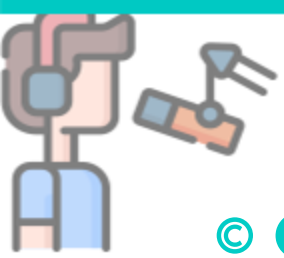
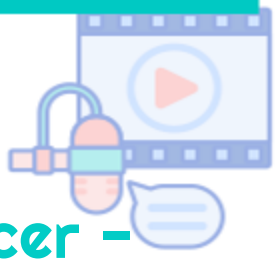
BECOME A SUCCESSFUL PODCASTER

(The Untold Secret - Until Now)

Andrew J. Spencer





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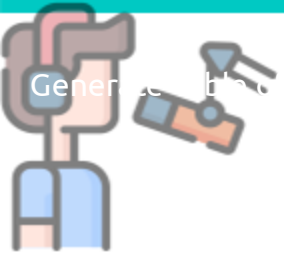

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Introduction

A podcast is simply a series of digital audio files that people can download and listen to. It can be downloaded to the user's personal devices, such as cellphones and laptops or computers. To be more specific, a podcast is an episodic series of recorded spoken words that can be all focused on a particular or particular topic, genre, or theme.

In a dictionary form, a podcast refers to a digital audio file in a series form that can be found on the Internet and is available for download. Way back in 2004, the term podcast was coined and first used by

Ben Hammersly in The Guardian newspaper article. A podcast is basically the combination of iPod and broadcast. However, it should be noted that it was not Ben Hammsersly who created and developed the podcast.

History of Podcast

Former MTV jockey Adam Curry and software developer Dave Winer discovered and developed podcasting. Curry, aside from being a podcaster, is also an announcer, internet entrepreneur, and a media personality. He is known for his stint as a VJ on MTV. He is also known as one of the first celebrities who created and administered web sites. With his efforts in podcasting, Curry is now known as the "Podfather."

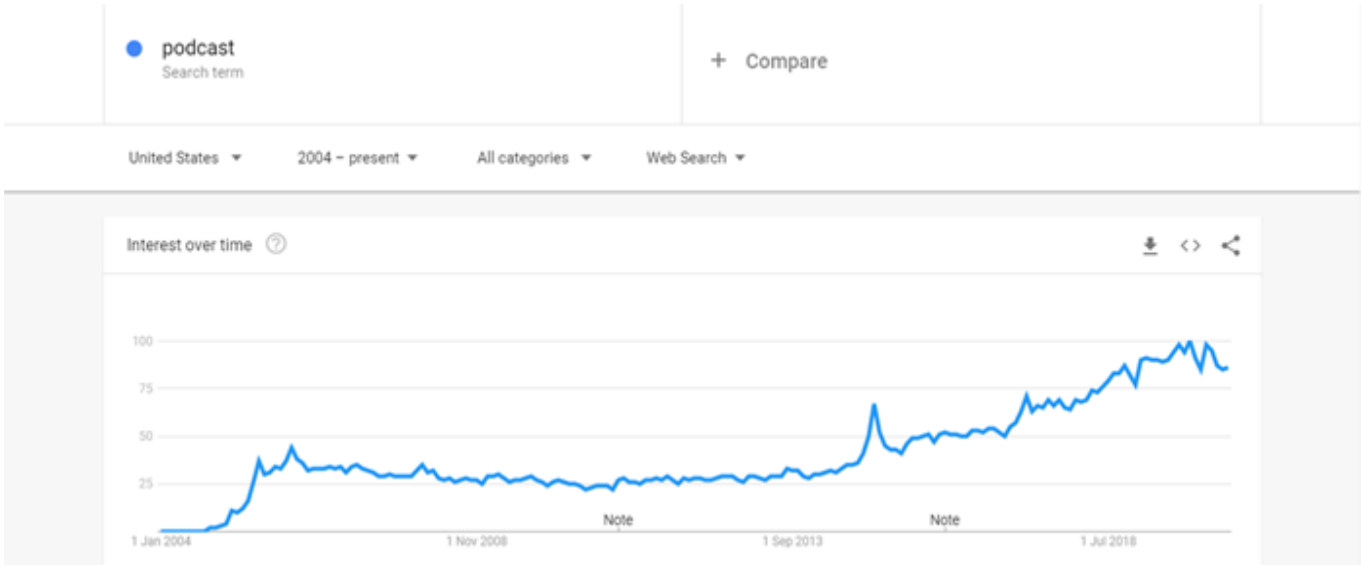
On the other hand, we have Dave Winer. Winer is an entrepreneur, writer, and an American software developer. With his significant contribution to podcasting, he has been given credit for the development and invention of the podcasting model. Today, both Curry and Winer are known as the godfather of podcasting.

Before the term "podcasting" was used, it was dubbed as audioblogging. In the same manner, an RSS web feed allows users and other applications to access websites in a computer-readable and standardized format. With the use of RSS, users can keep tracking many different websites using a single news aggregator. This aggregator will spontaneously form the RSS feed for new content. Due to these RSS attributes, users, including Adam Curry, requested audioblogging. As a software developer, Dave Winer added new functions to RSS 0.92 by including a new element called an enclosure. This enclosure will pass the address of a media file (mp3, wav, WMA, etc.) to the RSS news aggregator. The Grateful Dead song was the first media file that demonstrated the enclosure feature of RSS last January 2001.

Adam Winer's Radio Userland is a weblogging product with a built-in aggregator that provides "send" and "receive" mechanisms that were later on called audioblogging. In 2003, to provide support for the enclosure he has developed, Winer challenged other aggregator developers. Later on, Kevin Marks, an early experimenter, established a script to download RSS enclosures and pass them through iTunes to transfer to an iPod. After these developments, Adam Curry now proposed RSS-to-iPod that moved a digital audio file or an MP3 from Winer's Radio Userland to iTunes.

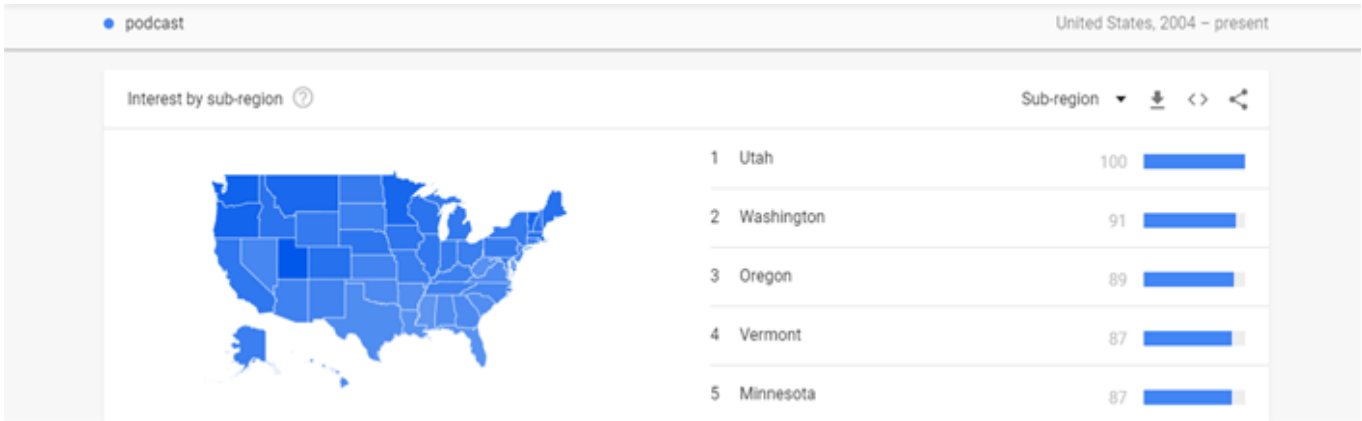
Podcasts Becoming World Popularity

The first company to deliver podcast services is Liberated Syndication. Libsyn allows podcasters to publish any kind of podcast they wanted. The company was also established in 2004: the same year podcast has been developed. In April 2005, Leo Laporte's This Week in Tech was the first to win the People's Choice Award at the Podcast Awards. In the same year, the book Podcasting Do-it-yourself Guide by Todd Cochrane was released and published. In June, Apple iTunes 4.9 was released to take podcasting mainstream. The Apple iTunes 4.9 features include over 3,000 audio programs from ABC News, BBC, Disney, ESPN, and other podcast directories around the world. Former President George W. Bush even used the podcasting medium to deliver his weekly address. Along with Yahoo, who added a podcast search site where people can listen and subscribe to different podcasts, the New Oxford America Dictionary also declared "podcast" as the word of the year.



The statistics above show the number of individuals searching for the name “podcast” on Google from the United States. The second image further displays the top five sub-regions of the United States with the most interest in podcasting. As the years go by, widespread interest in podcasting continues to rise. This can be backed by Google search statistics.

In the year 2014, the podcast “Serial” become popular and grabbed the attention of many American listeners. This created another surge of interest, enveloping a great group of followers. As of today, Apple Podcast, Spotify, and Google Podcast are the three most popular podcasting sites where you can stream, listen, download, and subscribe content.



Chapter 1: The Rise of Podcasting

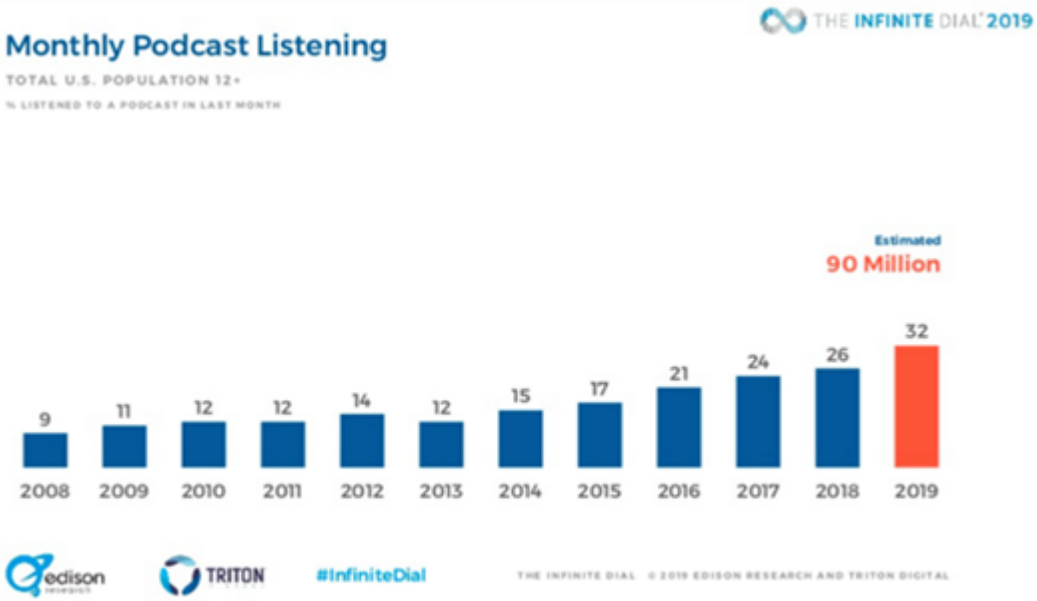
When podcasting became a hit in the year 2004, a lot of aspiring content providers took the plunge. The idea of getting a chance for their podcasts to be heard pushed them through.

Here were a few reasons that prompted them to pursue podcasting:

- They wanted their podcast ideas to be heard by audiences across the nations.
- They wanted to earn money using the talents and ideas that they have.
- They got inspired by other popular podcasters and wished to become famous like them.

Podcasts provide you an opportunity to record and distribute digital copies of world events and personal experiences. It could be a weekly affair where one person hangs out with another to discuss current events. It might be a short informal piece of your film reviews, relevant opinions, business promotions, or even life testimonials. Podcasting has become one of the primary sources of entertainment and information. It is beneficial to individuals as well as to businesses. As a matter of fact, podcasting can be a powerful marketing strategy if you are trying to expand the reach of your business, products, or services. Thus, before entering the podcasting world, know your purpose. Think twice. Find a niche that you can truly belong to.

In 2019, Edison Research's Infinite Dial showed statistics that more than half of Americans are now listening to podcasts. It estimated an increase of 6% listeners monthly, from 26% in 2018 to 32% in 2019. The continuous rise of podcast creation grows with more than 700,000 podcast and 29 million podcast episodes since then.



According to Edison Research's "Infinite Dial" report, an estimated 32% of the U.S. population (90 million people) listens to podcasts on a monthly basis.

It can be perceived that the most popular podcasters are celebrities. Accordingly, in the year 2017, 15% of Apple's top 20 most downloaded podcasts were hosted by influencers or celebrities. In 2018, the data increased to 32%. 48% of all the new shows released in the same year are hosted by celebrities. In the fall of 2018, Westwood One survey showed that 60% of podcast listeners discovered podcast shows via social media. Social media is one of the means most influencers and celebrities used to promote content where a massive number of existing audiences can be found. Apart from being known as celebrities, they have taken advantage of podcasting to gather new audiences.

As podcasting rises, the listener base is also expanding. Edison Research found significant demographic differences between what he labeled "rookie" – listening to podcasts for six months or less, and "veteran" – listening to podcasts for more than three years. Results showed that 53% of rookie listeners (12-34) are female, while veterans (35-54) only have 37%. Also, 43% of rookies often listened to podcasts on Spotify, Pandora, or SoundCloud. The research also found out that rookie listeners discover podcasts on social media compared to veterans. Therefore, social media is essential and has impacted the rise of podcasting. Now, industry experts are advising podcasters to share some teaser or clips on social media, just like celebrities and influencers did, to earn more listeners.