

Market Research

I start the project by conducting research to get more context of the landscape and understand the people, their needs and what their motivations are.

I started by analysing the market to get a better understanding of the podcast industry, how it has changed since the pandemic, and what the current trends are regarding the challenge we were presented with.

100

Are the **languages** available for more than 29 million podcast episodes (Music Oomph)

94%

of podcast consumers are active on at least one **social media** channel. (Music Oomph)

15.2%

of listeners ask on social media or in an online community to discover new podcasts. **13.6%** Search on Google. (thePodcastHost)

58.1%

of folks, who search their listening app's directory, type the topic into their app's **search** bar, and choose from the results. (thePodcastHost)

40%

Is the increasing time that a person spends on the content thanks to **subtitles**, also boosting the number of users who watch the video until the end by 80%. (PLYMedia)