BBC Radio: Podcasts for Youth Audiences
This pack aims to act as useful stimulus. The insights are derived from BBC research and underpin some important elements which will be taken into consideration during this commissioning process to deliver a set of podcasts focused on youth audiences (15-29).

As podcasts are primarily a digital offer they tend to have very specific characteristics which enable them to be enjoyed outside of a linear radio schedule.

We hope you find this useful.
Meeting Emotional Needs

The attributes of podcasting make it adept at tapping into specific emotional needs of young audiences. These important emotional needs are not always mutually exclusive. In fact some of the most well loved podcasts do a few of these things simultaneously.

- Make me laugh
- Stimulate my mind
- Deepen my passion
- Getting lost in a story

Consider what the approach is doing for the listener....
Mixing approaches to meet emotional needs can tap into something deeper

**Effortless stimulation**

- Make me laugh
- Stimulate my mind
- Deepen my passion
- Getting lost in a story

**Fun & informative**

Serendipity

Storytelling
Mixing approaches to meet emotional needs can open listeners up to new worlds or immerse them in something deeper

Community of creators

Make me laugh
Stimulate my mind
Deepen my passion
Getting lost in a story

Passion projects
Sense of community
Cross promotion
Treatment and Tone

Strong podcasts often carry some key audio qualities which give the listener a distinctive and enjoyable listening experience.

So what makes these Podcasts stand out to young audiences?

• Informal tonal qualities which include spontaneity, unpredictability, irreverence, a sense of edginess and a frank or unguarded approach to conversational topics.

• They feel personal – whether building a good one-to-one relationship with the listener, creating a collective sense of camaraderie or immersing them in a new world.

How will the treatment of the podcast engage the audience?
Informal

Spontaneous

Conversational

Less scripted
Personal

One-to-one

Real life

Intimate
Formats that resonate with young audiences

The next few slides highlights some formats that are resonating with young audiences.

Some of these are fairly established podcast formats, while some are more recent podcast format types, others are examples which tend to exist as a visual offer but could work as audio formats.
Interview based conversations

These formats feel like a two way conversation rather than one-way interviewing
Reinvented panel show formats (with or without an audience)

These can focus on anything from discovery or facts through to what’s happening in current affairs or ents news. Laughing about the world (satire or pop culture) or sketch/short, snackable comedy works well.
Reinvented discussion formats (with or without an audience)

These draw out strong points of view and personal stories in a loose, discursive manner. The topics covered here range from personal passions of our audience such as music, sport, film etc. through to lifestyle topics and the daily life.
Quirky or inventive presenter led formats

These are focused on interests or personality of the presenter, they often take a different angle and get closer to the personalities featured.
Scripted formats for youth

These are usually relatable comedy based around young people or issues that interest them

![People Just Do Nothing](image1)

![This Country](image2)
Packaging it up

Don’t judge a book by its cover is sound advice, however covers can strongly influence perception. The importance of a clear identity and purpose is crucial – especially as Podcasts are primarily a digital offer.

A few final things to think about are:

• What hooks could be added to draw the target audience in?

• How could the podcast be presented to the audience?

• How could this translate via social activity?

How could this podcast tempt audiences to listen?
Piquing curiosity

Intriguing titles
Impactful imagery