



# **BBC Sounds** **Commissioning**

Making the most of the  
on-demand opportunity

# On-demand is a big part of younger audiences' listening time

## On-demand music

**x3.7**

15-34yr olds are 3.7 times more likely to use on-demand music services vs 35ys+

## Podcasts

**x1.8**

15-34yr olds are 1.8 times more likely to use podcasts vs 35ys+

Source: Midas

# Podcasting is increasingly important

**5.2m**

Listen to podcasts  
every week

**45%**

% of podcasts  
listeners 15-34yrs.

**23%**

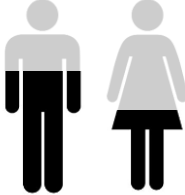

Podcast share of  
hours amongst 15-  
34yrs podcast  
listeners

Source: 1) RAJAR, 2& 3) Midas

# 5.2m

## Weekly podcast listeners in the UK

### 1.1m listen every day

<p>49% aged</p> <p><b>&lt;35</b></p> <p>vs 30% for radio</p>	<p>15%</p> <p><b>BAME</b></p> <p>vs 11% for radio</p>	<p>62% male</p>  <p>vs 49% for radio</p>	<p>65% of listening</p>  <p>is on a mobile phone</p>
<p><b>5.2</b></p> <p>Average # of podcast genres listened to</p>	<p><b>3.4</b></p> <p>Average # of podcast providers listened to</p>	<p><b>6.7h</b></p> <p>Average time spent listening to podcasts each week</p>	<p><b>59%</b></p> <p>Look for new podcasts each week</p>

# On-demand is changing expectations

**Expectation  
of choice &  
control**

**Endless  
options =  
lower  
patience**

**Targeted,  
relevant &  
'for me'**

# Young audiences are looking for podcasts that capture their imagination and are well structured

**Content**

Absorbing + engrossing

**Format**

Clear intro  
Fast paced with different segments

**Style/ tone**

Lively, fresh, funny

**Presenter**

Passionate, authentic, natural  
Warm + friendly voice  
Chemistry between presenters

Source: 1) RAJAR, 2& 3) Midas

# What makes a good podcast?

## Informal



Spontaneous  
Conversational  
Less scripted

## Personal



One-to-one  
Real life  
Intimate

## Community of creators



Passion projects  
Sense of community  
Cross promotion

## Effortless stimulation



Fun & informative  
Serendipity  
Storytelling

## Piquing curiosity



Intriguing titles  
Impactful imagery

## Be Experimental

Embrace the unique nature of podcasts by breaking away from radio formats and try ideas that do not fit on the main BBC radio brands.

## Be Inclusive

Audiences want to learn with the presenters. Assume no prior knowledge.

## Be For All Moods

The audience is not always in high attention mode, and podcasts should be there for them as they wind down as well. Younger audiences are often looking for light-hearted content.

Source: Midas



# The Opportunities



# Audience fundamentals:

- 1. Fits the medium**
- 2. Cuts through the clutter**
- 3. Answers the audience need**

# Youth media needs

**SOCIAL  
CONNECTION**

**ABILITY**

**MOOD  
MANAGEMENT**

**INDEPENDENCE**

# Four Opportunities

**1.** FUNNY, QUIRKY  
OR ODD

**2.** DRAMATIC  
STORYTELLING

**3.** DISCOVERING &  
EXPLAINING

**4.** SUB CULTURES  
& POP CULTURE