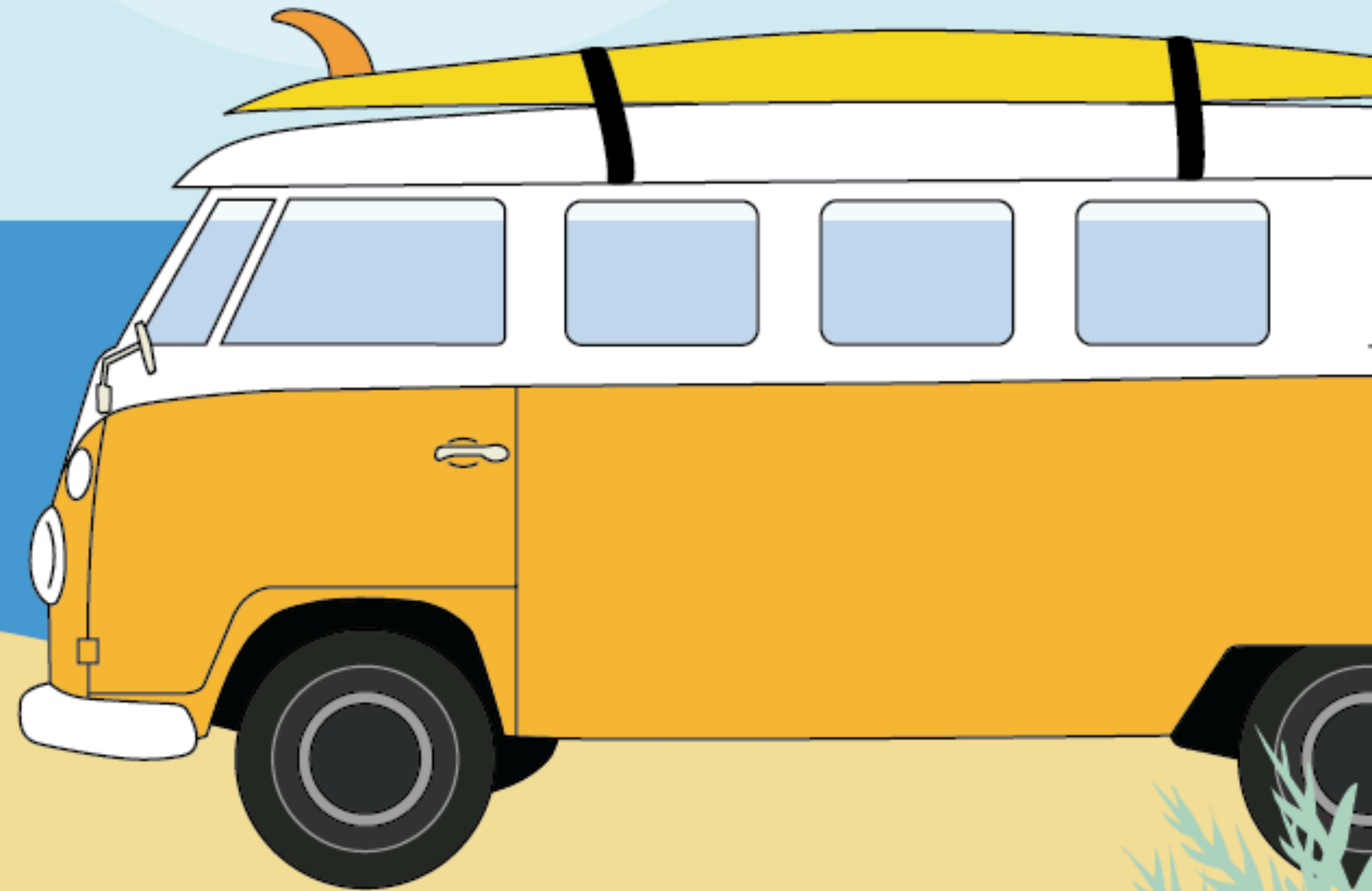
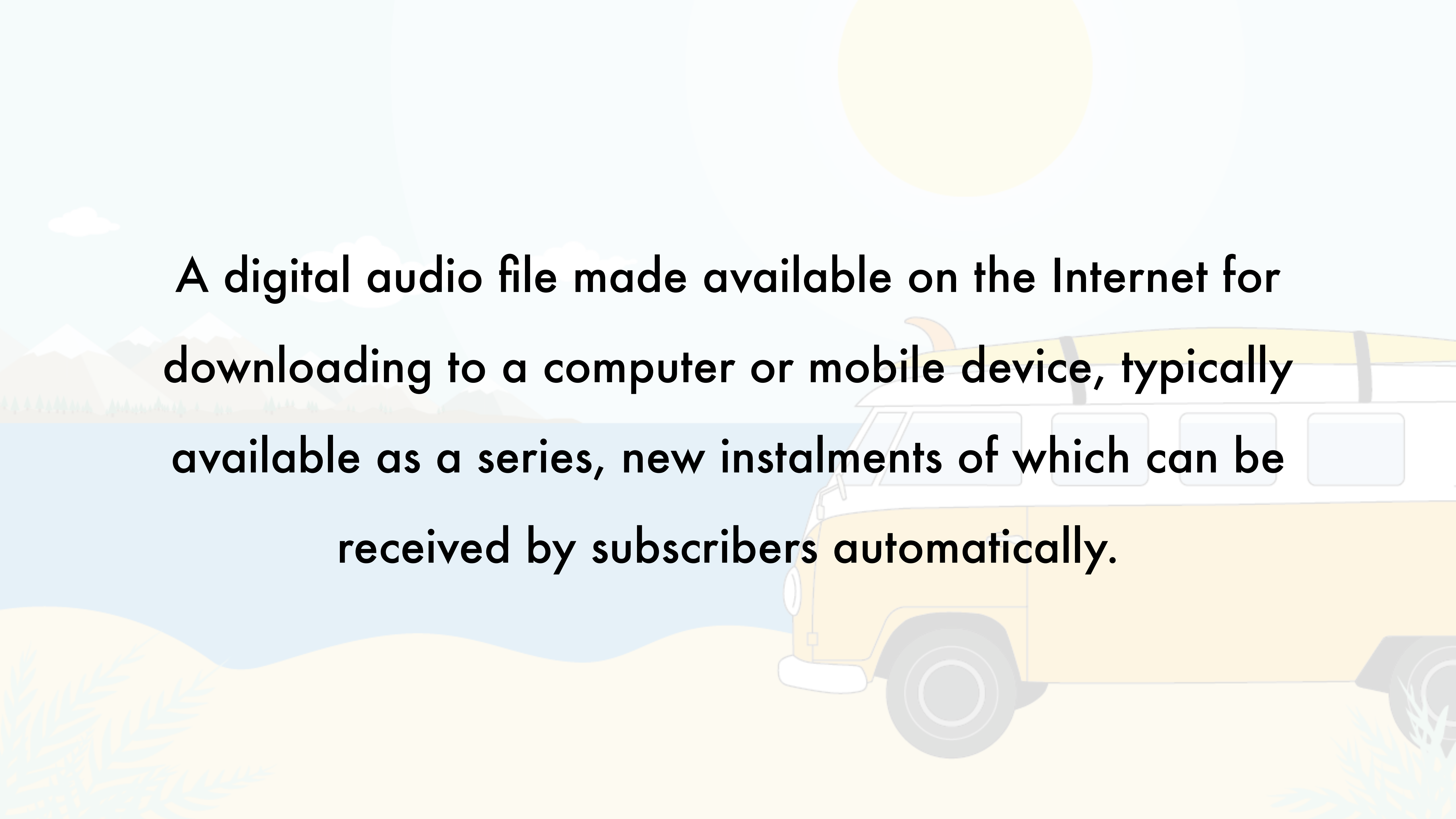


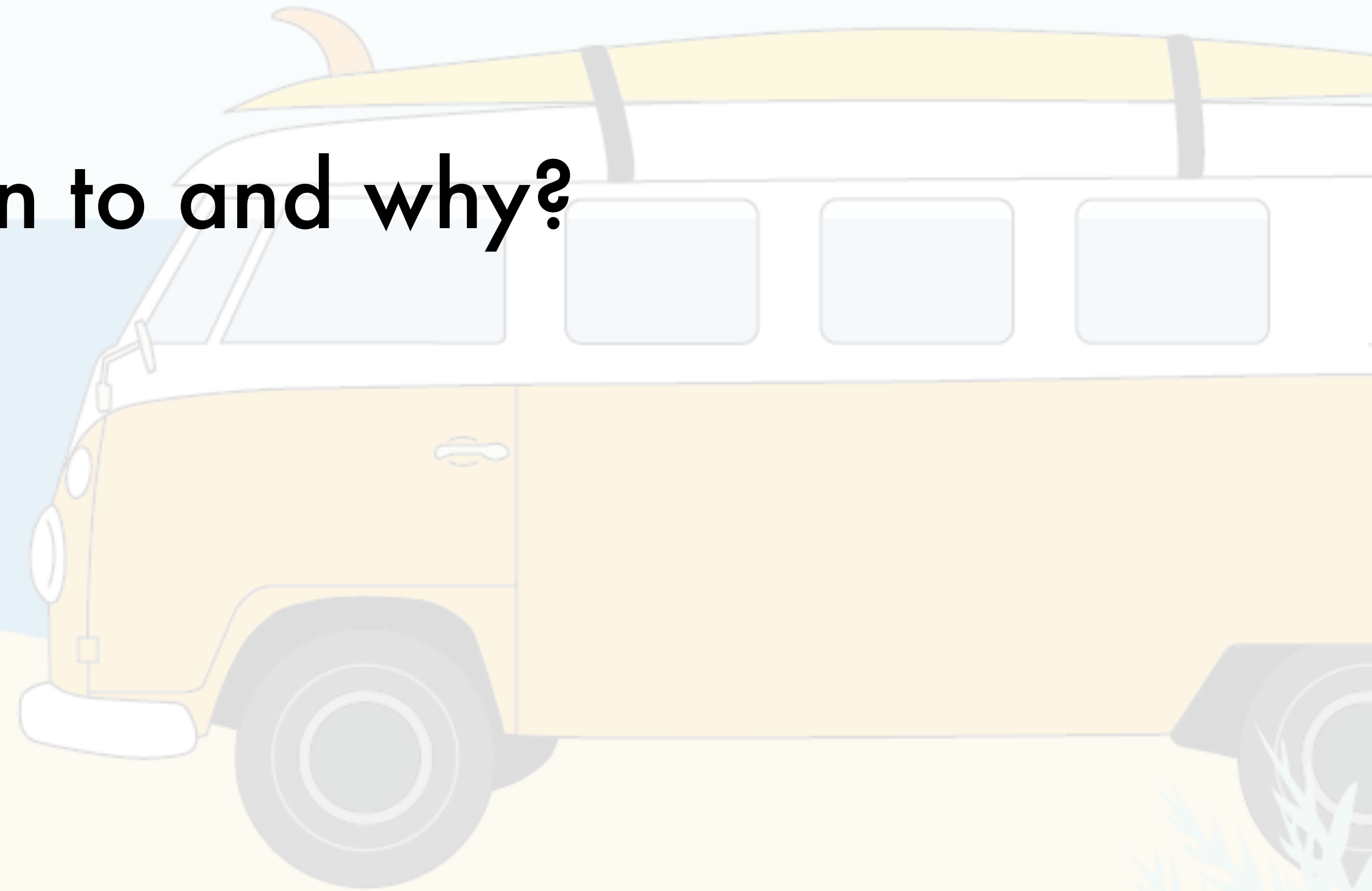
Michael de Groot
@stayingaliveuk
stayingaliveuk.com/podcast

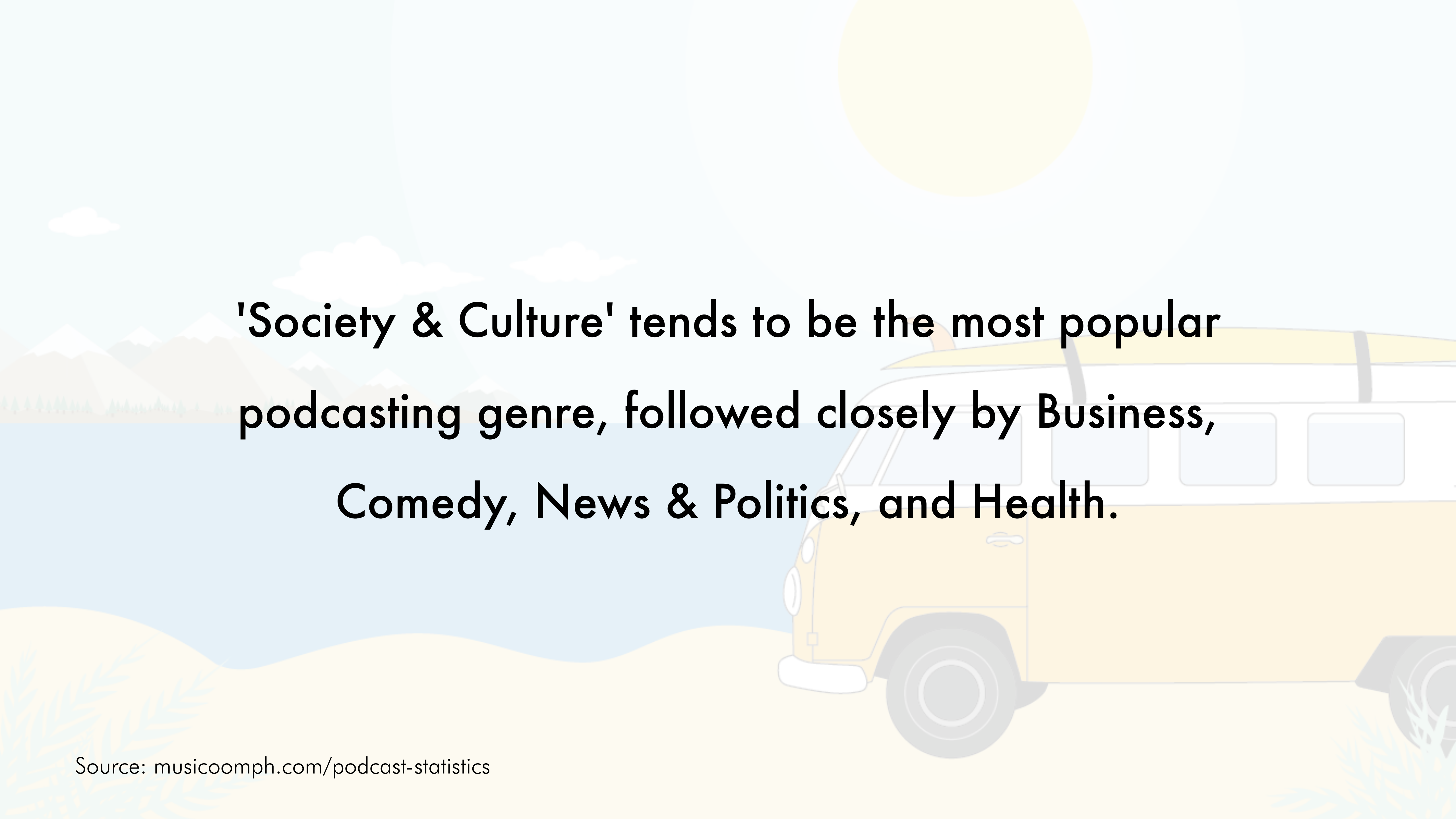





A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically.

What do you listen to and why?





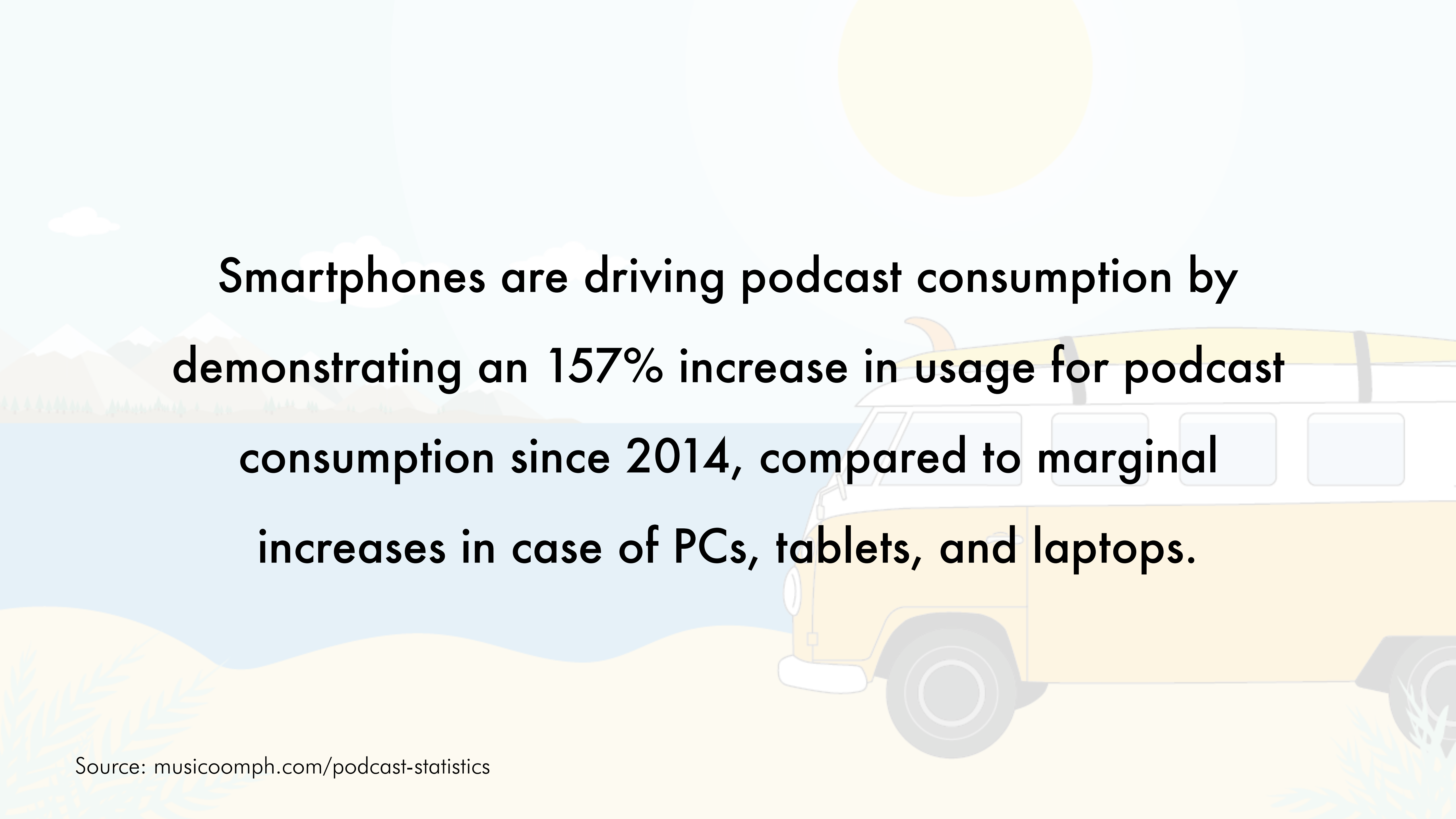
'Society & Culture' tends to be the most popular podcasting genre, followed closely by Business, Comedy, News & Politics, and Health.



Right now, there are more than 700,000 active podcasts and more than 29 million podcast episodes.

According to Apple at WWDC 2018, these numbers stood at 550,000 and 18.5 million respectively.

So, the figures are increasing rapidly!



Smartphones are driving podcast consumption by demonstrating an 157% increase in usage for podcast consumption since 2014, compared to marginal increases in case of PCs, tablets, and laptops.

GROUP EXERCISE

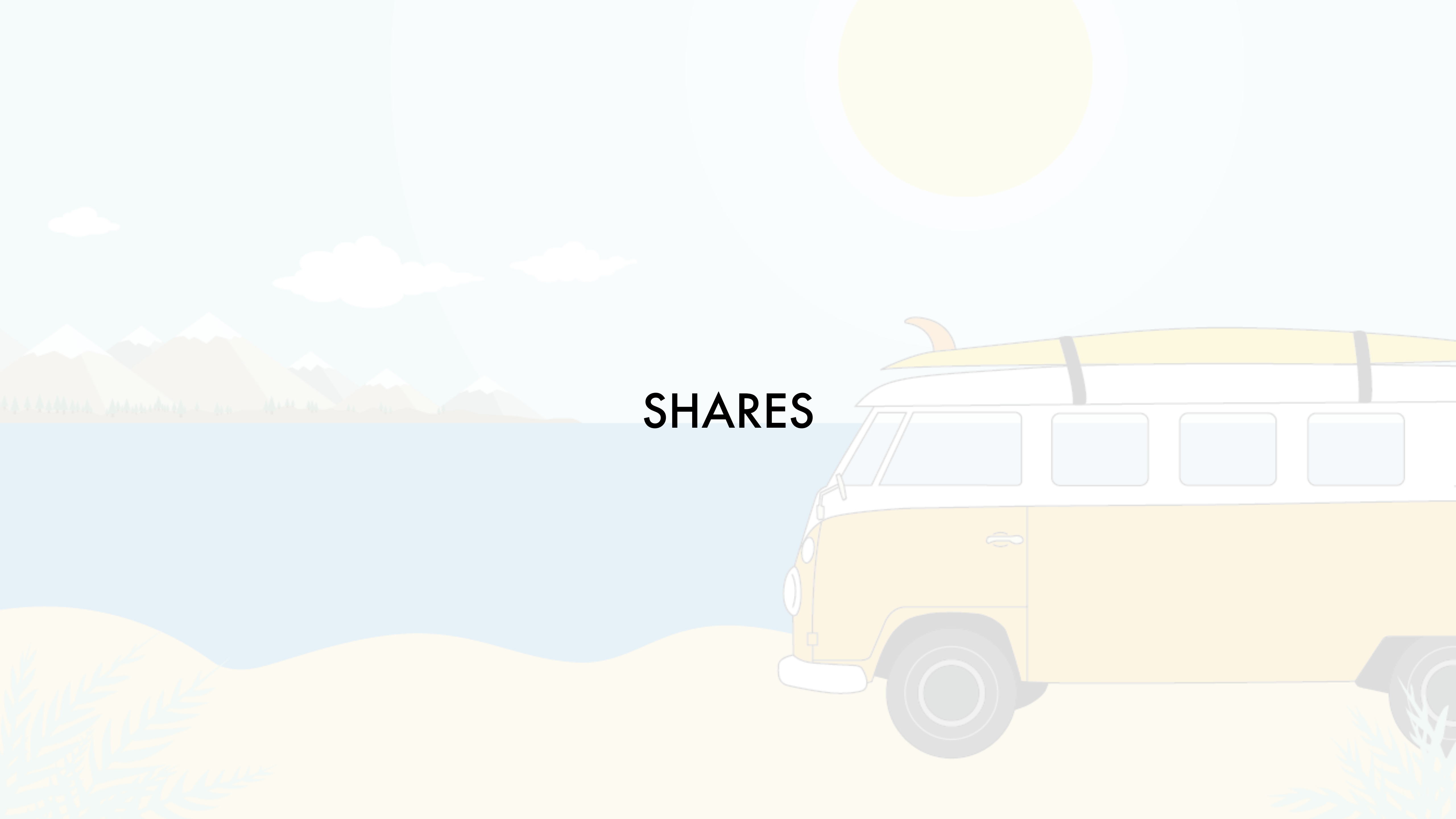
Source: musicomph.com/podcast-statistics



In groups of 4 (podcast producers) - come up with a topic for your podcast, a title and who the guests would be. Decide who you are targeting as your potential listeners.

Then come up with 1 opening question, you'd like to ask your guest to get the podcast started.

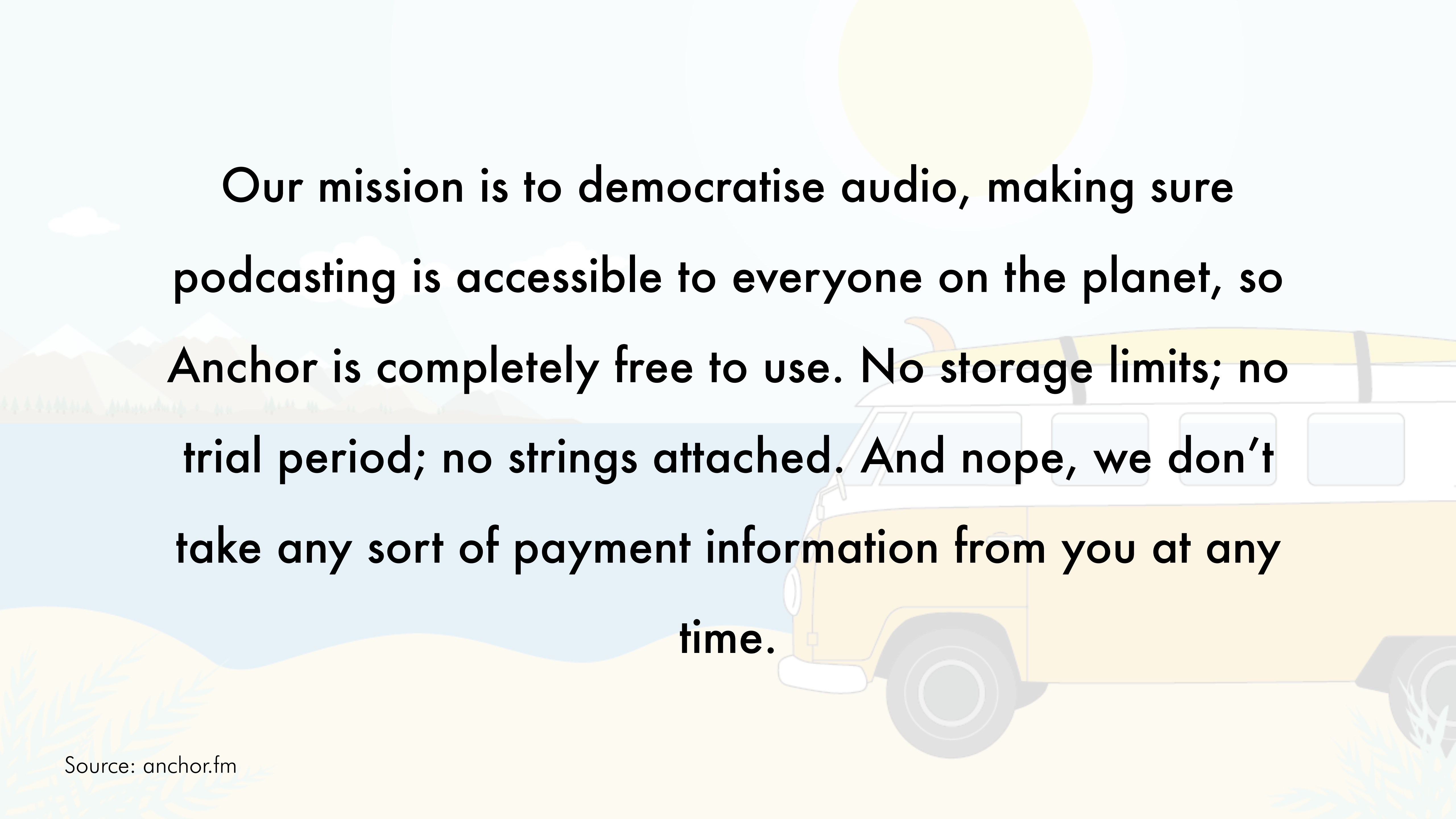
SHARES



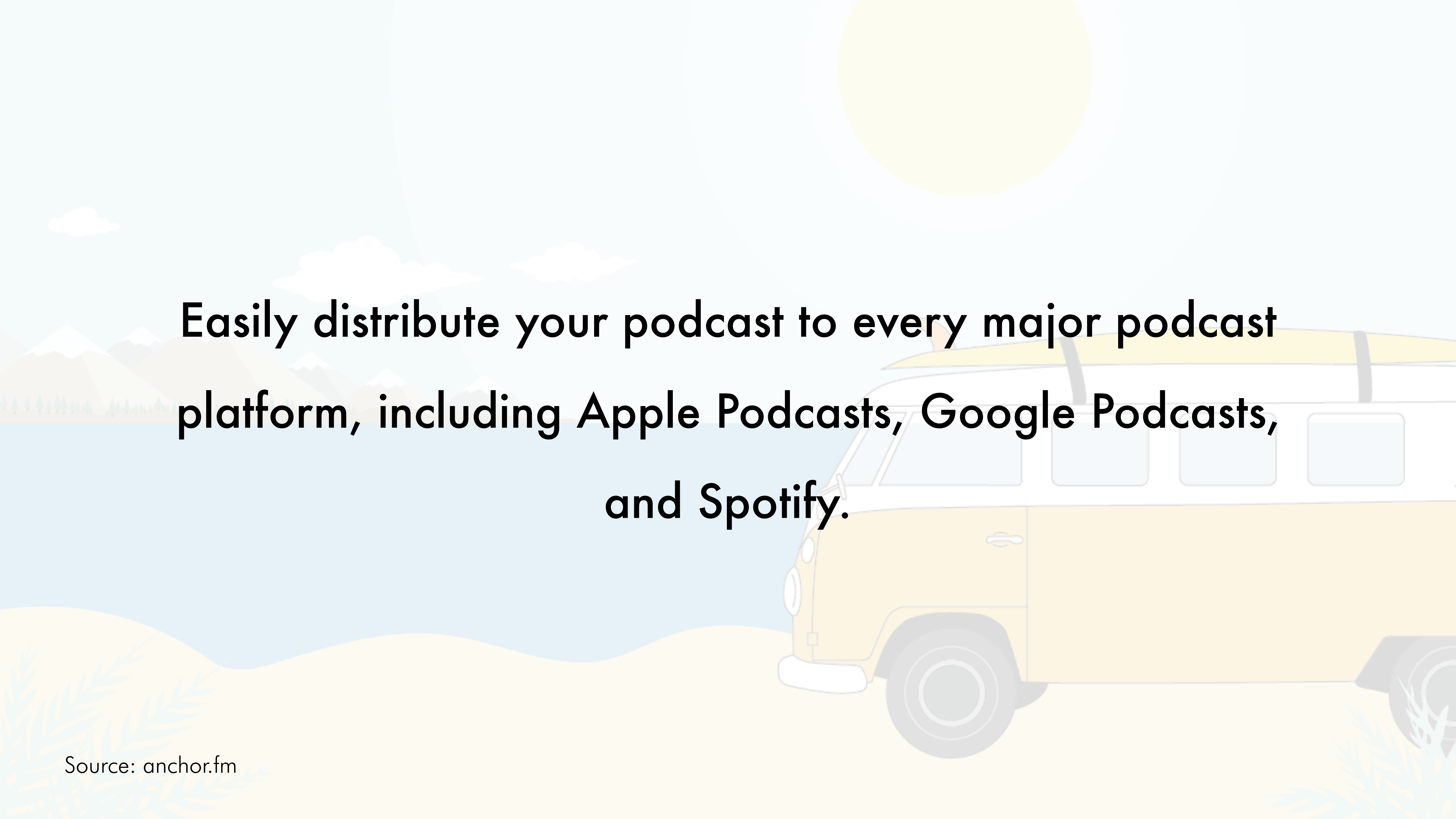


ANCHOR.FM


DOWNLOAD THE APP!



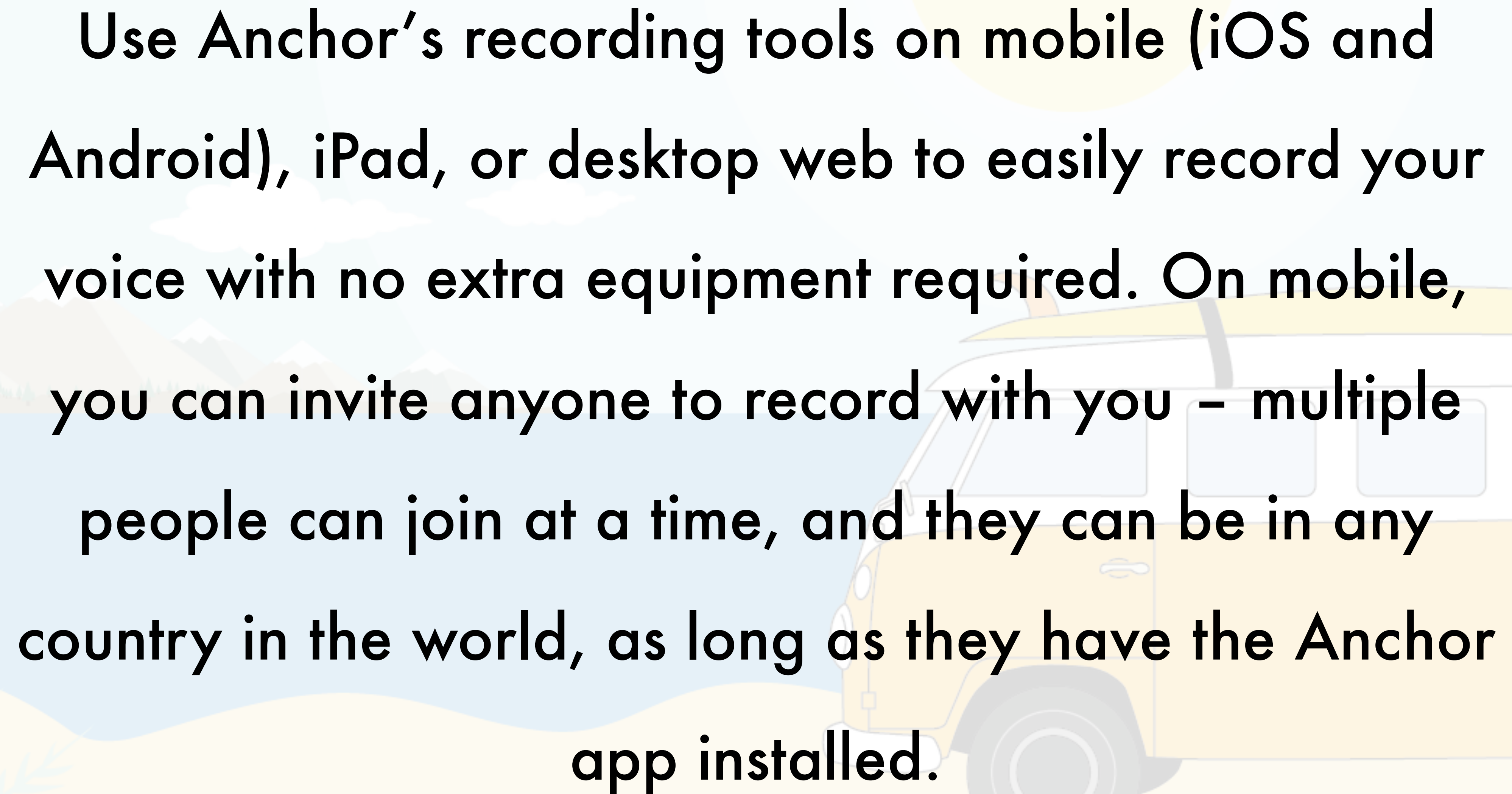
Our mission is to democratise audio, making sure podcasting is accessible to everyone on the planet, so Anchor is completely free to use. No storage limits; no trial period; no strings attached. And nope, we don't take any sort of payment information from you at any time.



Easily distribute your podcast to every major podcast platform, including Apple Podcasts, Google Podcasts, and Spotify.



Got a cohost, or a different guest every episode?
Anchor makes it easy to invite anyone to record with you – multiple people can join at a time, and they can be in any country in the world, as long as they have the Anchor app installed. (Yup, still 100% free.)



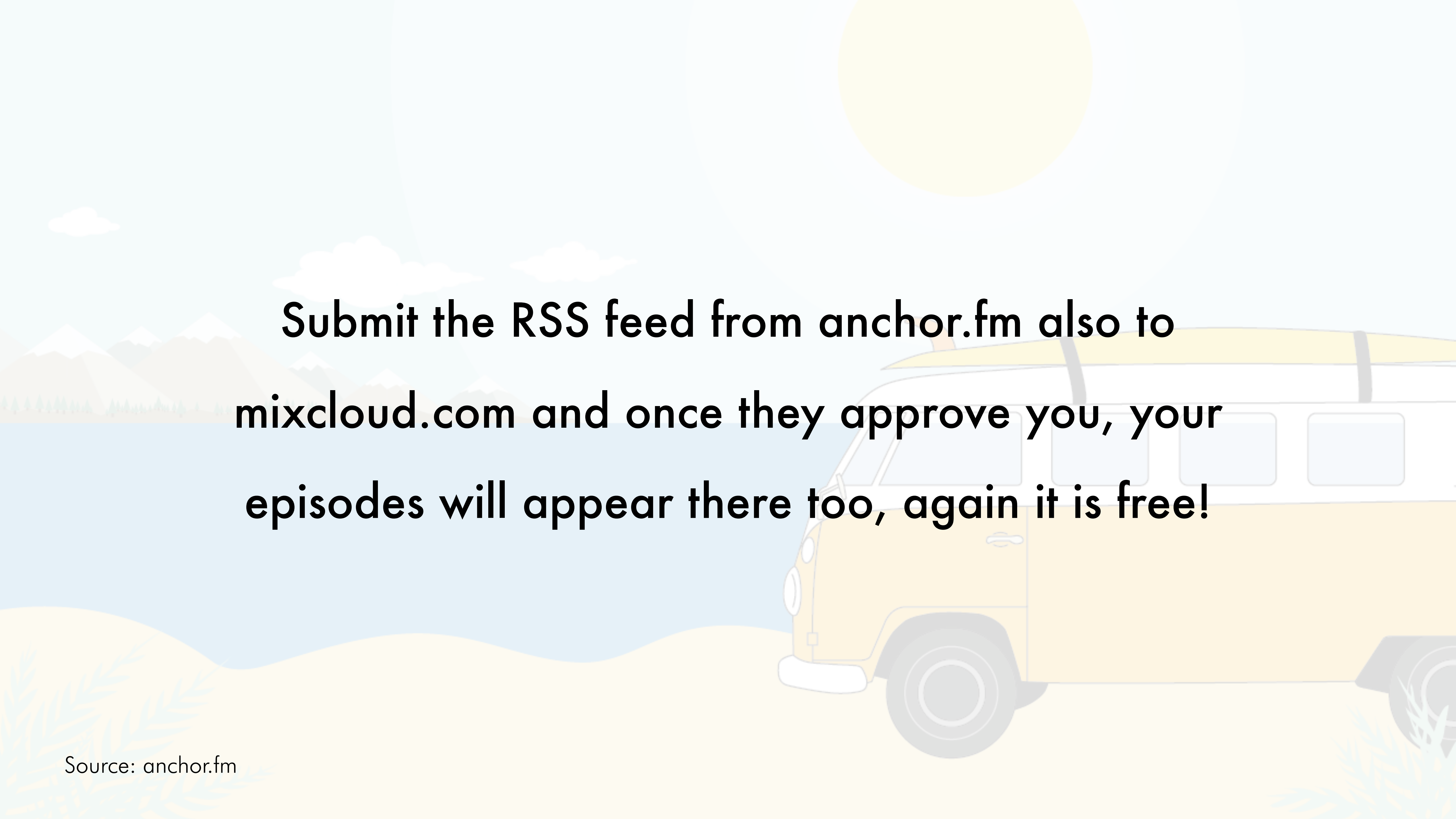
Use Anchor's recording tools on mobile (iOS and Android), iPad, or desktop web to easily record your voice with no extra equipment required. On mobile, you can invite anyone to record with you – multiple people can join at a time, and they can be in any country in the world, as long as they have the Anchor app installed.



Equipment for mobile devices:

**Lavalier Mic + extension lead + adapter to be able to
use two microphones and earphones (buds).**

**<http://amzn.eu/0MQDlr8> - £76 - for phones with an
ear jack - consider adapters or other mics for latest
Apple phones.**



Submit the RSS feed from anchor.fm also to mixcloud.com and once they approve you, your episodes will appear there too, again it is free!



stayingaliveuk.com/podcast



stayingaliveuk.com/story-of-a-speech

Story of a Speech
Podcast
Michael-Don Smith
Michael de Groot

Story of a Speech

By Michael de Groot

The 'Story of a Speech' Podcast, explores, educates and explains why every business person needs to master the skills of speaking and storytelling. The two Michaels will share insights, speaking tips and of course many stories.

stayingaliveuk.com

Listen on  Spotify

MORE PLACES TO LISTEN



ADDITIONAL STATS & INFO

Source: musicomph.com/podcast-statistics



Podcast listeners spend an average of 6 hours and 37 minutes listening to podcasts every week.


Share of time spent listening to audio sources:

33% podcasts, 25% FM/AM radio, 15% owned music, 14% streamed music/audio, 5% TV music channels, and 8% others.

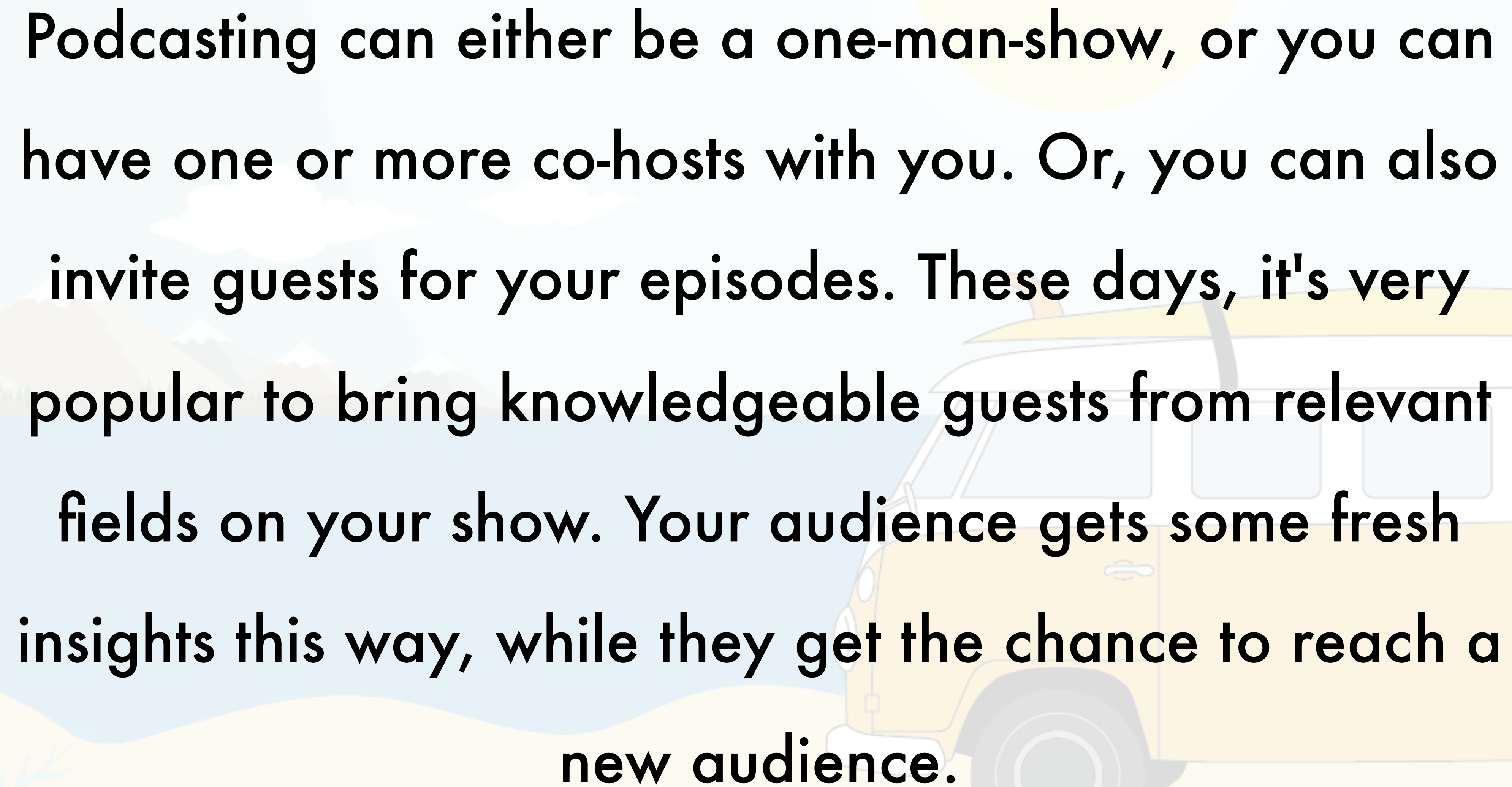


**There are currently more than two million podcasts
currently indexed on Google.**

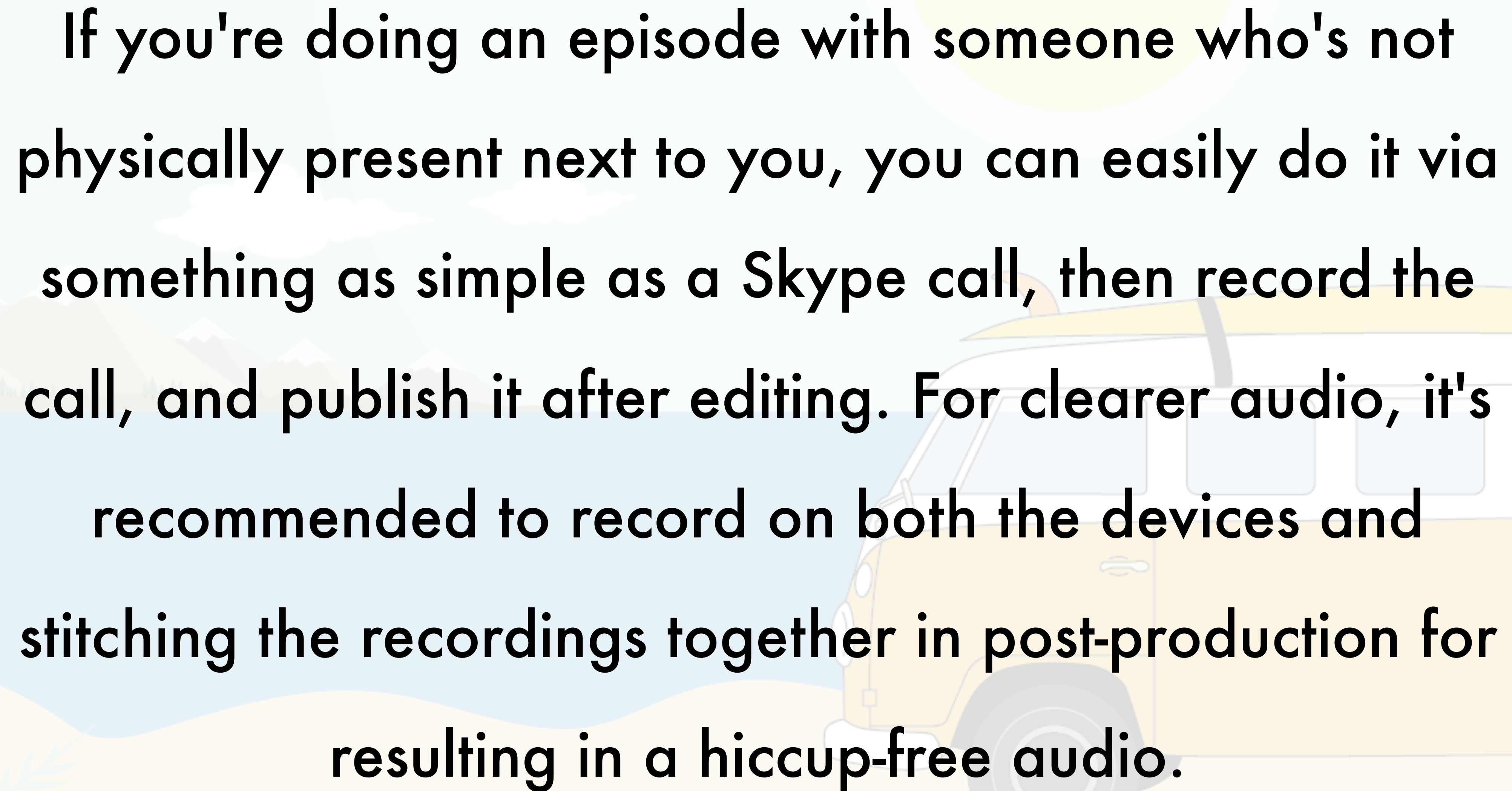
**When it comes to podcast listening platforms, 52%
people use Apple Podcasts, 19% Spotify, 4.6%
Stitcher, and 21% use other platforms.**



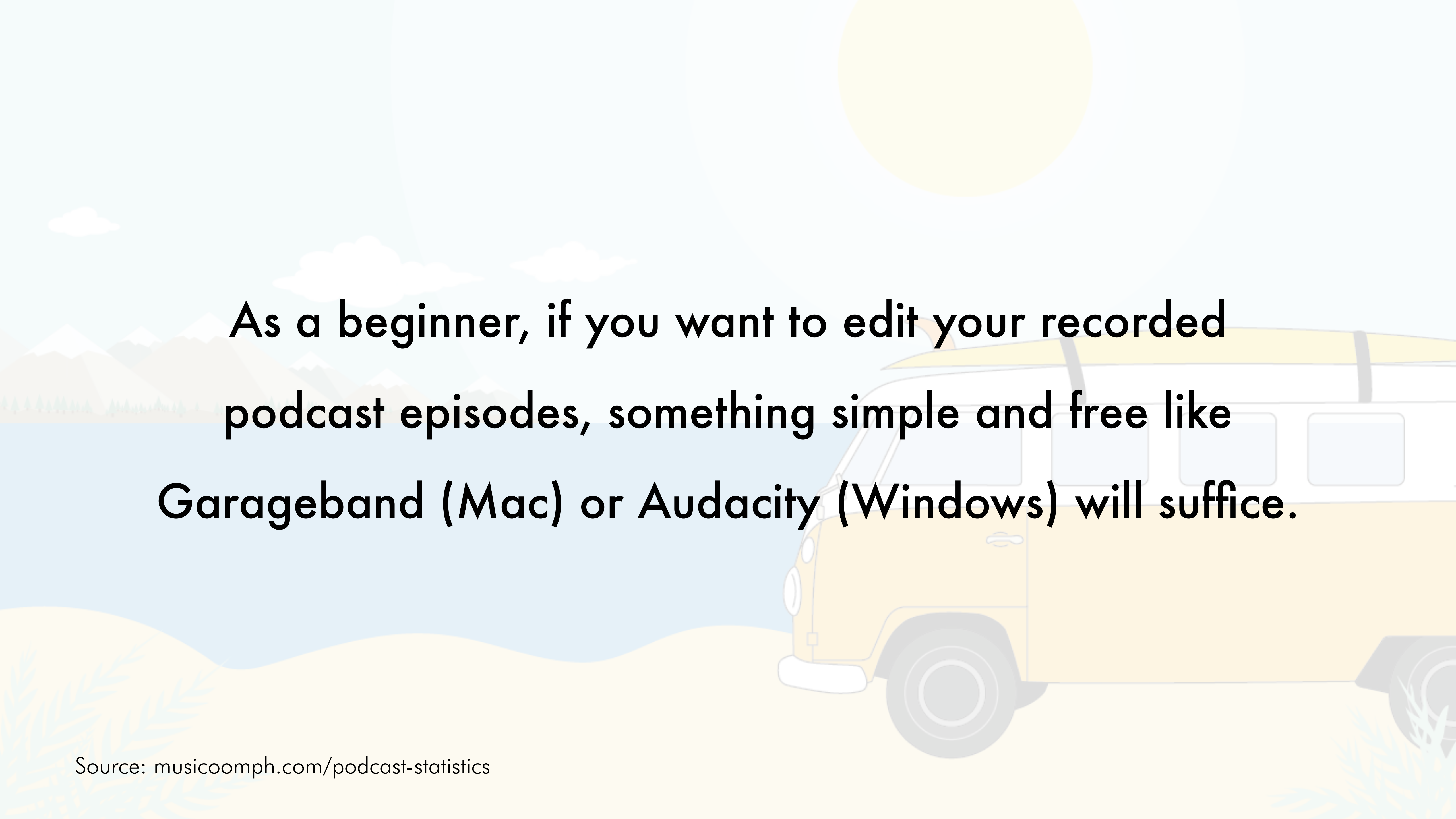
The fact that listening to podcasts mostly doesn't involve 'screen time' is very comforting to some people. It also helps people who have a difficulty in staring at a screen when they're moving in some sort of a transport vehicle.



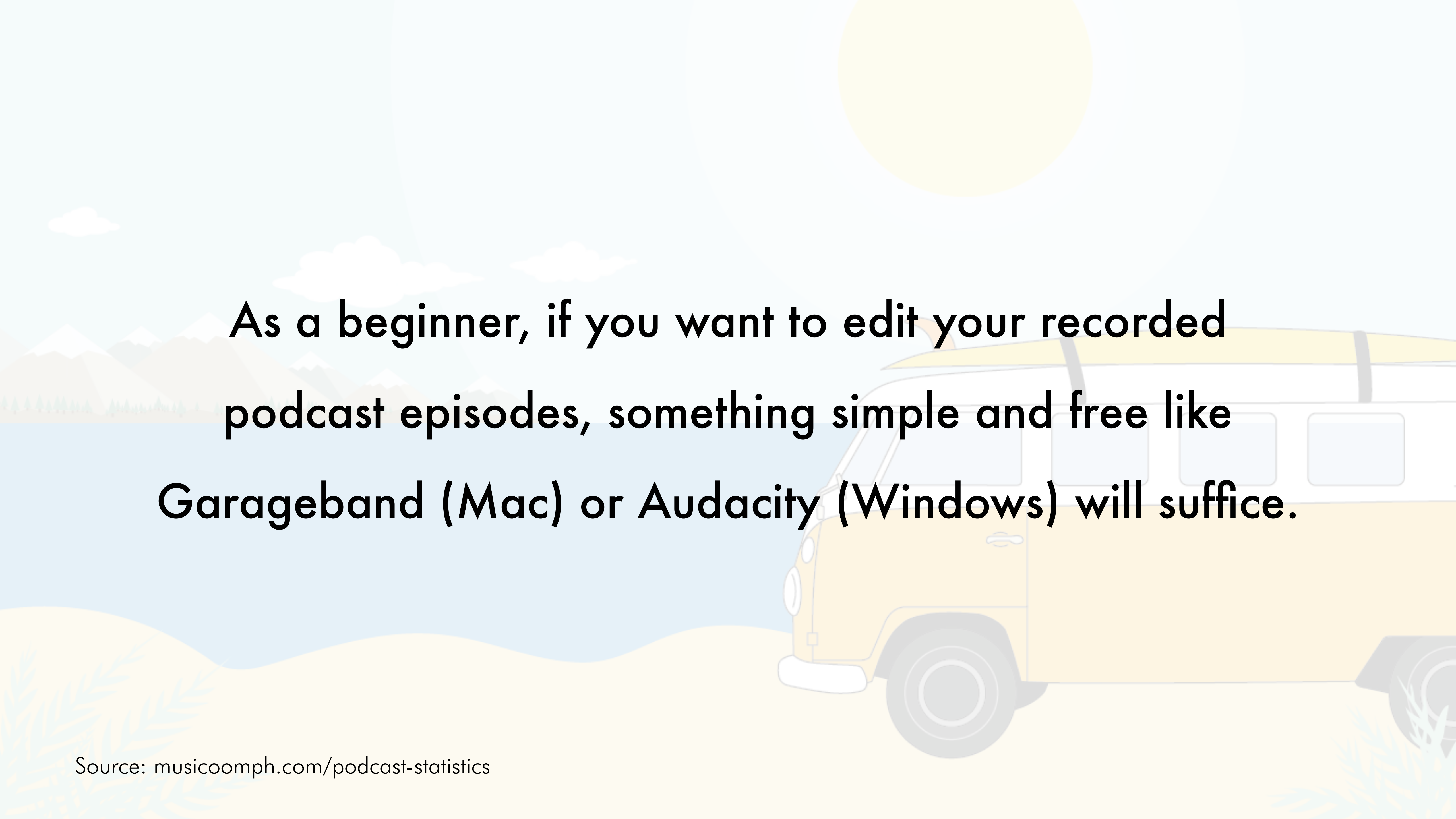
Podcasting can either be a one-man-show, or you can have one or more co-hosts with you. Or, you can also invite guests for your episodes. These days, it's very popular to bring knowledgeable guests from relevant fields on your show. Your audience gets some fresh insights this way, while they get the chance to reach a new audience.



If you're doing an episode with someone who's not physically present next to you, you can easily do it via something as simple as a Skype call, then record the call, and publish it after editing. For clearer audio, it's recommended to record on both the devices and stitching the recordings together in post-production for resulting in a hiccup-free audio.

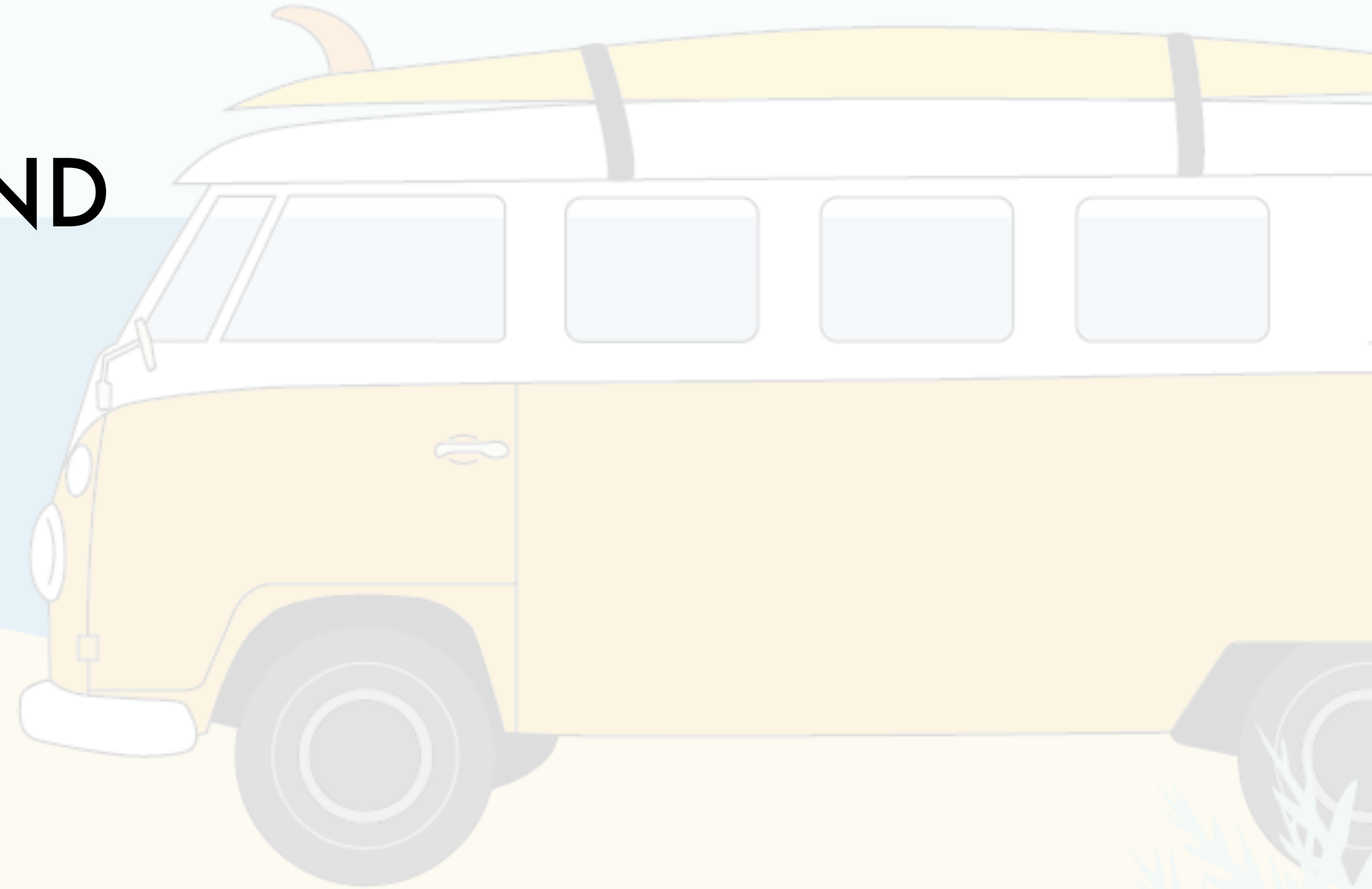



As a beginner, if you want to edit your recorded podcast episodes, something simple and free like Garageband (Mac) or Audacity (Windows) will suffice.



As a beginner, if you want to edit your recorded podcast episodes, something simple and free like Garageband (Mac) or Audacity (Windows) will suffice.

THE END





We're a creative bunch at Staying Alive UK.

We've been in digital for 1½ decades, so have knowledge of most of it and the key areas of expertise that we promote are Whiteboard Animations, Storytelling Workshops and of course Podcasting!

Michael de Groot

-

@stayingaliveuk
michael@stayingaliveuk.com
www.stayingaliveuk.com

07866 471596

