



Why a podcast?

[New technology](#) and mega-successful podcasts like [Serial](#) and [Radio Lab](#) have got people excited about the power of audio. Using sound to tell compelling stories that people can listen to – in their cars, in the gym, on a plane – has got a lot going for it. It's not expensive, it's relatively easy to produce and – if it's done well – it can be one of the most effective tools in the communications box.

You may already be keen to use great audio on your site or in your next campaign. The snag is that great audio isn't as easy to make as you might think. Just go and listen to some of the material available on the web at the moment. This is where we can help. We make audio content – from concept to finished, uploadable product – that will immediately put you at the top of the iTunes charts and keep you there..... well, possibly not straight away. But we create engaging, high-quality, creative sound that will do exactly what you want it to – grab and hold your audience. And it just might get you into the charts.

The money side

One of podcasting's biggest strengths is that it can provide content that appeals to specific interest groups without the burden of having to keep a general audience happy.

It also makes podcasts an extremely powerful sponsorship tool. They can deliver audiences that are more engaged and more committed to their content than almost any other medium.

*"The powerful thing about a podcast is that ... listeners are able to find their niche to consume *relevant , targeted* content ... **they allow better targeting and therefore more effective advertising.**" *Matthew Buckland, Memeburn**

This means that sponsorship messages and ads in and around podcasts are listened to and absorbed more effectively than on pretty much any other medium.

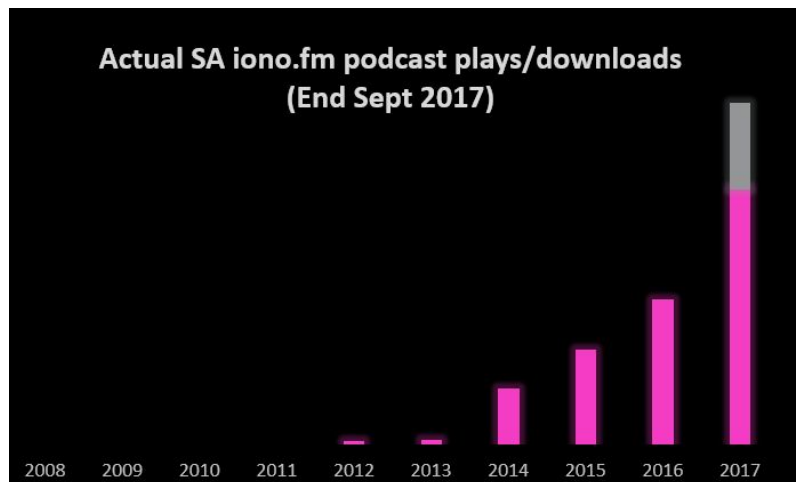


Source: 2016 Midroll Media Study "Podcast ads build strong relationships with brands".

Podcasts in South Africa

Podcast listenership in South Africa is growing exponentially. Iono is our biggest podcast platform and, according to their stats, this is how the podcast audience has grown over the past five years.

Plus, almost **60%** of the podcasts listens on Iono over the last 5 years were played/downloaded in 2017 and **20% of all podcast listens were in the last quarter.**



Podcasts are taking off in this country.

Podcasts in SA will only get bigger because:

- Audio is more accessible – proliferation of smart phones, tablets and cars with their own OS.
- People are into 'on demand' – Netflix, Showmax, Hulu. With podcasts you can listen when and where you want to on your own device.
- Multi-tasking – listen while you drive, gym, run, fly ... whatever. Something audio has over video and which people are really responding to.
- More cheap data and more free wi-fi hotspots.

