

PODCAST... WHY ??

IDEA | PROPOSITION | VISION



TOPIC 01

The Podcast
Ecosystem & Market

TOPIC 02

The Consumer
Behavior & Services

TOPIC 01

The international podcast industry is projected to be worth \$94.88 billion by 2028.

Currently, the podcast listener market is made up of 20.3% internet users, which is equivalent to 424.2 million users.

If we consider, US as a reference market, an average podcast consumer spends 23 mins daily listening to podcasts which is 16.1% growth from 2021.

India had an estimated 95 million podcast listeners in 2021.

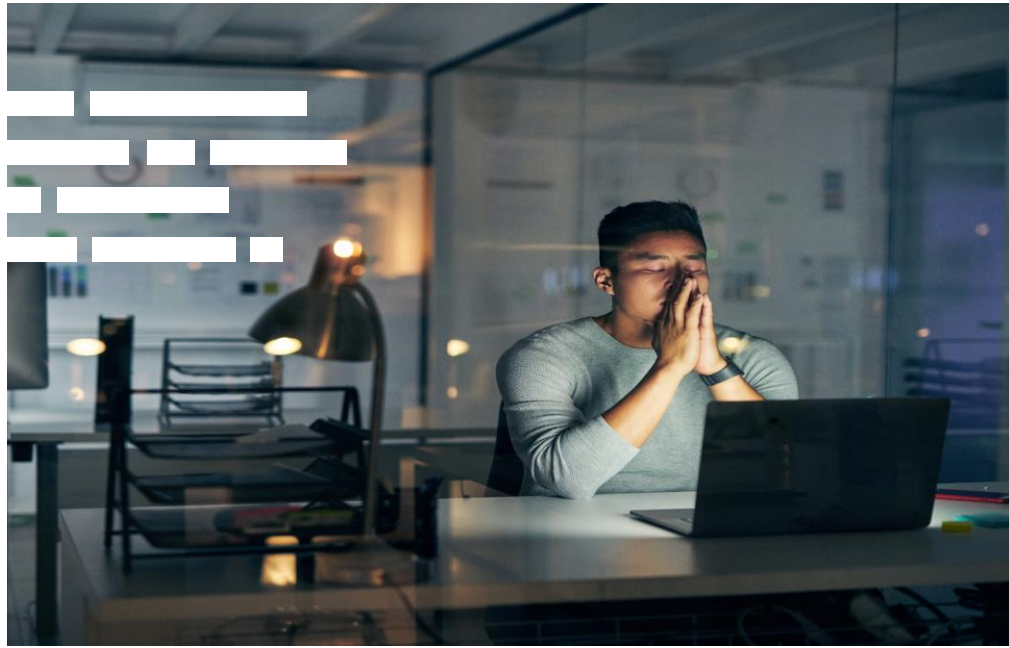
The Monthly Active Users in 2021 saw a jump of 34% in 2021, capturing 20% of potential market.

TOPIC 03

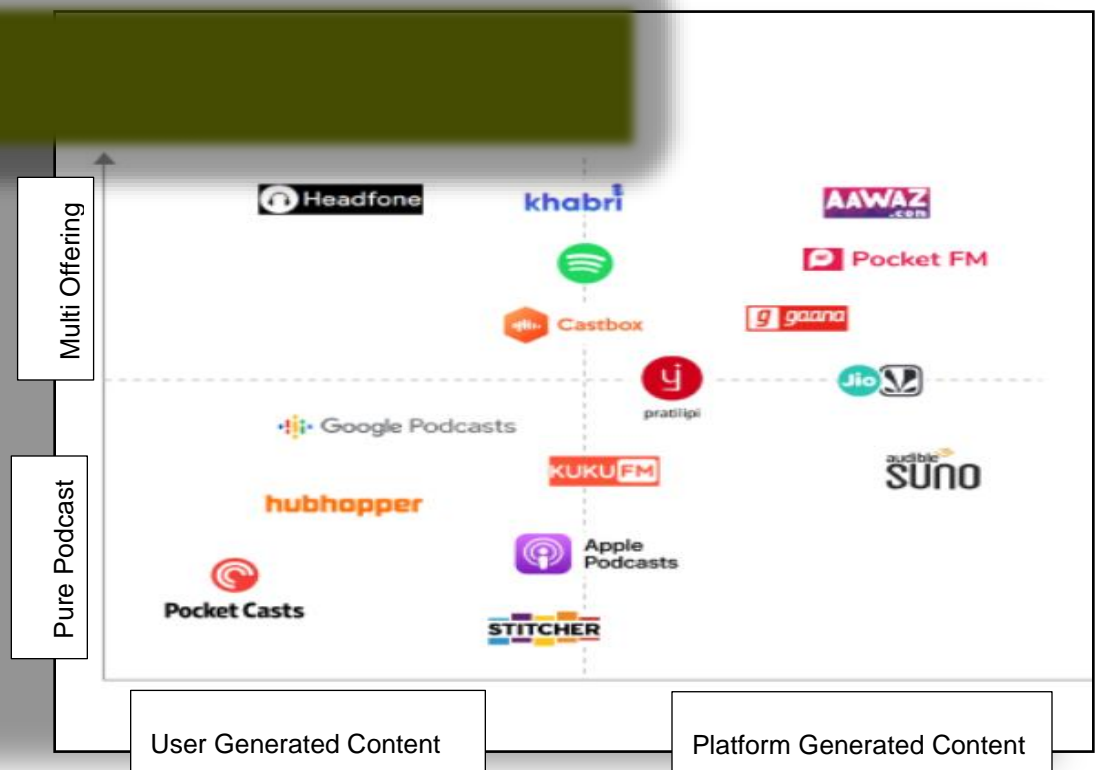
Transitioning from a listener to a producer, Why, I wish to pursue this?

TOPIC 02

According to our RedSeer analysis, the total time spent in Oct'21 – Online Entertainment was around 2290 billion minutes. Social media takes up the most time (885 billion minutes), followed by Messaging, OTT Video, News Aggregation, and Shortform App. In the month of October, podcasts accounted for 2.5 billion minutes.



To acquire popularity and keep content development costs low, Indian platforms started with both UGC and PGC models. However, the platform's ability to preserve brand value and quality is hampered by UGC material. Platforms are increasingly devoting more resources to producing high-quality content and bringing on celebrities to narrate and host shows. Few platforms, such as Headphone and Khabri, are investing in stronger UGC filtering and recommendation engines.



TOPIC 03

Why, it is the right time to dive into the podcast ecosystem?

As a student of business & strategy, I feel the user experience will evolve over upcoming years and I wish to be a part of this product evolution, as a viewer, as a consumer, & as a producer.



Vision – Discuss and debate about ideas, businesses, & geo-political scenarios which impact a product or an industry?

Methodology - With facts, assumptions, & preconditions, evolve the discussion into a hypothesis. Which could be evaluated upon by listeners.

Channel – Audio Podcasts across all users generated content platforms.

Value proposition – Podcast extracts in document form.

Sources:

<https://redseer.com/newsletters/indias-podcast-market-worlds-fastest-growing-with-immense-potential/>

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<https://www.insiderintelligence.com/insights/the-podcast-industry-report-statistics/>