

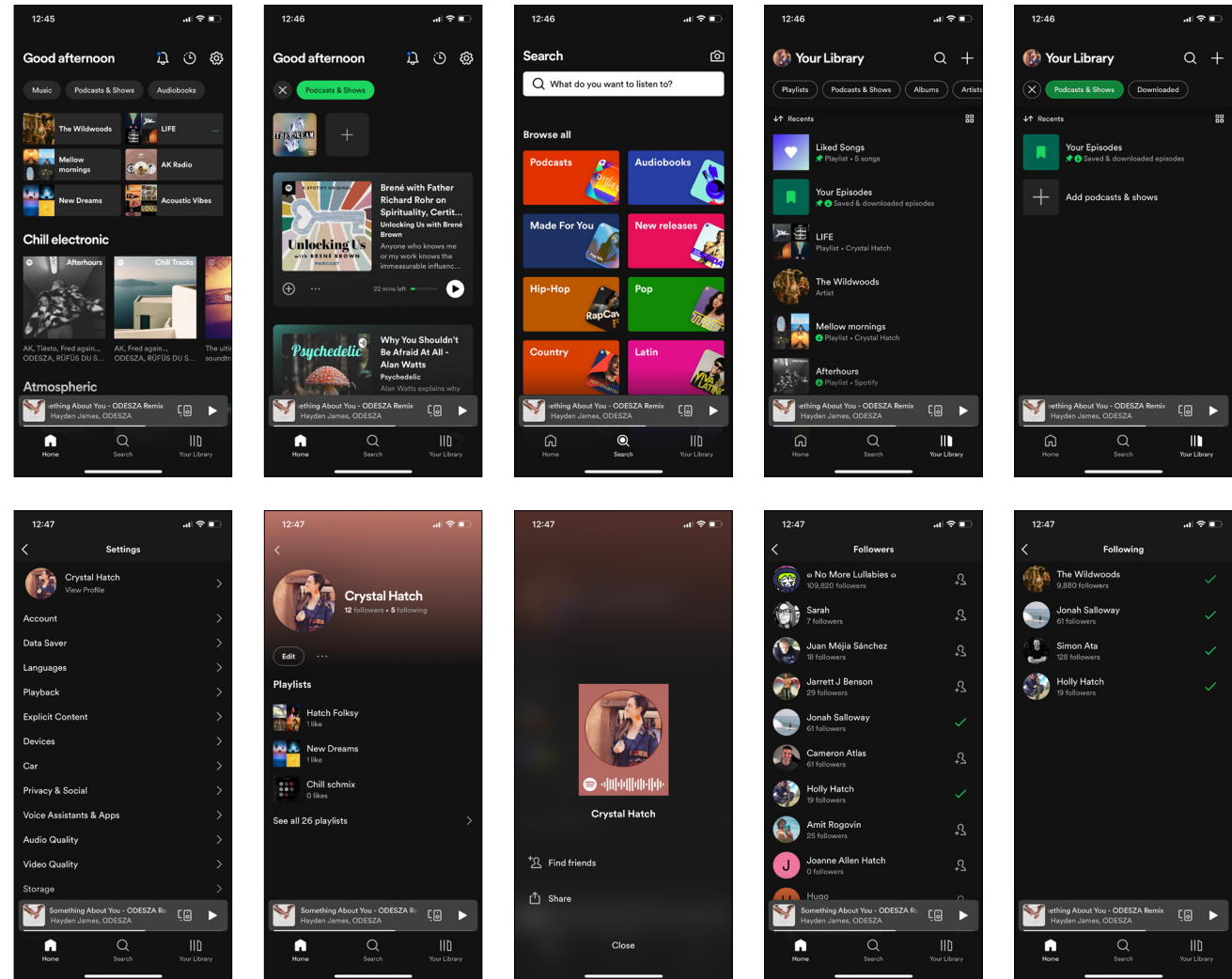
COMPETITIVE ANALYSIS

Spotify has over 389 million listeners across 187 markets worldwide. They're the world's second most popular place to listen to podcasts — and growing fast.

Spotify was built to help artists get discovered — now they're working to do the same for podcasters.



INSIDE THE APP



STRENGTHS

- There is a free account version and it's easy to signup using your Facebook username.
- Ability for users to create their own playlists
- Sharing playlists with other users
- A huge podcast collection library

WEAKNESSES

- Can be expensive
- Sound quality is bad for free users (160kbps)
- Not available in all countries
- Ads on the free accounts

Persona GOALS:

This user is a frequent listener of the audio streaming service and enjoys listening to their podcasts in one place where they can actively create playlists and have recommendations for what to listen to next.

Persona PAINS:

Can be expensive to keep paying for this service every month.

COMPETITIVE ANALYSIS

Founded in 2008, Stitcher is a media company specializing in creating, distributing, and monetizing podcasts. It's home to one of the largest podcast-listening apps. It makes original shows through networks such as Earwolf and Witness Docs and provides distribution to 300+ shows.



STRENGTHS

- Ad-free listening (premium accounts)
- Early access to podcast episodes
- The ability to binge select podcast series without having to wait for new episodes to drop

WEAKNESSES

- The premium membership is \$4.99/mo
- Previously listened-to podcasts cannot be easily marked and for one podcast
- Glitchy UI/UX - if you press pause, the app lurches ahead by a minute or two

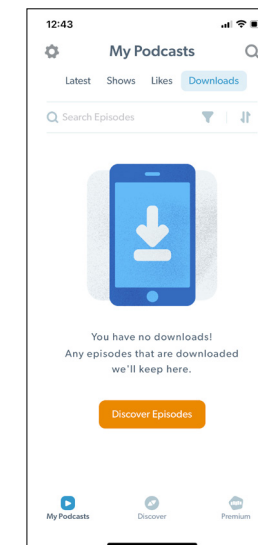
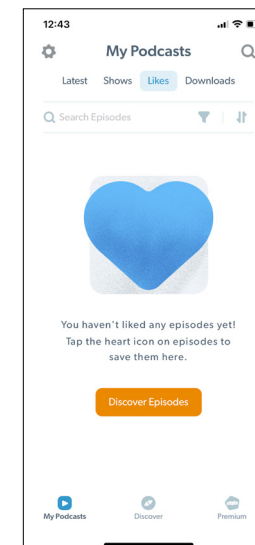
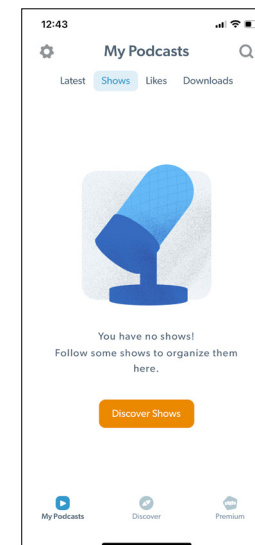
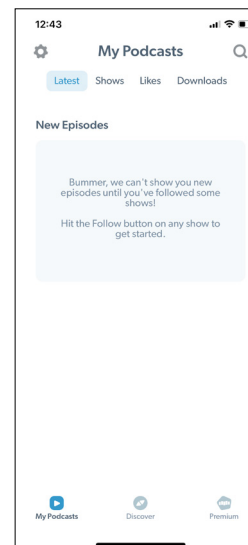
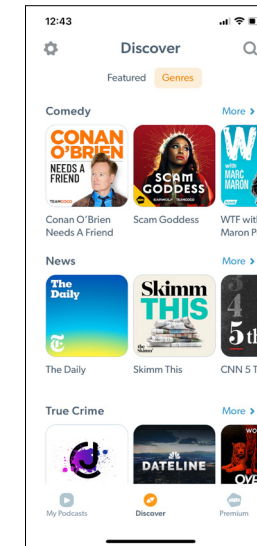
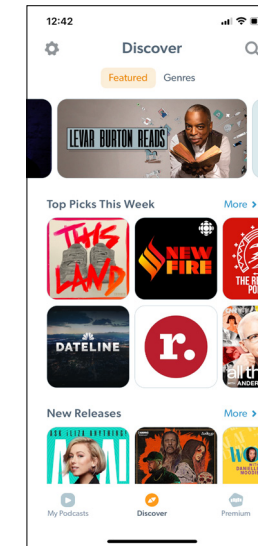
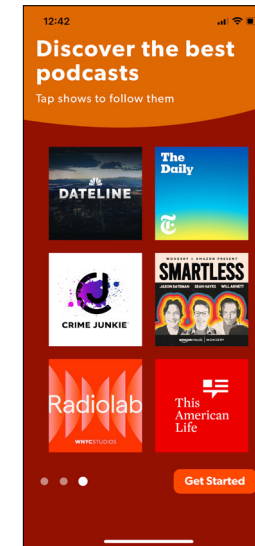
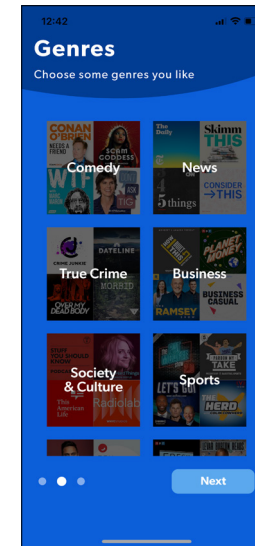
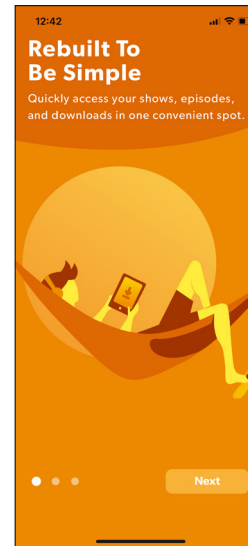
Persona GOALS:

This user is unconventional and likes to support an app that provides ad-free listening.

Persona PAINS:

Pretty fed up with the glitches of this app and it seems to fall quite a bit behind the other big podcast players.

INSIDE THE APP



MARKET RESEARCH

Apple Podcasts is an audio streaming service and media player application developed by Apple Inc. for playing podcasts. Apple began supporting podcasts with iTunes 4.9, released in June 2005, and launched its first standalone mobile app in 2012.



STRENGTHS

- Clean UI/UX
- Easy if you already use an iPhone
- Ability to continue listening when app is closed

WEAKNESSES

- Does not save episode progress unless you have subscribed to the show
- Plays a different episode in users "up next list" instead of what I was listening to
- No ability to follow friends or favorite podcasters to see what they are listening to
- You can't access the Apple Podcasts app on other devices (Android, Pixel, etc)

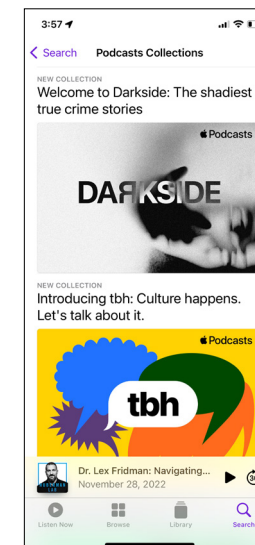
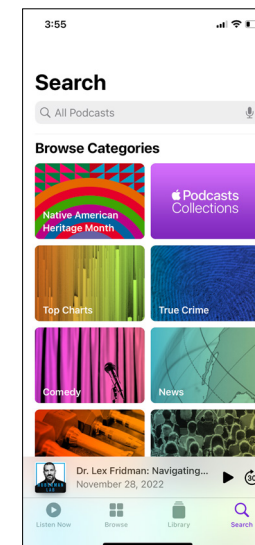
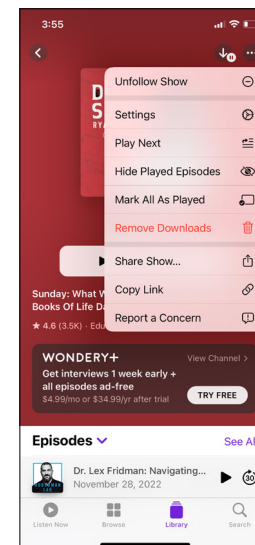
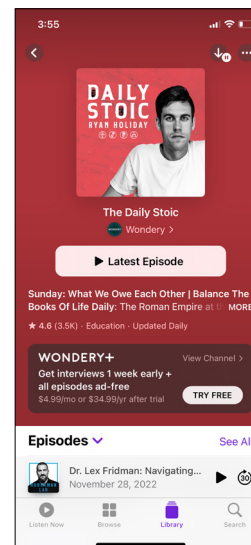
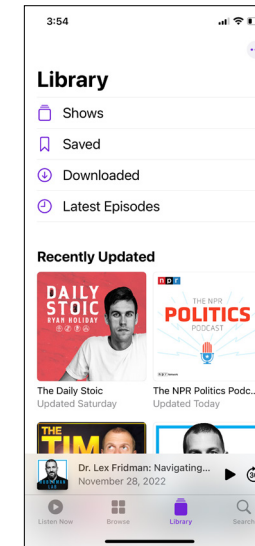
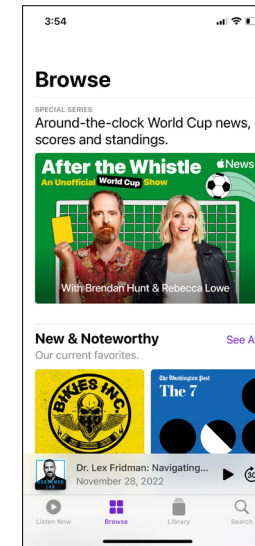
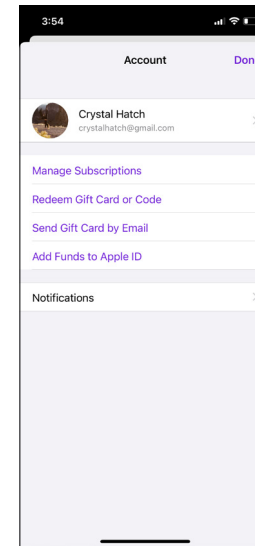
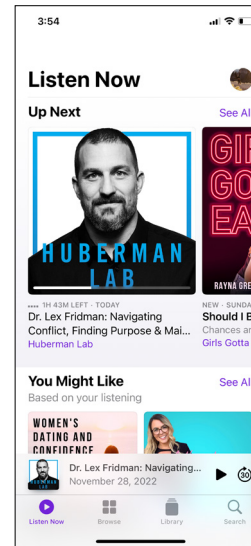
Persona GOALS:

The Apple "brand fan" doesn't see the need to download any other apps when they already have an iPhone.

Persona PAINS:

The app seems to be glitchy and there isn't a feeling of community within the app.

INSIDE THE APP



REDDIT RESEARCH

To investigate further, I did a little digging to understand how people discover new podcasts and found a subreddit on this specific question.

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u/podcasts · Posted by u/foofah28 10 years ago

How do you discover new podcasts to listen to?

Just curious how [r/podcasts](#) finds new content.

10 Comments Share Save Hide Report 82% Upvoted

u/foofah28 · 10 yr ago

I tend to check out any show that is mentioned on a podcast I already listen to. I try out some of the shows on this subreddit and recommendations from friends as well.

4 Share Report Save

u/foofah28 · 10 yr ago

lately I've just been searching youtube for topic of interest then using <http://www.listentoyoutube.com/> to convert them to mp3

3 Share Report Save

u/foofah28 · 10 yr ago

That's actually quite a good idea.

1 Share Report Save

u/foofah28 · 10 yr ago

OP The Top Report & The Missing Podcast

Usually just google subject of interest, and then I'll download a few, and see if any of them work for me. If they do, they join the regular rotation

3 Share Report Save

u/foofah28 · 10 yr ago

u/foofah28 · 10 yr ago

Podmass (though I'm now fairly familiar with the regular rotation of shows they cover, so its mainly just good for finding "gem" episodes of shows I don't listen to regularly).

Then [r/podcasts](#) or [r/podcasting](#) for other things. Its very hit and miss here, but I've found a few that I follow regularly.

3 Share Report Save

BabyFire · 10 yr ago

Soulseek

2 Share Report Save

buzzbro2002 · 10 yr ago

Zune marketplace and [The Audio Drama Directory](#).

2 Share Report Save

DivaKat · 10 yr ago

I found Radiolab through a psychology blog, Mindhacks, which I believe I found in [r/psychology](#)

1 Share Report Save

u/foofah28 · 10 yr ago

OP'S biggest fan!

it depends i mostly listen to earworlf which is a podcasting network but a lot of times just plugs.

1 Share Report Save

RESEARCH

SUMMARY OF FINDINGS

After conducting some initial market research, I found many different apps for listening to podcasts. The most successful ones had UI/UX, which made it super easy for users to find the episodes in which they were interested.

Users find new content

through plugs made by their favorite podcasters while listening.

Users also google the

subjects they are interested in and can find new podcasts that way.

Users want to be able to

curate their playlists of content so they can easily listen to one after the other.

Ad free listening

Users prefer their podcasts to be free but will pay extra to listen without ads.

Bad organization

Users were quite frustrated by the new update to apple podcasts because of the inability to access their content quickly.

Convenience is key

Users will stick with their current app because it comes on their phone and it's easy to find and use.

The inability to feel connected to their networks

and favorite podcasters or influencers can feel isolating and disconnected for users on the apple podcast app.