

SME

Why podcasts are important for publishers

and how you can create them on a small budget

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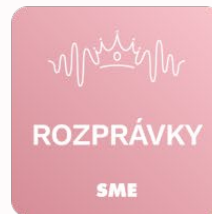
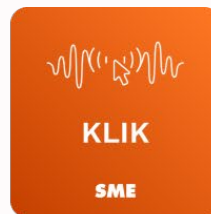
Who Are We? SME.sk Podcasts!

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- SME.sk's first podcast was published in 2017 as a daily news podcast
- Today - more than 20 podcasts in our portfolio
- 2 million downloads per month (2021)
- 3.7 million downloads for February 2022
- Our listeners: 56% men, 43% women, 1% other
- 42% of our listeners are between the ages of 25 - 34
- 72% of our listeners tune into podcasts daily
- Most popular app for listening to podcasts is Spotify (47%)

Podcast Portfolio SME.sk

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How Did We Start?

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- Daily news podcast Dobré ráno launched in October 2017
- 4 hosts, reporters as guests, 1 editor, recording equipment from TV studio
- Weekly podcast Klik about tech news launched in February 2018
- Science podcast Zoom launched in September 2018 as daily podcast, later transformed into weekly podcast
- Weekly history podcast Dejiny launched in October 2018



- Spreads your content to more people - enlarges your audience
- Builds a community
- Drives more traffic to your website
- Makes your media more visible
- Gains more paid subscribers
- Attracts more advertisers, brings in more income

Low Budget? You Can Still Create a Podcast!

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- What is needed: passion, willingness and good microphone
- Free recording and editing software (Audacity, GarageBand)
- Free podcast hosting services/providers (Anchor, Castbox)
- Form: Interview or news monologue
- Use your colleagues as hosts and as guests



How To Upgrade Your Podcast?

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- Shoot a video while recording a podcast
- Transcribe the podcast into the article
- Promote on social media
- Partner with a radio station
- Make a newsletter



Thank you very much

Do you have any questions?

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