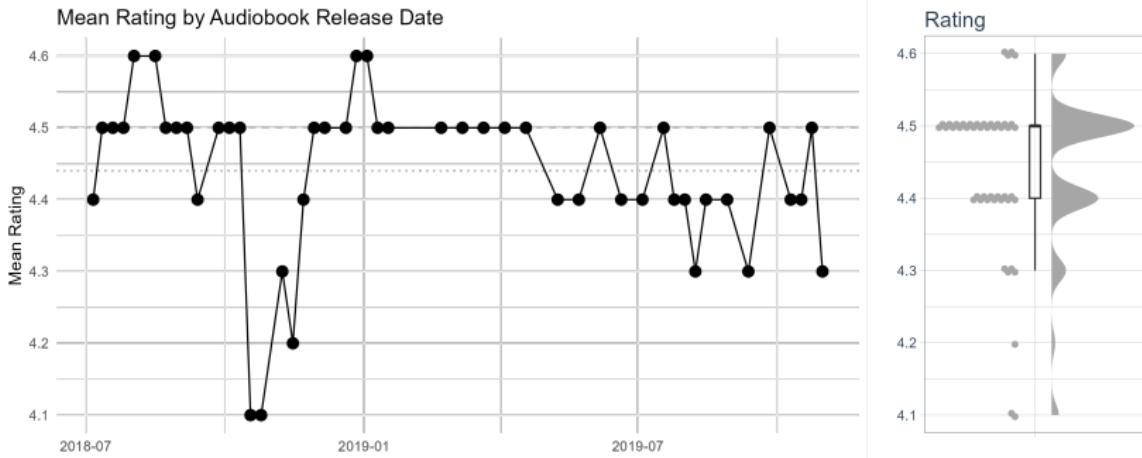
Audiobooks on Storytel: Active Fanbase



The series has a dedicated fanbase, with consistently high engagement, a solid median review count of 511, and even the least-reviewed book gathering 333 reviews.

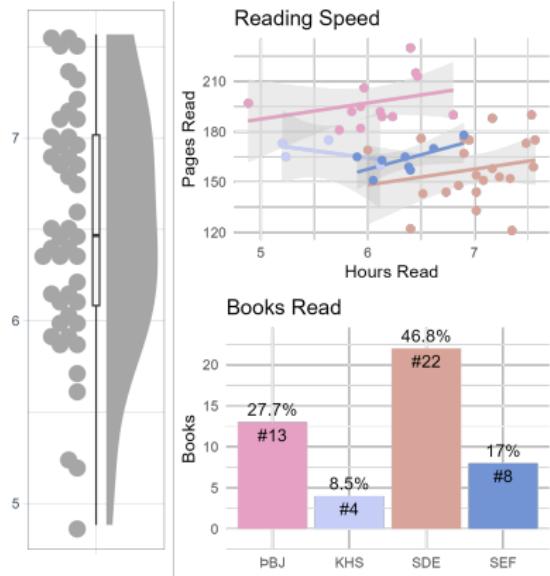
Releases on Thursdays, spaced 1–2 weeks apart, over 16-months.

Audiobooks on Storytel: High Ratings

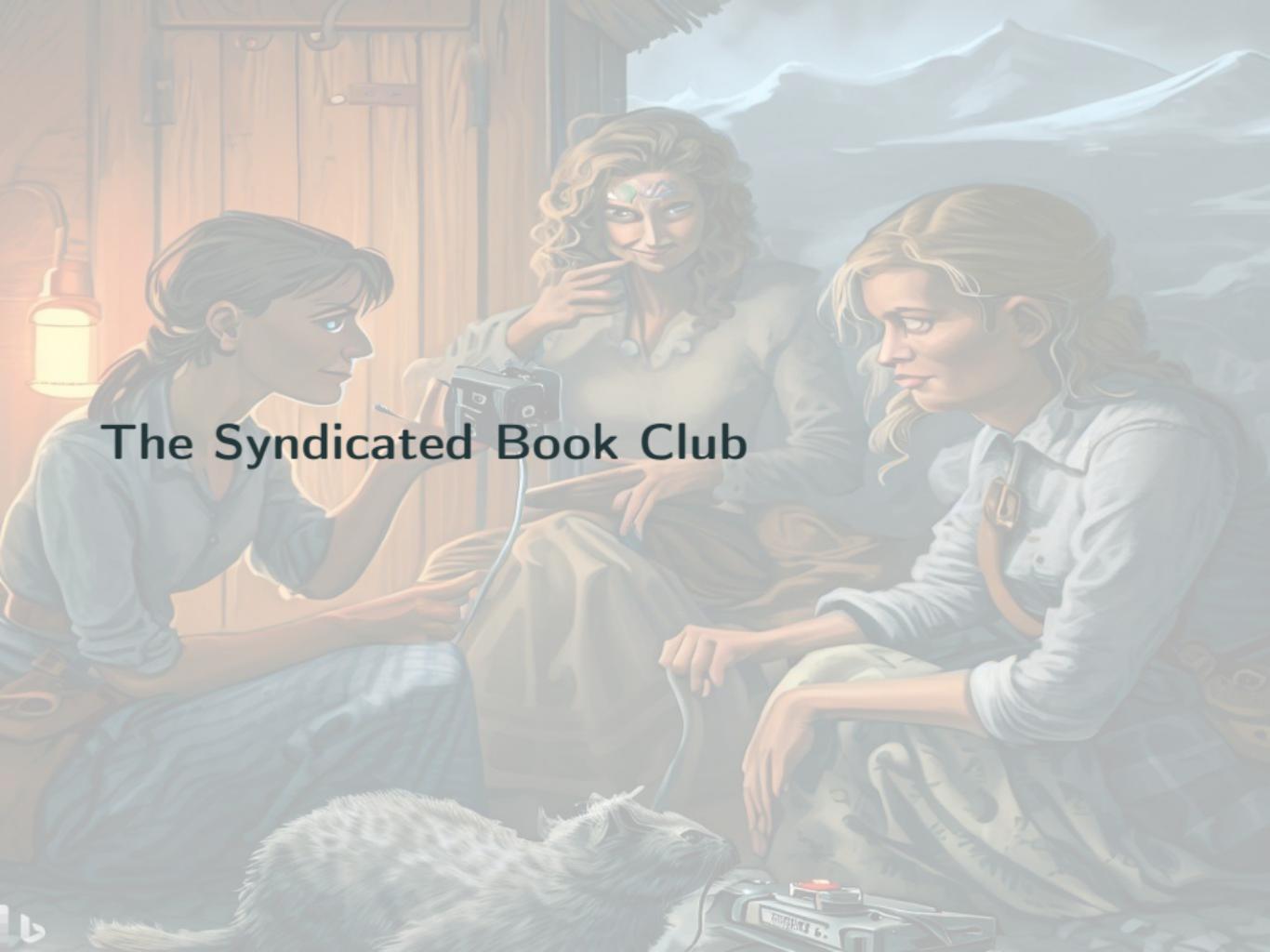


Despite a few lower outliers, which can be attributed to a lack of resonance with certain readers and the repetitive and slower pace towards the end of the series, the overall rating remains high, with an average 4.44 stars out of 5.

Audiobooks on Storytel: Our Narrators



- Over 18K minutes of romantic medieval fantasy – 12.8 days of continuous listening
- Four distinct voices with varied reading styles and perseverance with the series

A group of four people are gathered in a rustic wooden cabin. On the left, a man with dark hair tied back and blue eyes looks down at a small white cat lying on the floor. In the center, a woman with long, wavy blonde hair and a tattooed face is smiling and holding a small black device, possibly a camera or a phone, up towards her face. To her right, another woman with blonde hair tied back and glasses is looking off to the side with a serious expression. On the far right, a person wearing a light-colored jacket and a hat is sitting with their back to the viewer. A vintage-style camera sits on the floor in front of the group. The background shows a window with a view of mountains and a hanging lantern.

The Syndicated Book Club

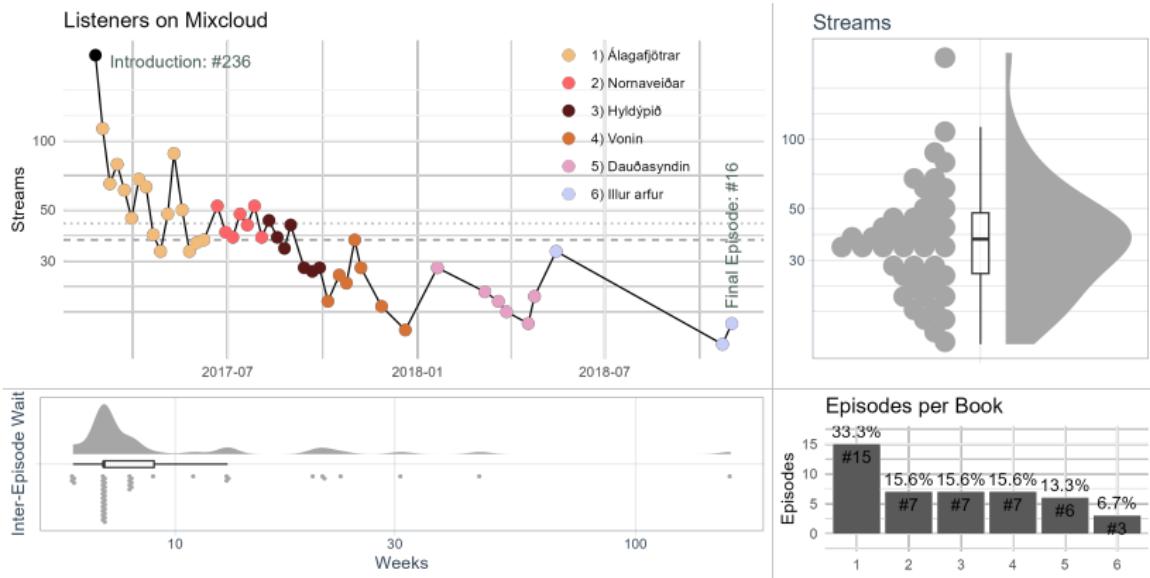
Alvarpið Era:

- Syndicated on the Icelandic podcast platform Alvarpið on the news site Nútíminn.
- Debut on February 23rd 2017 (Alvarpið's 3rd birthday).
- Shared the platform with other renowned podcasts like *Hefnendur* and *Englaryk*.
- Last aired on November 1st 2018, after 46 episodes.

Storytel Era:

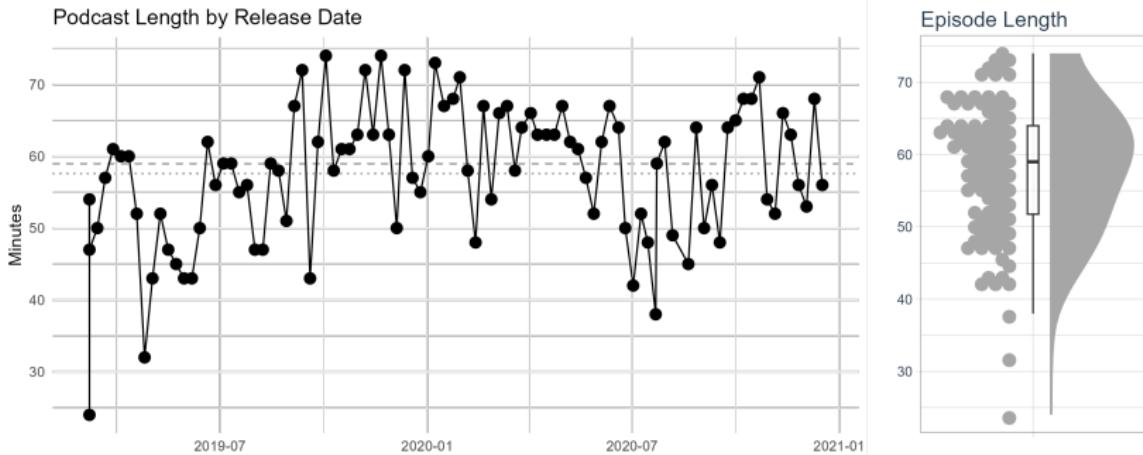
- Syndicated on the Icelandic audiobook platform Storytel.
- First of three podcasts ever featured on the platform (with *Skræður* and *Segðu mér sögu*)
- Debut March 7th 2019, and completed after 96 episodes on December 17th, 2020.

Podcast on Alvarpið: Listenership on nutiminn.is



- 46 episodes, 20 months, 5.5 books
- 2231 minutes – 37 hours – 1.5 days of continuous listening
- Roughly 1040 streams per episode (thereof 40 in browser)

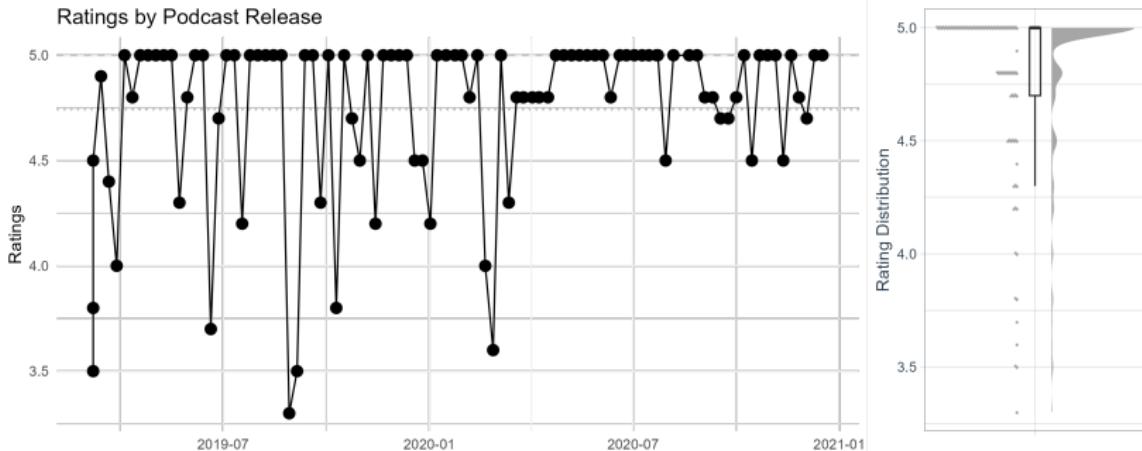
Podcast on Storytel: Hours Rambled



Over a period of 21 months, there is 5531 minutes of *quality* content, or 3.8 days of continuous listening.

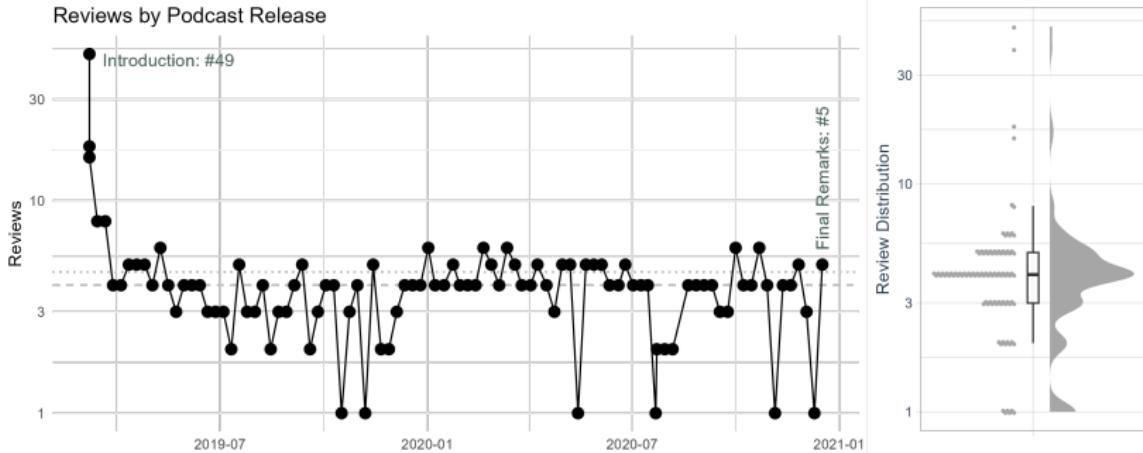
Median length is 59 minutes, but never surpassing 75 minutes.

Podcast on Storytel: High Ratings



- Average rating: 4.74 out of 5
- 54 episodes with a perfect 5.0 score (56% of total)
- Only 4 episodes with a rating below 4.0 (worst case 3.3)

Podcast on Storytel: Low Reviews



- Number of reviews: 444 total (25,627 for the audiobooks)
- At least one active fan throughout the period
- Four regular fans who consistently provided review

Podcast Platform Comparison

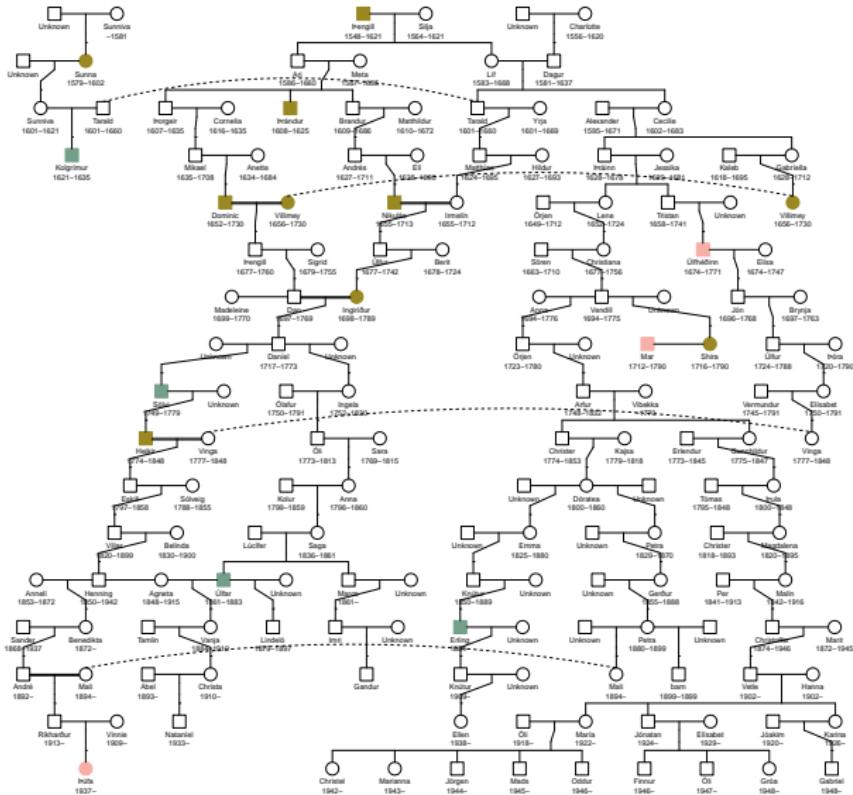
	Episodes	Books	Total Running Time (hours)		Average Length (min)		Median Days to Next	Average Days to Next	Max Days to Next	Months Active
Alvarpið	46	6	37.2	48.50	7	13.69	161	20.3		
Storytel	96	47	92.2	57.61	7	6.85	14	21.4		
	142		129.4						45.8*	

*4.1 months hiatus between Alvarpið and Storytel

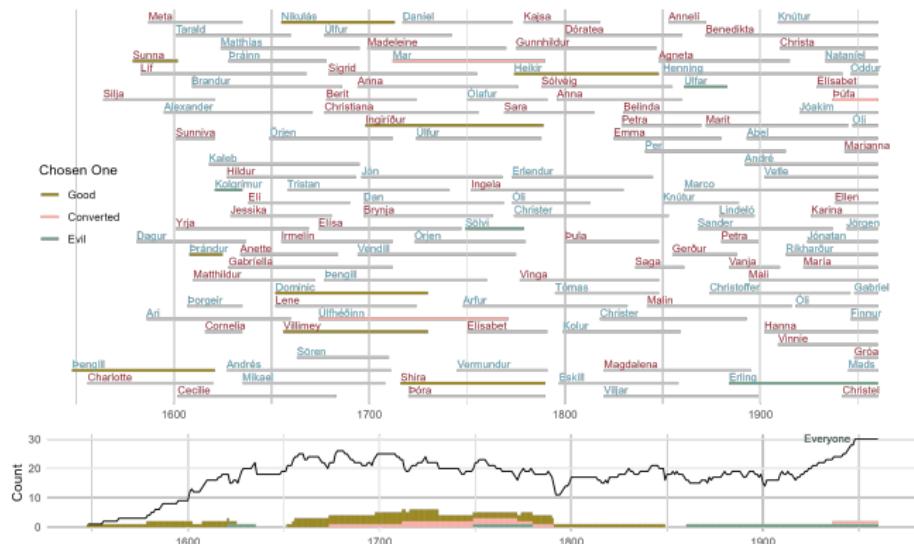
A woman with long red hair, wearing a red dress, is shown in a state of panic, running towards the right side of the frame. She is being pursued by a massive, fluffy orange cat with large yellow eyes and prominent white whiskers. The background features a misty, mountainous landscape with a small wooden cabin and a boat on the water. The overall atmosphere is one of a classic fairytale illustration.

The Ice People

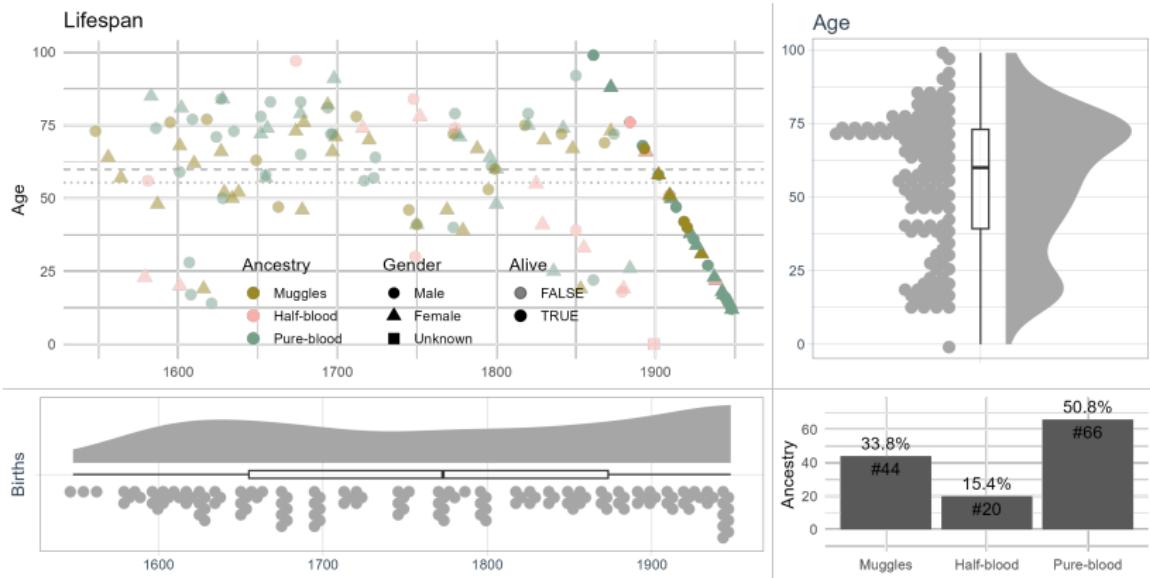
Ice People Family Tree



Ice People Family Gantt Chart

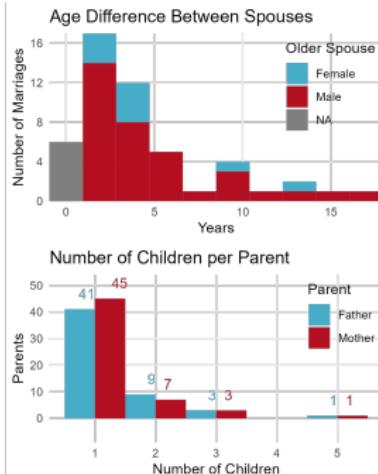
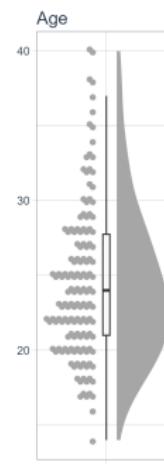
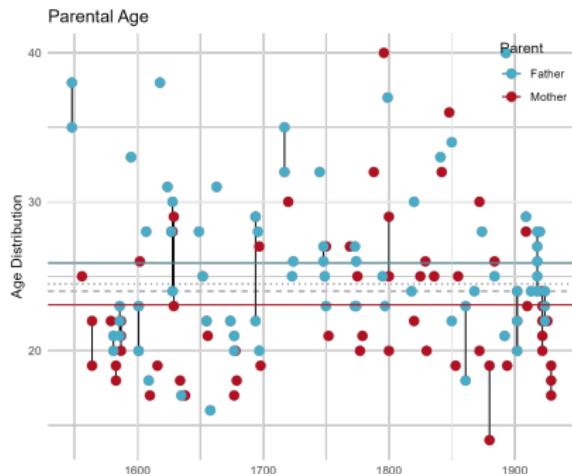


Lifespan of the Ice People



- Average woman lives 58.5 years (median 65, $n = 50$)
- Average man lives 62.5 years (median 71, $n = 49$)
- 1 centenarian, 4 people live to 90, 14 live to 80, 46 live to 70

Parental Age at Birth and Spouse Age Difference



- 53 relationships described, 66 children born
- 85% of marriages have an older husband, age difference generally 3 years (max 17 years)
- Average age of mother at childbirth is 23.5 years (fathers 26.0)
- 22 kids have either no father ($n = 10$) or no mother ($n = 12$)

Play Him Off, Keyboard Cat

Feel free to contact me via e-mail at helgaingim@hi.is
or on Twitter at @tungufoss.

Data is freely available at GitHub:
[tungufoss/iskisur-rek-data-beers.git](https://github.com/tungufoss/iskisur-rek-data-beers.git).

