

Podcast Forum 2024

Agenda

THURSDAY 29 AUGUST

12:00 **REGISTRATION AND LIGHT LUNCH**

12:30 **OPENING**

Official welcome

Edita Kudláčová, Head of Radio, EBU
Ulrike Demmer, CEO, rbb

Eoghan O'Sullivan, Event Moderator, EBU

12:50 **KEYNOTE: TRANSFORMATION OF AUDIO PRODUCTION AT BBC**

Audio on-demand is becoming increasingly important for public service radio outlets, especially with respect to younger audiences. At the same time, it's getting harder to launch new shows in the already heavily crowded podcast market. Over the last 12 months, BBC has restructured internal audio production, both workflows and commissioning, in order to face these challenges on the commercial market. What has been the reasoning behind this, and where does BBC see the greatest potential for PSM audio production on the market today? What has been the approach to retaining talent and attracting new talent during the restructuring while also developing formats for audiences beyond traditional PSM listeners? How does all of this contribute to the priority of growing the BBC Sounds platform with new attractive content?

Katie Pollard, Project Director, Audio Supply, BBC

13:30 **CONTRASTING PERSPECTIVES ON THE CLIMATE CRISIS**

PSM have a responsibility to cover the climate crisis, but how far does that responsibility go? And what kinds of impact should we seek to have? We will discuss two podcasts that approach the topic from very different perspectives: one seeks to inspire listeners to take purposeful action in their daily lives, while

the other – which won a prestigious prize for science communication in Sweden – takes an approach that examines scientific, philosophical and social contexts.

Living Planet – Samantha Baker, Journalist, Deutsche Welle

Dystopia – Viktor Hariz, Producer, Swedish Radio

14:00 **RETAINING INTIMACY IN PODCAST**

While interview formats can do a great job of conveying personal and intense stories, arguably podcasts that allow the protagonist to tell their own story in the first person are the most intimate and impactful, even if not always easy to listen to. *Addictions & Addicts* gives voice to people working hard to get their lives back on track and free from addiction. *Crazy* takes you inside the heads of people living with mental illness. Allowing these groups, often stigmatized by society, to tell their own stories may generate more empathy and understanding among listeners.

Addiction and Addicts – Hagen Decker and John Cook, Hosts; Aditya Sharma, Audio Distribution, rbb

Crazy – Adrien Zerbini, Author, RTS

14:30 **FROM COMPANIONSHIP TO COPING STRATEGIES: PODCASTS FOR KIDS**

The intimate nature of podcasts means that one of their ‘superpowers’ is the ability to provide tools and strategies for dealing with complicated situations in a friendly and informal way. For children, who are often exposed to just as many stressful situations as adults but without the appropriate tools to handle them, podcasts have the potential to offer valuable support. What are the creative ways PSM can support children as they experience the world? Can we effectively provide an audio companion for their difficult moments, or even just for when there is too much distraction and one simply needs to fall asleep peacefully?

Good Night – Sandrine Pauwels, Audio Project Manager & Change Manager, RTBF

15:00 **COFFEE BREAK**

15:30 **THE LATEST EBU RESEARCH ON PODCAST LISTENING**

How do genres actually perform? Based on the relevant media research findings, we will uncover which podcast genres truly resonate with listeners in Europe, compare the balance between supply and real demand to understand what genres are over- or under-consumed but also over- or under-produced.

What are the distinctions between podcast and radio genres, and even more interestingly, what is the appropriate length per genre, the longer the more chances for gaining bigger audience, or quite the contrary? What is the true potential of Public Service Media in having an impact on both the offer as well as the consumption of podcast genres on the European market?

Matthieu Rawolle, Senior Media Analyst, Media Intelligence Service, EBU

15:45 **MENTAL HEALTH AND YOUNG PEOPLE: AN OPPORTUNITY FOR PSM PODCASTING?**

Mental health is among the areas of highest concern for society today, and especially among teenagers and young adults. These are also groups who are listening to podcasts in ever increasing numbers. Taken together, these two facts point to an opportunity for PSM: to serve young audiences with content that can accompany them towards lives that are happier, more fulfilling, and richer. This session will explore ways of making successful PSM podcasts that tackle mental health issues and wellbeing and stand out among the countless independent and commercial formats that tackle these topics.

Balance – Barbora Šichanová, Editor-in-Chief of Radio Wave, Czech Radio
Bless the Mess – Catherine Lekime, Head of Podcast; Liesbeth Verhulst, Podcast Producer, VRT

16:15 **BEYOND LISTENING: PODCASTS THAT BUILD THEIR OWN COMMUNITY**

Having a passionate, loyal and interactive following is the dream of every podcast producer and host. Achieving that is far from easy. Clearly it starts with a relatable topic, produced in an entertaining way, and being ‘somehow’ unique among the myriad of competing podcasts. Here we learn about two formats – one about books and the love of reading, the other about parenting and all the joys and sorrows of raising a new generation – that have seemingly mastered the challenge of creating a real community. Both have a genuine connection with their audience, who effectively co-create the podcast.

eat.READ.sleep – Katharina Mahrenholtz, Producer and Host, NDR
(Almost) Everything about the Family – Terhi Vuorinen, Kaisa Kirves, Producers, Yleisradio

16:45 **A PODCAST DAILY SHOW: THE FALL OF LAPINVILLE**

The Fall of Lapinville is a fiction podcast, a daily soap opera that has built a loyal audience who keep coming back for more. The team at ARTE has achieved this in a space where high production costs (relatively speaking) and slow audience growth are typical challenges. It’s a strategy that hasn’t been taken up by many other PSM organizations. What does it take to produce a

daily soap opera in podcast and how do you keep it fun and entertaining? What are the potential pitfalls?

Perrine Kervran, Producer, ARTE

17:15 **COFFEE BREAK**

17:30 **COMPETE, COLLABORATE OR COMPROMISE? PSM PODCAST STRATEGIES FOR THIRD-PARTY PLATFORMS**

As the dominance of Spotify, Apple and other third-party platforms grows in many markets, PSM organizations are faced with the challenge of how best to coexist with these powerful forces. Some choose to compete aggressively, minimizing and controlling carefully the content they make available; others find that it makes more sense to enter into active collaborations on production and distribution. And there are many points in between.

Attendees will have an opportunity to share the situation in their market and the reasons behind their approach to these platforms that cannot be ignored. Gather your thoughts and your data... and prepare to share!

18:15 **END OF THE FIRST DAY**

FRIDAY 30 AUGUST

08:30 **WELCOME COFFEE**

09:00 **OPEN SPACE: PSM PODCAST PRIORITIES FOR THE COMING YEARS**

An opportunity to discuss any topic that is important for you, from content to platforms, production to distribution, collaboration, co-productions, training and more.

We will use rbb's Studio 14 as a 'Conversation Café', based on topics proposed by attendees. Small groups will have a chance to discuss challenges of common interest, with an agenda that we will build together. We will gather topics on Thursday afternoon and will finalize the agenda, with two rounds of parallel discussions, on Friday morning.

12:15 **LIGHT LUNCH AND END OF THE PODCAST FORUM**

