



Podcastory[®]



Smartphones, new advanced hi-fi systems for cars, smart speakers for home use, the development of platforms such as Spotify, Apple Podcast, Google Podcast, Spreaker, TuneIn, the growing habit of users to enjoy on-demand content, is the opportunity for voice and listening to play a fundamental role in the new digital communication.

Digital Audio is reality.

Podcasts, too.

PREMISE



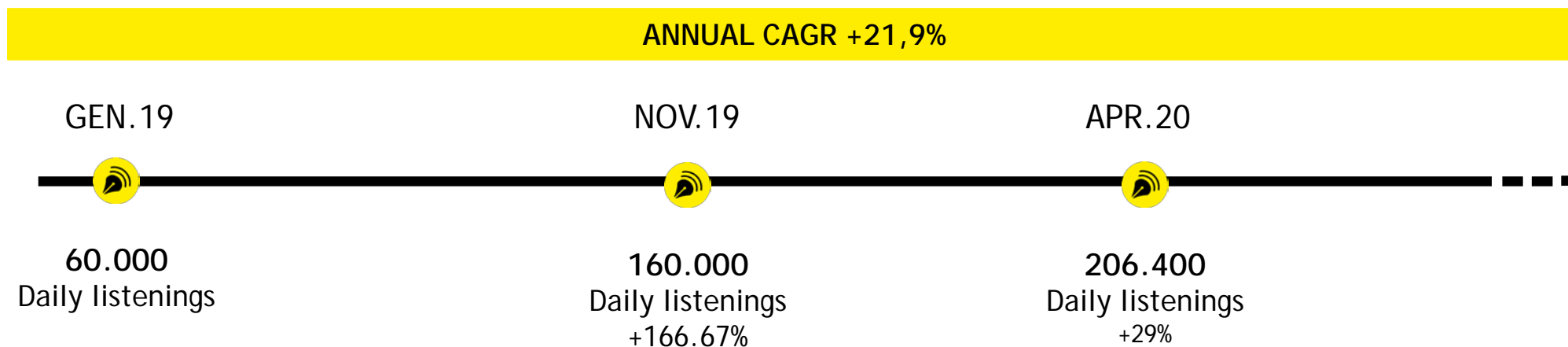
PODCAST LISTENERS GLOBALLY

2018	2019	2020	CAGR
10.3M	12.1M	13.9M	+15%



60,000 were the daily podcast listeners at the beginning of 2019 and in less than a year they increased to 160,000. In addition, an increase of 29% was recorded in the first months of 2020.

The first audience is made up of young people between 25 and 34 years old. The second target audience is made up of adults over 60.



ITALIAN LANDSCAPE

Voxnest (2019)

Voxnest (2020)

Entertainment & Media Outlook in Italy (2020)



THE HABITUAL LISTENER: the kind of person who loves podcasts and uses them regularly, with an average of up to multiple plays per week. These people represent a third of the population of respondents and can be called the prototype of the average listener.

THE SERIAL LISTENER: lives on podcasts, he cannot do without them, so much so that he listens to them at least once a day. These people typically use podcasts wherever they are: in company or alone, on the tram or at work, at home or in the gym. The podcast is their daily meal, and headphones are the accessory that they would take even on a desert island.

THE POTENTIAL LISTENER: the one who has not yet listened to podcasts because he/her doesn't know about this new communication medium

LISTENERS



89% of listeners prefers free content.

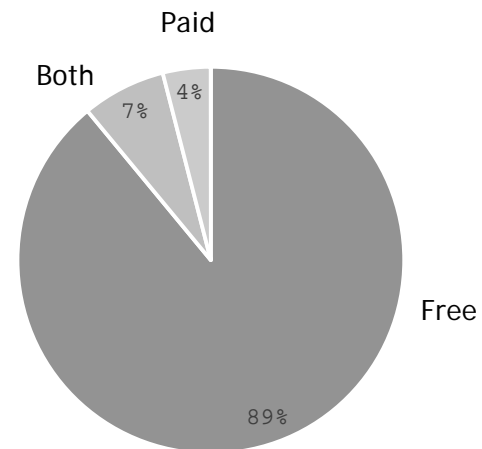
A relevant percentage listen to series (71%) and 28% of individuals choose podcasts depending on the voice, statistics that increases to 30% when considering the under 35.

Serial listeners represent 64% of the population, and only 6% do not listen to podcasts.

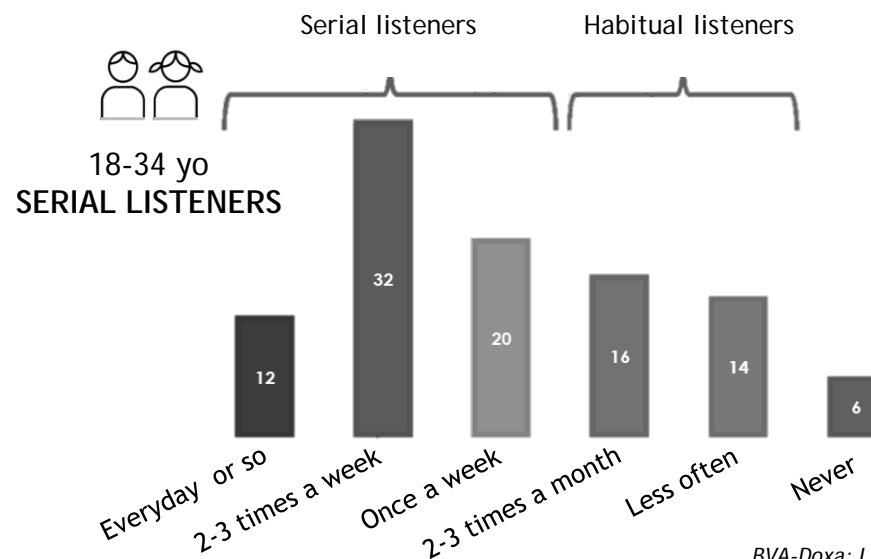
62% of listeners have shared a podcast on social media and 41% prefers original contents (rises to 57% for the under 24).

LISTENERS

TYPE OF SERVICE CHOSEN (%)



LISTENING FREQUENCY IN 2019 (%)



BVA-Doxa: I Podcast in Italia (2020)
Nielsen Consumer Insights (2020)
IPSOS: Digital audio survey (2020)



ORIGINALS: original serial content that follows an emotional narrative plot

DOCUPODCAST: content that narrates real characters, facts and places

INFOPODCAST: informative content

TALENTPODCAST: content written and interpreted by characters recognized for their skills

PODCAST TYPOLOGIES



The podcast format has proven effective for businesses, in particular several interesting metrics have been reported:

- 89% higher awareness
- 57% higher brand consideration
- 24% higher brand preference
- 14% higher purchase intent
- 12% higher memory encoding than other forms of content
- 16% higher engagement

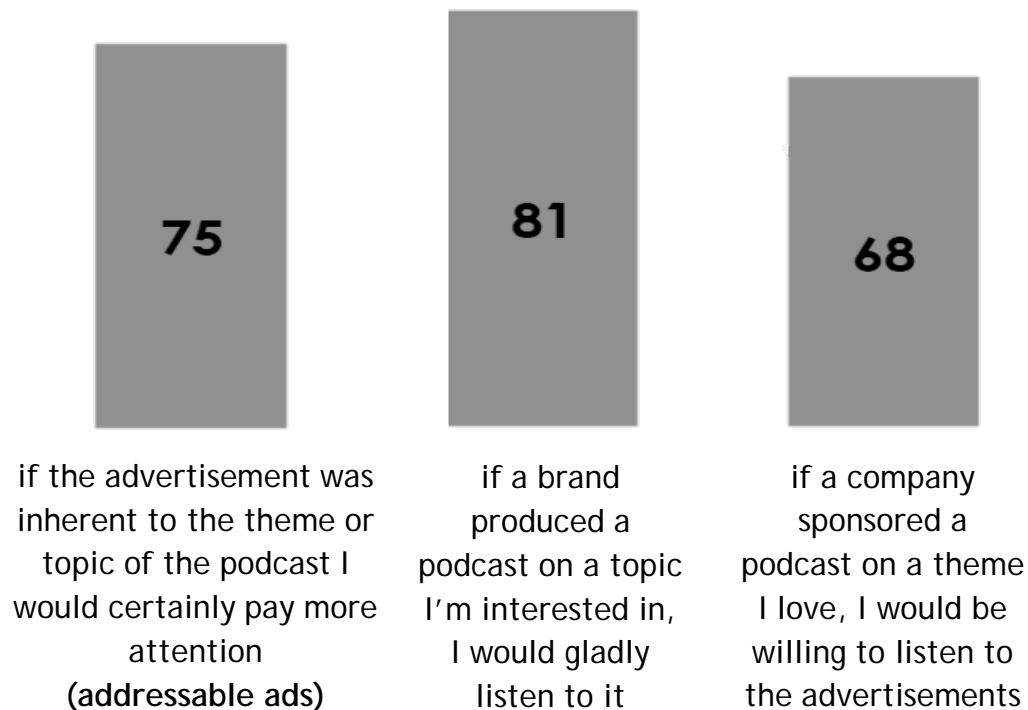
Furthermore, this format allows brands to reach ad avoiders consumers. Indeed, the emotional intensity (+ 40%) and the memory encoding (+ 22%) are higher for podcasts than for other media.

BRAND AND PODCAST



PODCAST ADS STATISTICS (%)

Positive evaluations



80% of listeners remember the presence of advertisements during podcasts and 49% of them either looked for more information(30%), talked about the brand/product (16%), and/or purchased the product sponsored (10%).

Furthermore, a very high percentage would gladly listen to podcasts produced or sponsored by companies if the topic were of interest to them, and branded content is often considered engaging, relevant and unobtrusive.

BRAND AND PODCAST



54% of listeners think that sponsored contents in podcasts increase the brand consideration, and audio ads are more than 2x as likely to lift purchase intent and information intent than display ads.

GEN Z AND MILLENNIALS

59% state that audio is the format that most humanizes technology and 67% believe that brands have the power to create communities based on common interests and passions.

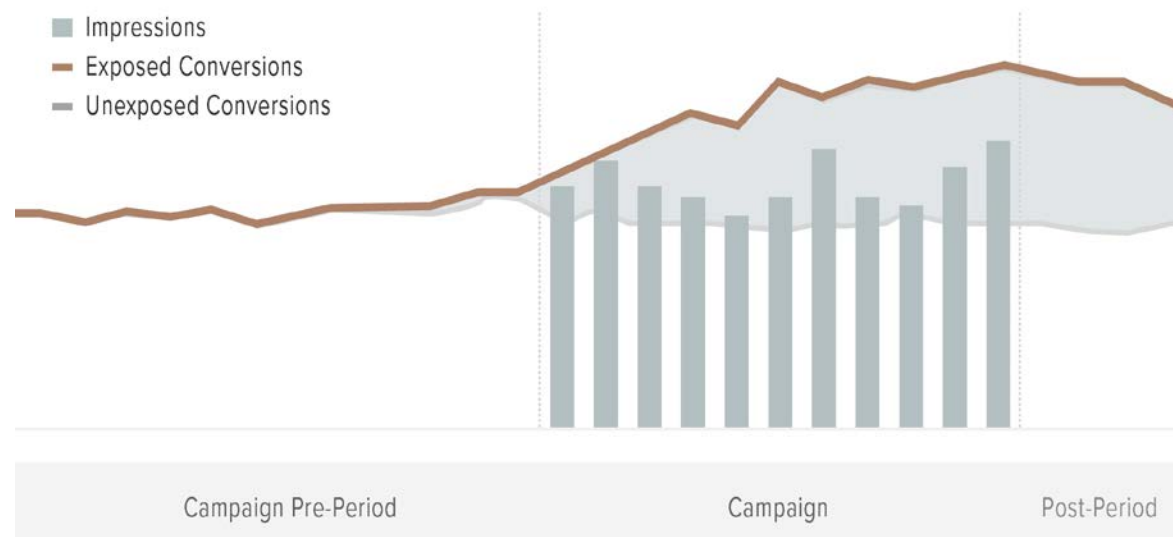
BRAND AND PODCAST



44% of serial listeners pay more attention to podcast ads with respect to ads seen through other media, and 37% states that podcast is the best medium to be reached by companies.

Podcasts generate up to 4.4x better brand recall than display ads on other digital media platforms.

PODCAST CAMPAIGN CONVERSIONS



BRAND AND PODCAST

PODCASTORY® IS THE
FIRST ITALIAN
PODCAST FACTORY.



We create high
experiential value
content for listeners.

Short.
Intense.
Emotional.

for

BRAND

branded podcast
corporate podcast

PUBLISHERS

originals podcast
audio transformation
special audio projects

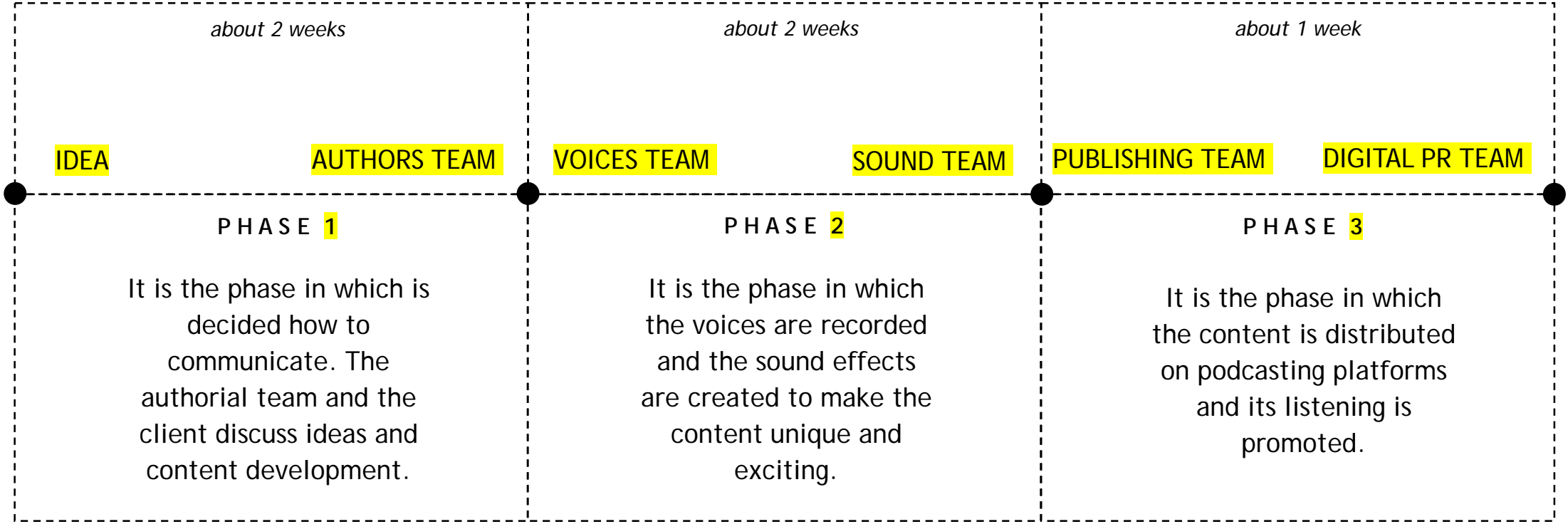
DISTRIBUTION (on platforms for)

originals podcast
talent podcast

WHAT WE DO



We offer our partners and customers all our know-how to conceive, produce, publish and distribute podcast content. We define ourselves as a 'factory' because we follow the development of the content from start to finish.



HOW WE DO IT



Now is the time to get to know each other.
In our way, with a podcast.

Press play



or copy and paste this link into your browser

<https://bit.ly/2xEFe3X>

COME MEET US

THE MENTIONS THAT
PODCASTORY HAS
RECEIVED IN THE MAIN
ONLINE NEWSPAPERS IN
THE SECTOR.



June

ENGAGE Arriva Podcastory, scrittori e aziende insieme per creare podcast letterari
<https://www.engage.it/aziende/nasce-podcastory/190129>

December

ENGAGE Radio Capital sceglie le Favole di Natale di Podcastory per la notte della Vigilia
<https://www.engage.it/media/radio-capital-sceglie-le-favole-natale-podcstory-la-notte-della-vigilia/212544>

ENGAGE Podcastory lancia le favole del natale a sostegno dell'ospedale Buzzi
<https://www.engage.it/media-industry/podcastory-favole-del-natale.aspx>

ANSA Le Favole del Natale di Podcastory regalano un sorriso
https://www.ansa.it/sito/notizie/cronaca/2019/12/17/le-favole-del-natale-di-podcastory-regalano-un-sorriso_39b8759a-0598-4650-b755-8232003b3a06.html

2019



February

PODCASTMANIA Podcastory i racconti di tutti i giorni
<https://podcastmania.xyz/podcastory-i-racconti-di-tutti-i-giorni/>

April

ENGAGE Davide Schioppa CEO di Podcastory, "podcast factory" per brand e aziende
<https://www.engage.it/agenzie/davide-schioppa-podcastory.aspx>

ANSA Arriva FUORIFASE, la nuova serie di Podcastory
https://www.ansa.it/sito/notizie/cultura/2020/04/28/arriva-fuorifase-la-nuova-serie-di-podcastory_021dd006-d1a7-42cb-8657-be2eff6f34e0.html

ENGAGE Podcastory presenta la nuova serie Fuorifase
<https://www.engage.it/media-industry/fuorifase-nuova-serie-podcastory.aspx>

May

DAILYONLINE Arriva Fuorifase, la nuova serie di Podcastory ideata da Alessandro Galli
https://www.dailyonline.it/risultati-ricerca?query=podcastory&search_paths%5B%5D=%2Fit

ENGAGE Podcastory punta sull'8D, per un'esperienza d'ascolto a 360 gradi
<https://www.engage.it/media/podcast-8d/228655>

YOUMARK Podcastory punta sull'8D, un'esperienza immersiva ad alto grado di memorabilità
<https://youmark.it/ym-interactive/podcastory-punta-sull8d-unesperienza-immersiva-ad-alto-grado-di-memorabilita/>

2020



June

ENGAGE Podcastory, nella squadra commerciale arrivano Davide Lacerenza e Nicole Blasi
<https://www.engage.it/agenzie/podcastory-davide-lacerenza-nicole-blasi/233589>

YOUMARK Podcastory completa la squadra di 'Ambassador' e presenta al mercato il suo modello commerciale
<https://youmark.it/ym-interactive/podcastory-completa-la-squadra-di-ambassador-e-presenta-al-mercato-il-suo-modello-commerciale/>

YOUMARK Podcastory lancia 'Scintilla', la podcast-serie dedicata alle aziende 'Prometeo'
<https://youmark.it/ym-interactive/podcastory-lancia-scintilla-la-podcast-serie-dedicata-alle-aziende-prometeo/>

YOUMARK Podcastory apre in Usa. Siglata una partnership strategica internazionale con l'americana Creative Pois-On, società di produzione contenuti
<https://youmark.it/ym-youmark/podcastory-apre-in-usa-sigla-una-partnership-strategica-internazionale-con-lamericana-creative-pois-on-societa-di-produzione-contenuti//>

July

ENGAGE Podcastory sigla una collaborazione strategica con creative pois-on e apre negli Stati Uniti
<https://www.engage.it/media-industry/podcastory-apre-in-usa.aspx>

YOUMARK Podcastory: no ai ristoranti pizzeria, facciamo una sola cosa, ma al top, avendo in casa tutta la filiera. Autori, voci, sound engineering e pubblicazione. Sperimentando, a partire dall'8D a servizio dei brand. Sbarchiamo anche a New York, perché non basta la lingua, serve la cultura. Su youmark, 'Non ditele che faccio il pubblicitario' serie per onorare la Pubblicità con la P
<https://youmark.it/ym-youmark/podcastory-no-ai-ristoranti-pizzeria-facciamo-una-sola-cosa-ma-al-top-avendo-in-casa-tutta-la-filiera-autori-voci-sound-engineering-e-pubblicazione-sperimentando-a-partire-dall8d-a-s/>

2020



August

ENGAGE Podcastory dà voce ai "top brand" della ristorazione
<https://www.engage.it/media-industry/podcastory-da-voce-ai-top-brand-della-ristorazione.aspx>

YOUMARK Podcastory e Appetite for Disruption insieme per Fast Casual, il podcast che racconta l'esperienza dei top del settore
<https://youmark.it/ym-youmark/podcastory-e-appetite-for-disruption-insieme-per-fast-casual-il-podcast-che-racconta-lesperienza-dei-top-del-settore/>

September

ENGAGE PODCASTORY PORTA I PODCAST SULLA SMEMOAPP
<https://www.engage.it/media-industry/podcastory-porta-i-podcast-sulla-smemoapp.aspx>

YOUMARK Podcastory partner di Smemoranda, i suoi podcast alla conquista della Generazione Z su SmemoApp
<https://youmark.it/ym-interactive/podcastory-partner-di-smemoranda-i-suoi-podcast-alla-conquista-della-generazione-z-su-smemoapp/>

ENGAGE Podcastory cresce: nasce Podcastory Venture, dedicato alla ricerca dei talenti del podcasting
<https://www.engage.it/media-industry/podcastory-cresce-nasce-podcastory-venture-dedicato-alla-ricerca-dei-talenti-del-podcasting.aspx>

YOUMARK Podcastory Venture cerca nuovi talenti del podcasting. Se pensate di avere il 'P-Factor' questo annuncio è per voi
<https://youmark.it/ym-interactive/podcastory-venture-cerca-nuovi-talenti-del-podcasting-se-pensate-di-avere-il-p-factor-questo-annuncio-e-per-voi/>

2020



October

ECONOMY Chi ha orecchie per intendere si ascolti un podcast

Chi ha orecchie per intendere si ascolti un podcast

Lo storytelling sussurrato direttamente all'orecchio del target funziona. Così diversi brand decidono di affidarsi a società specializzate in questo canale di comunicazione. Come Podcaststory con la sua tecnica dell'8D

di Davide Passoni



ENGAGE Podcaststory la voce che racconta storie di brand



ENGAGE Podcaststory lancia una serie originale per halloween e avvia una collaborazione con Stefano Fresi

<https://www.engage.it/media-industry/podcastory-lancia-una-serie-originale-per-halloween-e-avvia-una-collaborazione-con-stefano-fresi.aspx>

YOUMARK Davide Schioppa, Founder Podcaststory: "Il podcast è un supermedia con un potere unico: sussurra alle orecchie delle persone"

<https://youmark.it/ym-interactive/davide-schioppa-founder-podcastory-il-podcast-e-un-supermedia-con-un-potere-unico-sussurra-alle-orecchie-delle-persone/>

November

ENGAGE Roberto Parodi debutta nel mondo dei podcast con Podcaststory

<https://www.engage.it/media-industry/podcastory-roberto-parodi.aspx>

ENGAGE Podcaststory, ecco la serie di podcast in 8D dedicata alle donne vittime di violenza

<https://www.engage.it/media-industry/podcastory-serie-di-podcast-in-8d-dedicata-alle-donne-vittime-di-violenza.aspx>

2020



January

ENGAGE

Jeep lancia una serie di podcast dedicata ai luoghi più incantevoli d'Italia

<https://www.engage.it/brand-e-aziende/jeep-lancia-una-serie-di-podcast-dedicata-ai-luoghi-piu-incantevoli-d-italia.aspx>

2021

Podcast is a **superpower** for

