

PODCAST AWAY

A Content Analysis of
the Most Popular and
Successful Podcasts

STEP ONE: FINDING THE MOST POPULAR AND SUCCESSFUL PODCASTS

APPROACHES:

Temporal

Most popular podcasts of
2019 and 2020



Geographical

Most popular podcasts from
every region

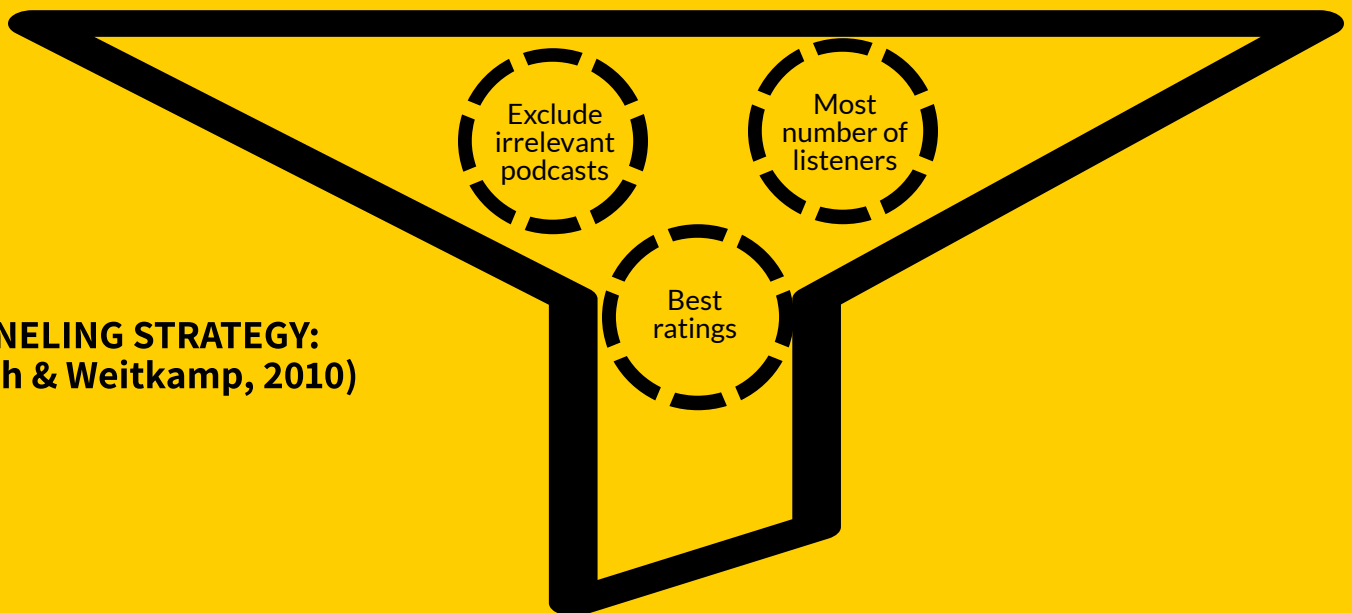


Platform

Most popular podcasts
on top podcast platforms



FUNNELING STRATEGY: (Birch & Weitkamp, 2010)



Most Popular and Successful Podcasts

STEP TWO: CONTENT ANALYSIS OF THE MOST POPULAR AND SUCCESSFUL PODCASTS

PODCRED FRAMEWORK ANALYSIS FOUR CATEGORIES:



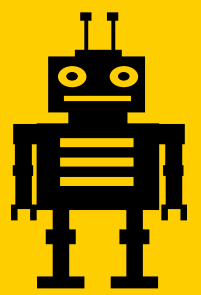
Podcast Content



Podcaster

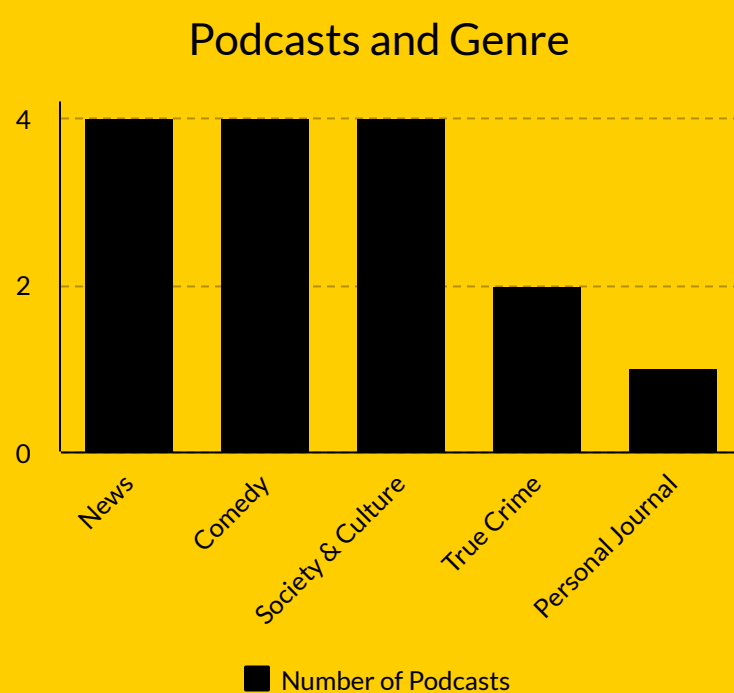


Podcast Context



Technical Execution

STEP THREE: CATEGORISATION OF THE MOST POPULAR PODCASTS INTO GENRE



STEP FOUR: ANATOMY OF MOST POPULAR PODCASTS AFTER CONTENT ANALYSIS



RECOMMENDATIONS