

# Rise of Podcast in Indian Media

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## Abstract:

Podcasts in India have gained immense popularity in recent years. There are so many amazing podcasts covering a wide range of topics, from true crime and storytelling to comedy and self-improvement. Some popular Indian podcasts include "The Ranveer Show," "Cyrus Says," and "The Musafir Stories." It's a great way to explore different perspectives and learn something new while enjoying the convenience of audio content.

## Is podcast emerging as recognised platform?

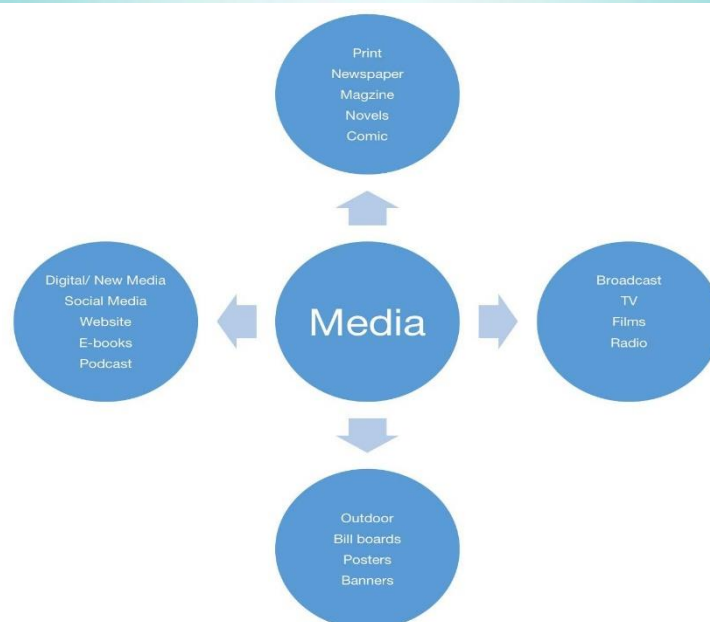
## Reason why we see a huge possibility in Indian Podcast Industry

## What is Required to enhance the Indian Podcast enterprise

## Podcast V/s Television

## Podcast in Radio V/S Podcast in Youtube

## Survey Questions



**Communication:** It is a holistic process of sending a message , information , ideas thoughts from one source to the other via trusted media. Broadly there are two types of communication : a. Personal , b . Mass communication The term “Podcast” comes under mass communication as it is shared in the public domain for the interest of the audience

**Media:** It is a trusted medium through which we do mass communication or interact with the public.

### Types of Mass Communication

**Podcast:**The Digital/ New Media: It is an audio content available on a digital platform, the main strength of this format is it full fill the audio on demand of the listeners as they can excess this when ever they want they just need to have a good internet connection.



### History of Podcast:

- Adam Curry started the concept of podcast, in the year 2004 he created an online platform called as “ ipodder” basically it allows the users to download recorded radio shows in their own device.
- Apple crated an software update ,as itunes, where podcast was mentioned in the public domain for the first time
- Even in 2005 it was declared as word of the year by Oxford Dictionary, The term “ Podcast” was first used by Ben Hammersely .
- The first teaching about how to record a Poodcast was done by Steve Jobs using Keynotes and Garrage Band.
- From then this trend of Podcasting culture started and companies started monatising this new culture

### Importance of Podcast:

- It gives storytelling advantage people have the liberty to use their imagination to convert the audio sounds into a visual frame.
- It is easily accessible for the public.
- It needs no or little investment to start a podcast
- It provides huge variety of genre.



There are 3 important elements of Podcasting :

1. **Genre Selection**
2. **Scripting.**
3. **Selection of Background Music**

#### **Genre**

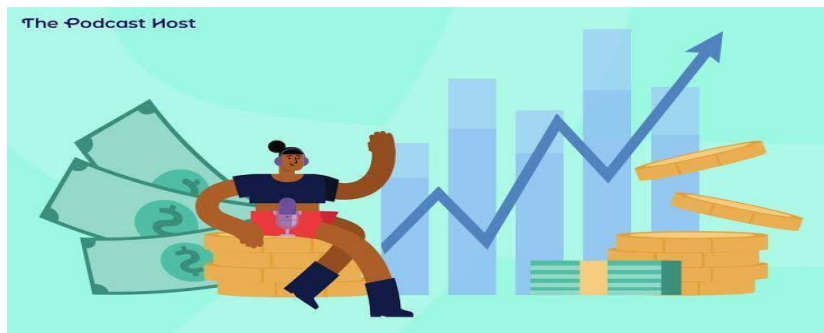
It basically the subject of the podcast the main theme or the central point of discussion, the unique selling point of such events are there is no fix genre you can take any variety of subject

#### **Scripting**

It basically the backbone of the whole process it cover the contenting part , the major things to cover in this part are : Your preferred language , target audience and you must cover the 5wS and 1 H of the communication.( What, Where, When, Why ,Who and How?)

#### **Background Music**

It helps in creating an ambience that supplement your content it acts like a value addition to your final product.



There are different strategies you can consider to monetize your podcast. Here are some steps you can take:

1. **Sponsorships and Ads:** Reach out to potential sponsors or join podcast ad networks to monetize your podcast through sponsored content or ad placement.
2. **Crowdfunding:** Engage with your audience and offer exclusive benefits or bonus content in exchange for their financial support through platforms like Patreon or Ko-fi.
3. **Merchandise and Products:** Create and sell merchandise related to your podcast, such as t-shirts, mugs or other branded items. You can also develop and sell your own products or services that align with the theme of your podcast.
4. **Paid Subscription or Membership:** Offer premium or bonus content to your dedicated listeners through a paid subscription or membership program model.
5. **Live Events and Workshops:** Host live events, workshops or webinars related to your podcast topic and charge attendees to attend.

Remember, building a loyal audience and consistently providing valuable content is the key to successfully monetizing your podcast.



### Famous Indian Pod casters:

#### The Ranveer Show/ TRS clips :

Popular Indian youtuber started this trend of podcasting in Indian Youth Through the help of youtube. This show is know for its raw and real communication with the guest from politics to mythology it cover every aspect and types of genre.

#### Real Talks:

It was started by three group of friends Shubham Ghandhi, Deepak Chauhan and Piyush Gujar , They are well known for narrating ghost stories , the most famous podcast episode was when Beeprak shared his real time ghost experience through their channel.



### Made in India

(in addition to being our flagship) is a podcast production company and consultancy that provides a one-stop solution for all your audio production needs. When you think of podcasts in India, you think of Maed in India. From idea development, program format testing, planning, production (includes recording, coordination, administration), post-production (editing, sound design, packaging, sound quality control, mixing, mastering), to distribution of the program on all audio streaming platforms (metadata management , show descriptions, tags, episode artwork and data reports), we are your one stop shop



## Sadhguru

He is an Indian yoga guru and spiritual advocate who has traveled the world imparting his wisdom and lessons to millions of people. Sadhguru is the author of more than 50 books and his public lectures attract crowds of more than 300,000 people. His interviews have been named as one of the "50 Most Influential People of India" and have been featured in various publications such as The New York Times, BBC, CNNI and CNBC. Sadhguru explores a range of topics in his podcast. Listening to his podcasts will motivate you to achieve your goals in a short time because they are highly inspirational



## The Growth of Podcasting in India: Here's What You Need to Know!



## Podcast Market In India

Podcasts were long prior to prominent in U.S.A. however it's a brand-new to a few of us in India. With mobile phones coming in, obtaining tapes changed by sound data as well as mp3 gamers, Video CD's changed by video clip gamers all of us understand just how media has actually constantly played a significant duty in our lives. Songs applications, video clip applications, radio applications, information applications together with numerous types of social media sites have actually been focusing on the us plus without which we might really feel a little bit tired as well as not recognize what to do. Including in the numerous types of media today podcast becomes one of the most effective different media, the generation requires. With a lot of podcasters today, future appears encouraging for the podcasting market in India.



### **What's this podcast everything about along with just how is the globe altering in the direction of it?**

All of us have actually recognized video clip collection nowadays and also exactly how preferred it remains in today's globe. We have actually changed our emphasis from after effects collection used the tv to collection used YouTube, Netflix, Prime and also much more. Podcasts are primarily the sound after effects collection. They are downloadable, and also can permit to pay attention offline without the requirement of the net or readily available online. These can be used your cellular phones, Tablets or laptop computers on a mobile media gamer. Modern technology is unquestionably forming every sector throughout the world together with podcast sector is no exemption to this. Paying attention to podcasts has actually brought a significant distinction in much of us. By paying attention to different subjects, you are increasing your perspectives, particularly press you in a means of reasoning. You can gain a whole lot from them. They are the most effective options to publications as well as the very best component is you reach pay attention whenever you desire. They are absolutely altering us right.

### **Exactly how did podcast come to be preferred in India?**

India is placed the 3rd in podcasting sector after USA plus China. Presently 150 million Indians are approximated to take in sound streaming together with stands for a big possibility of development for podcasts. The bulk people might discover the term Podcast really brand-new as we are extra susceptible to understanding radio as the sound streaming solutions. If you believe, exactly how this ended up being preferred is likewise since a lot of us in India will certainly call it Internet radio as well as sound programs as well as not podcasts. The very first ever before lengthiest running podcast in India was Indicast. It was begun by Abhishek Kumar and also Aditya Mhatre, in the year 2005. Podcasting systems in India has actually seen an impressive price in all these years and also expect that the Indian language web individuals will certainly get to a matter of 536 million by 2021.



While USA is leading the marketplace today the tool is gradual

## Technologies in Podcast

Lately a special sound podcast system was introduced by AGRAHYAH TECHNOLOGIES on need. Aawaz.com has more than 200 hrs of initial web content on Comedy, Devotional, Health and also Lifestyle, Literature plus much more getting to together with encouraging the masses, specifically the Non English Internet Users. The purpose is to press the generation to learn as well as expand with taking in the passive web content while doing various other jobs like driving, food preparation and so on.

## Is podcast emerging as recognised platform?

Even though the future seems good, most people in India are unaware. Would people in India know about smart speakers like Google Home or Amazon Alexa? Not many. They are promoted worldwide, but how many know about podcasts? Probably even fewer. And how many know that Amazon Alexa plays podcasts? Not many at all. Why don't we know about the word "podcast"? Because most of us listen to radio, not Internet radio. Do we know the difference? Most likely not. If we checked if people preferred more music and less talking on radio stations, we'd see that the first one is more popular. In India, most people prefer music over series. There is room to spread awareness through media to make Indians know about audio streaming services. Right now, awareness is low.



In other parts of the world, radio shows are more popular than TV series. In other parts of the world, radio shows are more popular than TV series. In India, podcasts could grow in popularity. We are yet to see a big change in interest in podcasts among Indians.

## Reason why we see a huge possibility in Indian Podcast Industry

Helps you to voice your opinion, messages, conversations to complete nation on numerous content material categories. This is where podcast comes out as a stronger platform welcoming distinct voices to deliver subjects that educate and inform the humans of our society collectively with selling various brands. The business model that the platform makes use of is less difficult methods to reach the masses. Unlike radio, which takes vicinity at a studio, podcast can be easily initiated at your home which makes it pocket pleasant too. While this business corporation version may reduce down a whole lot of prices in renting a studio, the podcasts can be commonly costly to spend on the first-rate it brings.



Nevertheless, there are less expensive and respectable device's which could deliver along a first-rate exquisite of podcasts too. Another difficulty is that radio can't be edited once it is broadcasted live, at the same time as podcast can be edited even after recording. The podcasts can be reachable each time thru the net and this makes it famous many of the more youthful era that loves to get entry to statistics right away. The podcast may be of severa niches. Thus, the listeners can be part of the class of podcasts they would love to listen and pass the ones that they might no longer want to. This feels more like a personalized way of paying attention to the content material cloth they'd like to listen.

Podcast have various options to post their content cloth and that makes the content cloth attain masses without trouble. These are without problem available in apps like Spotify, ITunes, Saavan and masses of more which in turn brings us towards big purchaser base and no longer confined to one sort of platform. They no longer handiest connect with the millennials nowadays, but additionally to the older generation who cherished listening to radio. As this kind of platform brings quite a few troubles mentioned in recent times, the older generation can without problems connect with the advanced form of radio.





### **What is required to enhance the Indian Podcast enterprise?**

We need to recognize the significance of consciousness with regards to bringing a shift amongst the target audience. Until every of us values the know-how of what a podcast can do to every of us, it becomes difficult in bringing this transformation among the folks who go by means of being attentive to radio and binge video collection more. At the stop of the day if the content isn't appropriate sufficient for the listener, the equal will now not receive a lot importance. So, it is the obligation of the content maker to make certain the target market is locating it enticing and interesting sufficient to preserve being attentive to the episodic series. We want to assist the superb tale tellers create better nice content with the aid of imparting with the first-class business solutions in order to monetize their content.

There is a huge possibility to usher in quite a few regional content material information that India is a land of diversity and the audiences hail from places with different languages and greater contents can be categorically produced with distinct languages. To finish, podcasts are the new battlefield in audio streaming offerings and this newsletter offers you a glimpse of the markets, India might make subsequently categorically or demographically. What stated and executed, we would really like to listen from the readers of what you think is changing the Indians in podcasting enterprise

### **Podcast and Television**

When it comes to the difference between podcasts and TV media in India, there are a few key factors to consider. First, podcasts are audio-based, while TV media is visual. This means that podcasts solely on audio content, allowing listeners to engage with the content while on the go or doing other activities. On the other hand, TV media provides a combination of audio and visual elements, offering a more immersive viewing experience. Additionally, podcasts often have a more niche and targeted audience, while TV media has a wider reach. This allows podcasts to delve deeper into specific topics and cater to specific interests. Lastly, podcasts are typically more flexible in terms of content length and format, while TV media follows a more structured schedule.

### **Here are 10 key differences between podcasts and TV media in India:**

1. Podcasts are audio-based, while TV media is visual and includes audio and visual elements.
2. Podcasts are portable and can be listened to on the go, while TV media requires a screen to watch.
3. Podcasts often have a more niche and targeted audience, while TV media has a wider reach.
4. Podcasts allow for more flexibility in terms of content length and format.
5. TV media follows a structured schedule, while podcasts can be listened to at any time.
6. Podcasts provide a more intimate and personal listening experience.
1. 7.TV media offers a more immersive viewing experience with its visual elements.
7. Podcasts are often more conversational and informal in nature.
8. TV media typically has higher production values and larger budgets.
9. Podcasts can delve deeper into specific topics and cater to specific interests



### Podcast in Radio and Podcast in Youtube

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### List of Questions for Survey Report ( Sample Testing of 50 people )

1. Describe the term Podcast in your own words .
2. Do you like listening to Podcast .
  - a. Yes
  - b. No
3. What's your favourite platform for podcast ?
  - a. Radio
  - b. Youtube
  - c. Spotify
  - d. Wynk
4. Do you think Podcast is emerging as a new career option in India
5. Which genre you like the most for Podcast?
  - a. Games
  - b. Films
  - c. Music/ Dance / Art
  - d. Science and Tech
  - e. Others



6. Who is your favourite Podcaster?

- a. Ranbir Allahbadia
- b. Raj Shamani
- c. Sadgurud.
- d. Jay Shetty



One of the key factors driving the popularity of podcasts is their versatility. Podcasts can be produced by anyone with a microphone and an internet connection, making it a highly accessible medium. This means that individuals, organizations, and even businesses can utilize podcasts to reach their target audience and share their message in a more personal and engaging way.

Podcasts also provide a unique opportunity for long-form content. Unlike traditional media formats, such as television or radio, podcasts have no time constraints. This allows for in-depth discussions, storytelling, and exploration of complex topics. Listeners can delve into subjects they are passionate about and gain a deeper understanding through extended conversations and interviews.

In addition, podcasts have become a powerful platform for building communities and fostering connections. Many podcast hosts actively engage with their listeners through social media, live events, and even exclusive content for dedicated fans. This interactive nature of podcasts creates a sense of belonging and encourages listeners to actively participate in the podcast community. Another aspect that sets podcasts apart is their ability to monetize content.

As the podcasting industry continues to grow, more opportunities for monetization have emerged. Podcasters can generate revenue through sponsorships, advertising, merchandise sales, and even crowdfunding. This allows content creators to invest more time and resources into producing high-quality

content, ultimately benefiting both the creators and the listeners. Furthermore, podcasts have become a powerful tool for storytelling and amplifying diverse voices. They provide a platform for underrepresented communities to share their stories, experiences, and perspectives.

This inclusivity has led to a more diverse range of content, challenging traditional narratives and providing a space for marginalized voices to be heard. Lastly, the convenience and portability of podcasts have contributed to their widespread adoption. With smartphones and other portable devices, listeners can access podcasts anytime, anywhere. Whether you're commuting, working out, or doing household chores, you can simply plug in your earphones and enjoy your favorite podcasts.



This flexibility has made podcasts a part of people's daily routines and has contributed to their growing popularity. So, in a nutshell, podcasts have emerged as a new public platform because of their accessibility, versatility, engagement, and ability to amplify diverse voices.

Whether you're looking to learn something new, be entertained, or connect with like-minded individuals, podcasts offer a world of possibilities. So why not give it a try and explore the vast and exciting world of podcasts? You might just find your new favorite show.

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