

Podcast Training



ANNEX



Why Podcast

The word "podcast" comes from the first portable, DIGITAL music device, known as the iPod. In fact, it's a combination of "iPod" and "broadcast." The first iPods allowed people to carry their music around as digital files instead of tapes or CDs - and in addition, allowed people to create their own digital files for OTHERS to listen to as well, called podcasts.

As a podcast listener, you don't have to keep your eyes on a video, or on a screen to read a blog post. You can consume content as a listener without disrupting your day-to-day life. It can be, if you want it to, a seamless part of your routine.

As the world becomes busier, the podcast format has become incredibly popular. Audio content allows the listener to multitask. A recent study showed that while 49% of podcast listening happens at home, 22% happens while driving, 11% at work, and 8% while exercising.

Podcast audio content gives listeners the ability to dive into topics without having to set aside time to read or watch a video. Podcasts also offer articles in smaller bite-sized chunks perfect for daily commutes or busy routines.

The advantage of the podcasting format is that it offers endless variety and options. Any topic a person may be interested in can usually be found online in podcast format.

Giving listeners a large variety of content to choose from (typically updated every week or sometimes daily) keeps them engaged over a long period.

Some of the current statistics for podcasting in 2020:

- Over 55% of the (US)population have listened to a podcast
- In 2020 over 155 million people listen to a podcast every week
- Around 24% of the US population (68 million) listen to podcasts weekly
- Podcast listeners consume an average of seven different shows per week
- There are over 700,000 active podcasts and 29 million podcast episodes available
- The most popular age group for podcasts listeners is 25-44 which make up 49% of total listeners

Podcasting in India

The year 2020 marks not just a new year for the industry but the advent of the audio decade in India. The Indian podcast industry is all set to boom as communication is becoming more content-centric with each passing day. The rise in awareness about the term 'podcast' gave way to the understanding that all non-music audio content is essentially a podcast — Be it the news or cricket commentary someone consumed through radio, or The Hanuman Chalisa, Quran and The Guru Granth Sahib playing on loop in shops and houses across the country. Podcast listening has increased markedly in India in the past few years.

The podcasting industry in India has found a sweet spot — people listen to them on long commutes, while getting ready, on morning walks, doing chores and more. Podcasts bring them their daily dose of laughter, fiction or news — the latest in science, technology, economics or public policy.

India is expected to have **1 billion mobile users by 2020**, 96% of these being smartphone users. This, coupled with high commuting hours, a pre-existing relationship with radio, and a large number of languages in a location that is under-represented online today, make India the perfect breeding ground for audio content. While 10 years ago, there were no Indian podcast platforms, today many platforms including the likes of Hubhopper, Indus Vox Media (IVM) Podcasts, and Audible Suno have taken charge of the podcasting story of India.

Course Content:

- Choosing a Topic & Name
- Show and episode format
- Define your show description and artwork(Cover art creation)
- Set up and test your equipment(Equipment selection)
- Create a plan for your episodes.
- Record your episodes(Audio recording & editing)
- Edit your episodes.
- Podcast hosting options
- Podcast hosting options
- Successfully launching your podcast
- Create and submit your RSS feed
- Promotion tips-Magnifying your brand – How to Market

What participants will need:

- A laptop computer
- Ability to download free editing software Audacity to your laptop
- Headphones (over-the-ear recommended)
- An idea for a podcast series
- Access to high speed internet

Level of experience:

This course is suitable for all levels. No experience in podcasting or audio recording is necessary.

Course Duration: 15 days

**GROW YOUR PODCAST, BUILD A
BUSINESS,
BECOME AN AUDIO INFLUENCER WITH
PROVEN PODCAST TRAINING**

