

Competitive Analysis

After grasping an idea of the landscape, I moved on to analysing competitors to gather information about their strengths and weaknesses. These insights also help me to identify any gaps in features that our app could address and discover highlighted features and trends that competitors are implementing.

Main Features/Products	Spotify	Buzzsprout	Stitcher	Anchor	Spreaker	YouTube
Pricing	Freemium 9.99\$ month	Freemium 12\$ month	Freemium 4.99\$ month	100% Free (for listeners)	Freemium 6\$ month	Freemium 11.99\$ month
Category	Music Streaming Podcast	Podcast Podcast Hosting	Podcast	Podcast Audio Recording Podcast Editing Podcast Hosting Podcast Recording	Podcast Podcast Hosting Podcast Recording	Live Streaming Shoppable Video Social Media Video Video Marketing
Platform supported	Mobile Web	Mobile Web	Mobile Web	Mobile Web	Mobile Web	Mobile Web
Video support	Y	N	N	Y	N	Y
Audio to Text Transcriptions	Y	Y (only in US)	N	Y	N	Y
Subtitles	N	N	N	N	N	Y
Stories Sharing	Y	N	N	N	Y	N