CONSUMPTION OF PODCASTING IN ARMENIA

Public Opinion Poll

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Content

Introduction

Podcasting is a new direction in media mostly developed during the last two decades. In Armenia, this new type of contemporary media product has been developed in recent years. As the review of the available audio content on online platforms shows that the number of current Armenian language podcasts is very small. At the same time, this sphere clearly demonstrates its future development perspective and potential.

The main groups creating podcasts in Armenia are individuals, online media, radio stations, as well as non-governmental organizations, and marketing/business companies. The first group includes individuals who mostly produce podcasts by their own initiative. For some cases, podcasts are produced through different international grant programs among them small grants are provided by different non-governmental organizations. Podcasts are produced also by individuals' personal means and investments. Among the podcasts created by the individuals are "Rearrange", "Encyclopedia", etc.

The second groups include media outlets. Several media outlets launched podcast rubrics as a format contributing to the main content for certain cases targeting English-speaking audiences. The most prominent examples include EVN Report's and CivilNet's Armenia Unlocked podcasts.

Podcasts are produced also by radio stations that have larger recording and editing technical capacities. Those of the Public Radio of Armenia and Azatutuin Radio Station are particularly worth mentioning. These podcasts are available on relevant podcasting platforms. Beyond the media community, some marketing companies also use podcasting. An illustration is the Well PR Company's podcast.

Though podcasting is a dynamic and progressing sphere in Armenia, it faces certain obstacles and this new media format needs external supports. In order to support the development of podcasting culture in Armenia, the Media Initiatives Center conducted this research, which aims to study public awareness about the podcasting and needs and preferences of podcast audiences.

The target group of the research is 15 to 40 years old residents of Yerevan, Gyumri and Vanadzor. Both qualitative and quantitative research methods have been applied within the research. An online survey was conducted among the residents of the target communities, including more than 800 participants. In-depth interviews, focus group discussions with podcast consumers, podcast producers and experts were also conducted.

Summary Results

This section presents the summary of the main results of the research:

Media Consumption

⟩ As research conducted in Armenia shows, the general tendency in media field is daily consumption of traditional information sources in Armenia is decreasing, and as opposed to that, new sources of information and the consumption of online resources is growing. According to the "Media Consumption in Armenia" study (2019) [1] 57% of population in Armenia uses the internet every day to receive information.

⟩ **93%** of the respondents use a **smartphone** as the **primary source** of receiving information. Around half of the respondents of the survey (**54**%) use a **computer** as their **second tool**, and **TV** is a **main source** only for **6%** of the respondents.

⟩ The overbearing majority of the respondents receive information from **social networks (94%)**, the second most widespread source of information are **news sites (47%),** which is followed by **friends and family (24%).** The least common source of information is **the radio** (2%).

Awareness about podcasts

⟩ Overall, **35%** of the respondents mentioned they **knew what podcasts were**, **38%** had heard **the name but did not know about it entailed**, while **27% had never heard of it** and are not aware what is it.

⟩ **49%** of those surveyed aware about podcasting think that podcasts are best described as "**audio material", 27%** think that podcasting is **a conversation between two or more people**, **25% think that podcasting is a platform for receiving news, 17%** that podcasts **are radio programs**, and **17% said that "creator content"** best describes podcasts.

⟩ According to qualitative data, podcast creators and consumers often identify podcasts with the format of the program or interview.

⟩ Among participants who are unaware of podcasts the most popular audio content is music. **87%** of respondents said that they listen to **music** often, and 10% - sometimes. **66**% of respondents listen to **interviews.** Survey participants listen to **audio books** (**13%** often and **30%** sometimes), to traditional radio (9% often and 20% sometimes) or to online radio (4% often and 20% sometimes).

⟩ **66%** of them first learned about podcasts on the **Internet, 14%** heard about it **from friends,** and **13%** said they found out from those of their friends who create podcasts.

⟩ **22%** of the respondents mentioned that they had **first heard** about podcasting about a **month or two ago**, which indirectly indicates that the dissemination of information about podcasting has been more intense in the last few months, first of all within the framework of Media Initiative Center's " Listen to me now" program.

Podcast Consumption

- Among the participants of the quantitative survey and those aware of podcasts, only **6% are active podcast consumers**, 17% listen to podcasts twice or thrice a week, 14% do that once a week and **12% mentioned they never listen to podcasts**.

- Among the reasons of not listening to a podcast primarily are the **lack of time** (**43%),** followed by the **format not being preferable** (**20%)** and the **lack of desire** (**18%).**

- 75% of podcast listeners mentioned they do it at home, 20% outdoors, on the street, and 18% at work or in public transport, 10% in the car.

- **42%** of podcast consumers most frequently listen on **YouTube,** and **30%** use **mobile apps** for that.

- The qualitative information also confirms that YouTube podcasts are the most widespread, which is due to on the one hand broad circles of the society being used to using this platform, and on the other hand, the lack of awareness about audio content platforms and their prevalence.

- **Entertainment podcasts** are in demand the most (**36%**), followed by podcasts on **educational topics** (**30 %**) and **scientific topics** (**27%).**

- There are two different approaches. One side finds that a podcast should be for entertainment, light, calming, not burdening, and the other side believes that a podcast should be saturated with content, having the function of being educational and informative. Proponents of the second point of view think that podcasts need to carry out a particularly deep analysis of specific themes, such as human rights, social topics, scientific topics, etc.

- The majority of podcast listeners – **60%** most frequently listen to **podcast-interviews, 37%** listen to **dialogues among several**

persons, 29% to monolog podcasts, 22% to podcast-explainers and another 22% prefer narrated stories. The least preferred format is drama podcasts – 1.2%

- During the focus group interview, podcast producers mentioned that on average Armenian-language podcasts have around 300 listens, and in case of having more than 1000 listens, the podcasts can be considered successful.

- Respondents listen to **English language** podcasts the most **(37%),** followed by **Armenian (33%),** and **Russian (30%)**.

Podcast Production

- **10%** of online survey participants and respondents aware of podcasts **have experience in recording** podcasts besides being consumers. **45%** have **considered recording a podcast**, but have not done so, and another **45% never thought about it**.

- **38%** of them mentioned they did not have the **necessary equipment to record a podcast**, another **38%** said their **concept has not fully developed yet**, **22% do not believe they have the capacity to do it**, and **22% do not have the financial resources**.

- Though the majority of podcast consumers have had the desire to record as well, those that mainly did get involved in creating were people that were in the media sector or had experience recording beforehand. On the other hand, it should be noted that podcast producers primarily begin engaging in such kind of media creation when they have certain **external support**, such as trainings, professional consultations, or for instance receiving encouragement or assistance in recording a podcast.

⟩ Regarding news platforms, podcasts began integrating here as a **"new format".** The tendency of having a separate column for podcasts on news platforms is beginning to spread in parallel to podcasts becoming more popular.

Podcast Development Perspectives in Armenia

Obstacles

- The first obstacle is due to the fact that podcasts are **not yet self-financing products**. Podcasts are still dependent on media, funding, and grant programs.
- The next obstacle is **lack of humar resourses**, related to the scarcity of resources for one person to perform several functions in order to create a podcast, or as podcast creators describe **"not working with a team"** or **"not having a team"**, which does not make the creation of a podcast a "production" and does not allow to develop quality and content-wise.
- Podcast producers also mention that the spread of podcasts and the rise of consumption can hinder the **creation of quality podcasts** which can create a wrong impression and disappointment for first-time listeners of Armenian-language podcasts.
- **The lack of awareness about podcast listening platforms,** getting used to visual content through the YouTube platform, and preferring this platform.
- Podcasts are not recorded **on a regular basis**. There are even cases when a new episode is released months later, as a result of which a stable audience is not formed, the podcast creators have to create a new audience from scratch for each episode.

Keeping in touch with the audience is unsystematic, episodic.

Possible factors and directions promoting the development of podcastong

- Development of technical means, such as the popularization of "Smart Speakers", the testing of the possibilities of posting "audio" on Facebook and etc.
- Ensuring the periodicity of the released parts / episodes or the so-called "supply stability".
- Development of podcasts as an independent media genre and promotion of podcasts in marketing.
- Increase investment in existing և successful podcasts.
- Develop relevant market research, marketing / social media marketing and other relevant skills among podcast producers.

Research Methodology

The goal of the research is to study the public awareness, attitude, and behavior related to podcasts, as well as the media habits and preferences of the potential podcast consumers. The study also provides some insights into the prospects for podcasting culture development in Armenia based on notions and expectations of the podcast producers and consumers regarding sector development.

The research objectives include description of the level of public awareness of podcasting, description of practices of podcast consumption, identification of the most popular podcast listening tools, reveal if the most interesting podcast content for the consumers, as well as reveal of the hindering factors of podcast consumption.

The research applied a mixed-method approach combining qualitative and quantitative research methods. The research methods included 1. A quantitative online survey of target groups 2. Key informant interviews among the podcast consumers, producers, and experts, 3. Focus group discussions. The methods used in the study are described below.

Quantitative method. online survey

Quantitative data collection will be conducted through a semi-structured2 online survey. The survey was conducted among the population from 15 to 40 years old living in three major cities of the country - Yerevan, Gyumri and Vanadzor, both podcast consumers and non-consumers. The online data was collcted thorugh active dissemination of the link of the survey through social networks. The field work was carried out from May 15 to 31.

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2 Semi-strudctured questionaire include both open-ended and closed-ended questions

Overall, 836 participants were involved in the online survey amon them 804 were from the target cities and 31 from the other settlements of the country. The proportion of the participants involved from the target cities replicated the number of 15 – 40 years old population to extent possible. According to the Statistical Committee of the Republic of Armenia and the 5-year Community Development plans of Gyumri and Vanadzor, the number of 15-40 years old population living in those cities was 444,404 as of January 1, 2020. . Overall 86.2% of the general population lives in Yerevan and the rest 7.9% and 5.9% in Gyumri and Vandzor, respectively (Table 1):

Table 1. Distribution of the number of participants in the online survey by target cities

City	Number of 15-40 population		Number of interviews	
	N	%	N	%
Yerevan	383, 082	86.2	655	81.5
Gyumri	35, 225	7.9	100	12.4
Vanadzor	26, 097	5.9	49	6.1
Total	**444, 404**	**100**	**804**	**100**

28.9% of the survey participants were male and 71.1% were female: Half of the survey participants - 50.2%, had high education. As per occupation, the largest group were students making 33.8% of total survey participants (Table 2):

Table 2. Distribution of the number of participants in the online survey according to socio-demographic characteristics

Characteristics	N	%
Per gender		
Male	241	28.9%
Female	594	71.1%
Per education		
Incomplete secondary	9	1.1%
Secondary	128	15.3%
Vocational	52	6.2%
Incomplete higher	186	22.3%

	Higher	419	50.2%
	Postgraduate	41	4.9%
Per occupation			
	Student:	282	33.8%
	Employee working in the private sector	179	21.5%
	Employed in the state sector	96	11.5%
	Self-employed / entrepreneur	76	9.1%
	School stududent	60	7.2%
	Service delivery / freelance work	48	5.8%
	Employed in the public sector	46	5.5%
	Unemployed / looking for a job	34	4.1%
	I do not work / housemaker	9	1.1%
	I do not work, I am not looking for a job	4	0.5%

Qualitative methods. in-depth interviews and focus group discussions: In-depth interviews and focus group discussions were used as qualitative methods. In-depth interviews were conducted with podcast consumer and producers. A total of 15 in-depth interviews were conducted.

2 focus group discussions were held with the participation of podcast producers and industry experts, in which a total of 12 participants were involved. Focus group participants were recruited using the snowball method. The list of podcast producers and experts involved in in-depth interviews and focus group discussions is provided in Annex 1.

Media Consumption and Podcast Awareness

Media Consumption: According to the "Media Consumption in Armenia" study (2019) [3], TV remains the most frequently used sources of information, followed by the internet and social networks. 72% of respondents watch republic-wide broadcast TV channels every day, and 57% use the internet every day. Radio is consumed daily or several times a week my 12% of the respondents. According to the data provided by the participants of the 2019 study, 64% use social networks, and the most frequently used social networks are YouTube (87%) and Facebook (83%), followed by Instagram (32%) and Odnoklassniki (28%). It is interesting to note that 1% of the respondents mentioned podcasts as the most frequently used social network. This study also states that the daily consumption of traditional information sources in Armenia is decreasing, and as opposed to that, new sources of information and the consumption of online resources is growing.

Figure 1. Use of devices to receive information (n=709)
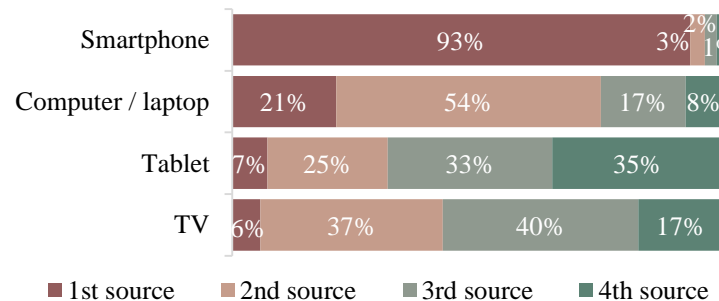
In the frames of the online survey conducted by us, the respondents listed the equipment at hand they use to receive information. According to the results, 99% of the survey participants have a smartphone, 86% a laptop, 85% a TV, and only 27% have a tablet. On average one respondents has three items of equipment (Table 3).

Table 3. Do you have the following devices ? (n=709, all possible responses accepted)

Devices	N	% of responses	% of cases
Smartphone	699	33.3%	98.6%
PC/notebook	606	28.9%	85.5%
TV	600	28.6%	84.6%
Tablet	193	9.2%	27.2%
Total	2098	100.0%	295.9%

93% of the respondents use a smartphone as the primary source of receiving information. Around half of the respondents of the survey (54%) use a computer as their second tool, and TV is a main source only for 6% of the respondents.

The overbearing majority of the respondents receive information from social networks (94%), the seconf most widespread source of information are news sites (47%), which is followed by friends and family (24%). The least common source of information is the radio.

Table 4. Main sources of information[4] (n=706, up to 3 responses permitted)

Sources of information	N	% of responses	% of cases
Social media	666	49.3%	94.3%
Online press	332	21.6%	47.0%
Telegram	171	11.1%	24.2%
Friends/relatives	166	10.8%	23.5%
TV	14	.9%	2.0%
Radio	2	.1%	.3%
Difficult to answer	1351	100.0%	191.4%

Awareness about podcasts. Overall, 35% of the respondents mentioned they knew what podcasts were, 38% had heard the name but did not know about it entailed, while 27% had never heard of it and are not aware what is it (Figure 2)[5].

49% of those surveyed aware about podcasting think that podcasts are best described as "audio material", 27% think that podcasting is a conversation between two or more people, 25% think that podcasting is a platform for receiving news, 17% that podcasts are radio programs, and 17% said that "copyright content" best describes podcasts.

During the key informant interviews and focus group disucussions the participants mentioned, that most of the cases podcast producers and consumers associate podcast format with a program or an interview.
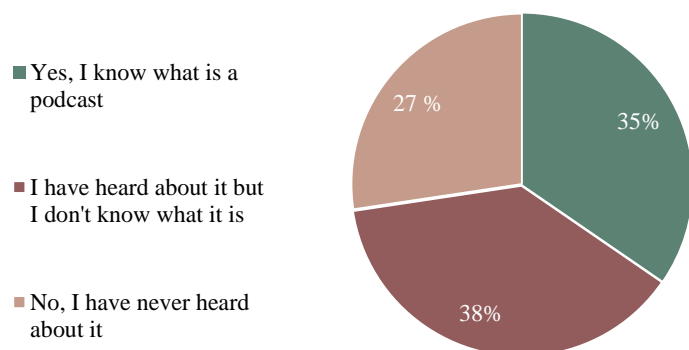
Figure 2. Do You know what podcast is (n=833)

- Yes, I know what is a podcast
- I have heard about it but I don't know what it is
- No, I have never heard about it

35%
27 %
38%

Table 5. Podcast definition according to the survey participants (n=308, up to 3 responses permitted)

Podcast Definitions	N	% of responses	% of respondents aware about the podcasts
Audio material	411	26.2%	49.2%

Conversation between 2 or more people	225	14.4%	26.9%
News platform	210	13.4%	25.1%
Radio program	145	9.3%	17.4%
Copyright Content	144	9.2%	17.2%
Investigative article in an online press	137	8.7%	16.4%
Website that provides access to internet resources	106	6.8%	12.7%
Non-formal conversation	78	5.0%	9.3%
Search engine system	50	3.2%	6.0%
Online satirical program	42	2.7%	5.0%
Biographies of famous people	18	1.1%	2.2%

Survey participants who are unaware of podcasts answered questions about their preferences for consuming audio content. The most popular audio content is music. 87% of respondents said that they listen to music often, and 10% - sometimes. 66% of respondents listen to interviews/programs (24% often and 42% sometimes). Survey participants listen to audio books (13% often and 30% sometimes), to traditional radio (9% often and 20% sometimes) or to online radio (4% often and 20% sometimes). Thus, according to the results, the consumption of audio content is quite common among the participants of the survey uninformed about podcasts (Figure 3).

As already mentioned, 35% of respondents are aware of what podcasts are. 66% of them first learned about podcasts on the Internet, 14% heard about it from friends, and 13% said they found out from those of their friends who create podcasts. The participants mentioned the radio, the Tumo Center, and the advertisement in the subway as the first source of information about the podcast (Figure 4).

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[5]When interpreting the data, it is necessary to take into account that the survey was conducted online, therefore the data reflects the information about the part of the population who own and use have tools providing them access to the internet.

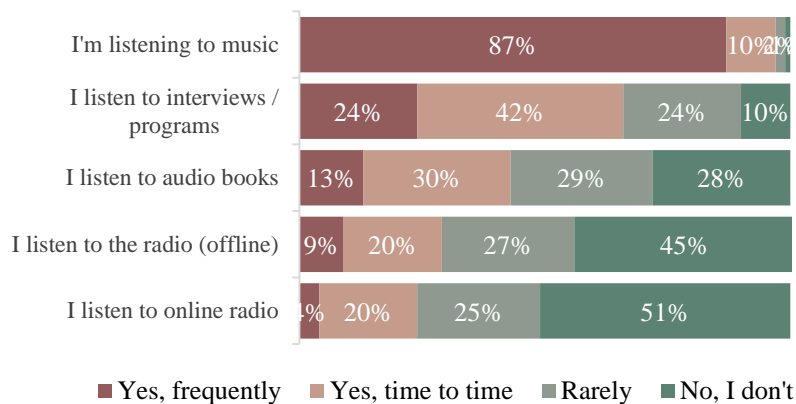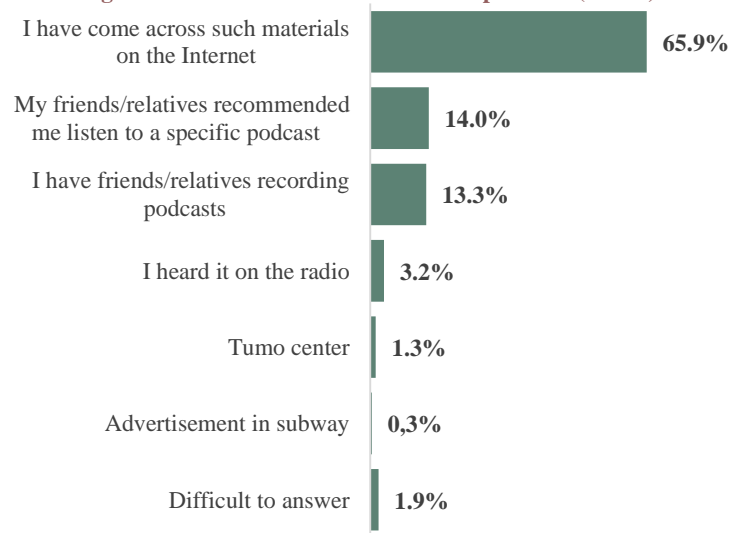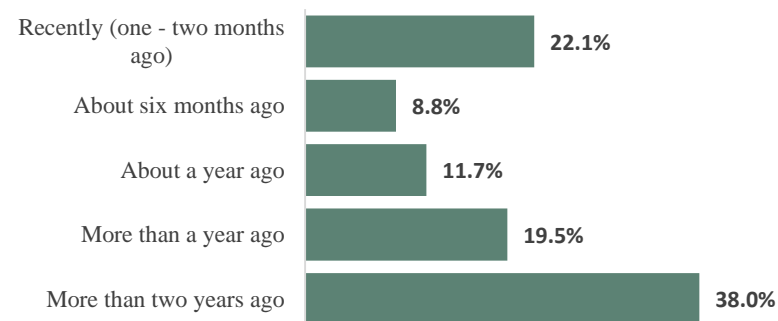**Figure 3. What do you consume as audio content? (n=747)**

	Yes, frequently	Yes, time to time	Rarely	No, I don't
I'm listening to music	87%	10%	2%	1%
I listen to interviews / programs	24%	42%	24%	10%
I listen to audio books	13%	30%	29%	28%
I listen to the radio (offline)	9%	20%	27%	45%
I listen to online radio	4%	20%	25%	51%

■ Yes, frequently　■ Yes, time to time　■ Rarely　■ No, I don't

Figure 4. Sources of information about podcasts (n=308)

I have come across such materials on the Internet	65.9%
My friends/relatives recommended me listen to a specific podcast	14.0%
I have friends/relatives recording podcasts	13.3%
I heard it on the radio	3.2%
Tumo center	1.3%
Advertisement in subway	0,3%
Difficult to answer	1.9%

At the same time the 38% of the respodents learned about podcasts more than two years ago and 19% - one year ago. As can be seen, the awareness raising compaings of podcasting were active especially

during the recent months as 22% of the respodents first learned about podcasts during the recent one or two months (Figure 5).

Figure 5. When did you first heard/ get informed about podcasts? (n=308)

Recently (one - two months ago)	22.1%
About six months ago	8.8%
About a year ago	11.7%
More than a year ago	19.5%
More than two years ago	38.0%

During the Key informant interviews podcast consumers most frequently mentioned Facebook social media as the main source of information of the podcasts. There were participants who mentioned that they had heard about podcasting for the first time at the university, from professors or during non-formal educational programs. On the other hand, there is noticeable correlation that those who have had contact with foreign countries, especially in the West, are more aware of podcasts (for example, they studied or worked abroad).

> **"The first time I heard about podcasts, if I am not mistaken it was "Dirty Pipes", which I listened to around three years ago, my Facebook friends shared it, that's how I found out. Aveluk was the guest, it was interesting for me, it was an interview about her career, her work".**
> (Quote from KII, podcast consumer, female, 24 years old)

> **"I think it was during my university years, hard to say from whom. I was in America at that time, it was around ten years ago, in 2011-2012… it was the podcast of my friends and acquaintances, they would gather and discuss what had happened during the day…"**
> (Quote from KII, podcast consumer, male, 32 years old)

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Podcast Consumption

Among the participants of the quantitative survey and those aware of podcasts, only 6% are active podcast consumers – they listen to podcasts every day (only 2.0% of the survey participants). 17% listen to podcasts twice or thrice a week (6.4% of the surveyed), and 14% do that once a week (5.0% of the participants of the survey). 51% of the respondents are passive consumers of podcasts (14.6% of the survey participants) and 12% mentioned they never listen to podcasts (4.4% of the surveyed) (Figure 6).

Figure 6. How frequently do you listen to podcasts (n=307)
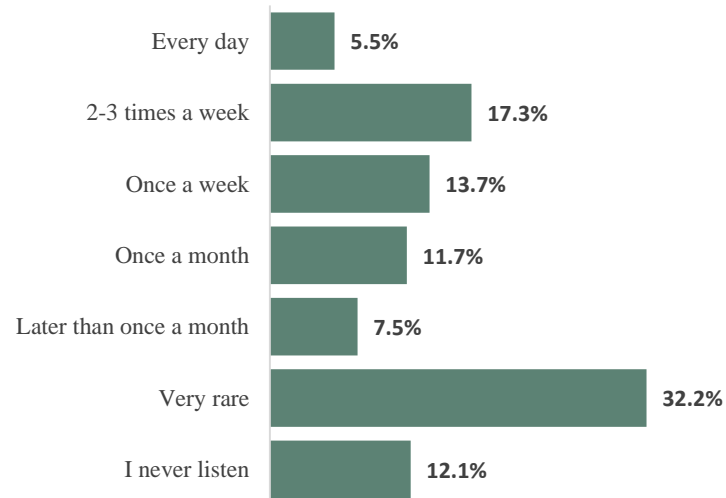
Among the reasons of not listening to a podcast primarily are the lack of time (42.6% of those that do not listen to podcasts mentioned this reason), followed by the format not being preferable (19.9% of those that do not listen to podcasts mentioned this reason) and the lack of desire (17.6% of those that do not listen). Having a lack of information

about podcasts and lack of awareness of platforms where to listen to podcasts are also among these reasons (Table 6).

Table 6. Reasons for not listening podcasts (n=136, up to 2 answers permitted)[6]

Reasons of not listening to podcast	N	% of responses	% of respondents not listening podcasts
I have no time	58	34.1%	42.6%
Don't like the format	27	15.9%	19.9%
I have never wanted to listen	24	14.1%	17.6%
I have small information about podcasts	20	11.8%	14.7%
I don't know where and how to listen	16	9.4%	11.8%
There are no interesting podcasts for me	11	6.5%	8.1%
I do not think I can get interesting / useful information through podcasts	7	4.1%	5.1%
Armenian podcasts are not interesting and I don't know foreign languages	5	2.9%	3.7%
I don't like only audio materials, video is important for me	2	1.2%	1.5%
Total	170	100.0%	125.0%

Regarding the conditions of listening to a podcast, 31% of consumers listen to podcasts while doing work on the computer, and listening to a podcast during free time was the next most frequent response (29%), followed by listening before sleep (26%) (Table 7).

> "**Every day, in general I listen when there is a mechanical task at work that doesn't require much thinking, I can listen on the side without interruption, doing some work around the house, if I don't**

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[6] On average one respondents provided 1.6 reasons for not listening to podcasts

Table 7. Most frequent podcast listening conditions (n=171, up to 3 answers permitted)[7]

Conditions	N	% of responses	% of respondents not listening podcasts
While working on a computer / in parallel with work	53	18.3%	31.0%
I listen to a podcast when I have time	50	17.3%	29.2%
Before sleeping	44	15.2%	25.7%
While walking	36	12.5%	21.1%
Along with doing housework	27	9.3%	15.8%
In public transport / taxis	24	8.3%	14.0%
In the kitchen while cooking	21	7.3%	12.3%
During the meal	10	3.5%	5.8%
While driving	9	3.1%	5.3%
While working out	8	2.8%	4.7%
Somewhere waiting in line	4	1.4%	2.3%
While receiving services (for example, hairdressing, manicure, etc.)	2	0.7%	1.2%
While shopping	1	0.3%	0.6%
Total	289	100.0%	169.0%

75% of podcast listeners mentioned they do it at home, 20% outdoors, on the street, and 18% at work or in public transport, 10% in the car (Figure 7). As demonstrated in in-depth interviews, at home podcast consumers listen while doing work around the house, at work and in the car, often instead of music.

Figure 7. Most frequent podcast consumption locations (n=171, up to 2 responses permitted)
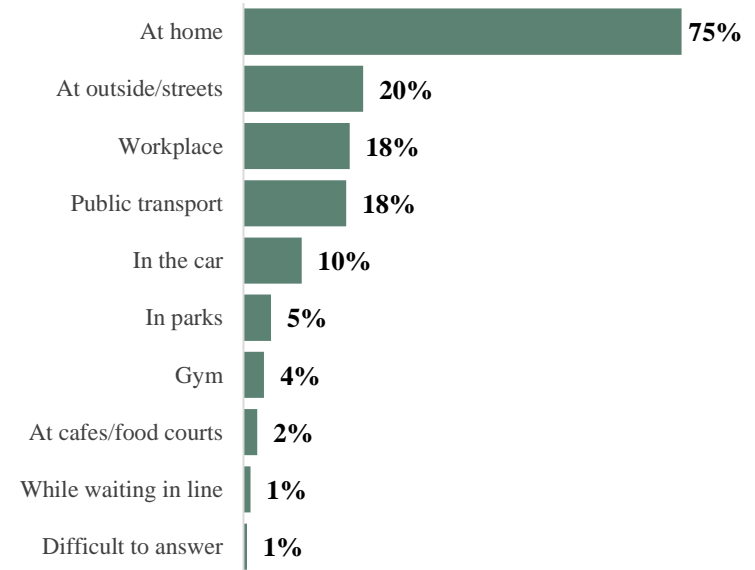
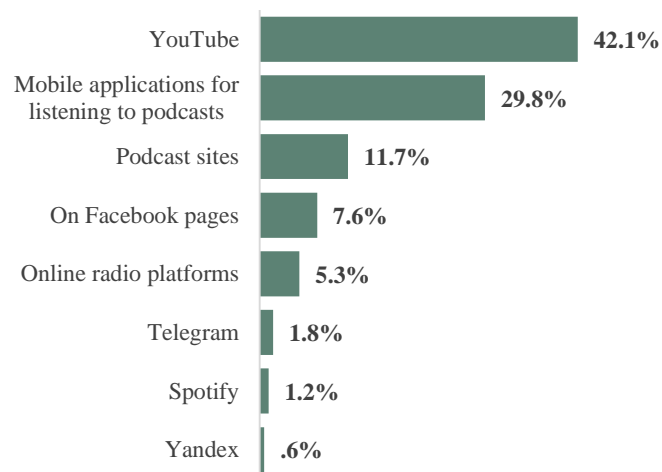42% of podcast consumers most frequently listen on YouTube, and 30% use mobile apps for that (Figure 8).

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[7]On average one podcast consumer respondents provided 1.7 condition for listening to podcast

Figure 8. Platforms used for podcast consumption most frequently? (n=174,)

Platform	%
YouTube	42.1%
Mobile applications for listening to podcasts	29.8%
Podcast sites	11.7%
On Facebook pages	7.6%
Online radio platforms	5.3%
Telegram	1.8%
Spotify	1.2%
Yandex	.6%

The qualitative information also confirms that YouTube podcasts are the most widespread, which is due to on the one hand broad circles of the society being used to using this platform, and on the other hand, the lack of awareness about audio content platforms and their prevalence.

"Mainly I listen on my phone, on YouTube or sometimes on my Facebook feed, but mainly from YouTube, media.am collects a lot of podcasts frequently, publish there periodically, and they also finance, and I watch tht list, they don't only publish locally, but also on Medusa or BBC…"
(Quote from KII, podcast consumer, female, 27 years old)

"…Video podcasts are more popular in Armenia. It is because people like to watch videos more and register on YouTube mainly…"
(Quote from KII, podcast producer)

"…Some people think it is very hard to listen to a podcast, in reality it is very easy. Simply there is an issue of fearing technology among the Armenians. Making the first step is the issue…"
(Quote from KII, podcast producer)

In parallel to the production of podcasts in Armenia, creators begin realizing work directed to raising awareness about the dissemination of podcasts, such as showing the audience platforms for listening to podcasts, explaining that *"listening to podcasts in YouTube is not so convenient"*, *"it is possible to listen to podcasts on public transport, while making food, at the store, etc."* [quotation from an in-depth interview]. Thus, the first podcasts contained a function of spreading the podcast culture. In this regard, the formation of the podcast listeners' community, as well as the creation of groups on Facebook (or other social networks) becomes important, where podcast creators and audiences can share new recordings, have discussions, exchange opinions, etc.

Regarding the directions of podcast content, entertainment podcasts are in demand the most (according to 35.6% of podcast listeners), followed by podcasts on educational topics (30.0% of podcast listeners) and scientific topics (as mentioned by 26.5% of respondents) (Table 8).

Table 8. Preferable podcast topics (n=170, up to 2 responses permitted)

Topics	N	% of responses	% of podcast consumers
Entertaining	62	20.1%	36.5%
Education	51	16.6%	30.0%
Science	45	14.6%	26.5%
Podcasts with celebrities	31	10.1%	18.2%
Art	30	9.7%	17.6%
News/information	23	7.5%	13.5%
Professional	22	7.1%	12.9%
Politics	21	6.8%	12.4%
Social issues	21	6.8%	12.4%
Sport	2	0.6%	1.2%
Total	**308**	**100.0%**	**180.7%**

The majority of podcast listeners – 60% most frequently listen to podcast-interviews, 37% listen to dialogues among several persons, 29% to monolog podcasts, 22% to podcast-explainers and another 22% prefer

narrated stories. The least preferred format is drama podcasts – 1.2% (Table 9).

Table 9. Preferable podcast formats (n=169, up to 2 responses permitted)

Podcast formats	N	% of responses	% of podcast consumers
Podcast-Interview	102	34.3%	59.6%
Conversation	64	21.5%	37.4%
Monologue	49	16.5%	28.7%
Podcast-explainer	39	13.1%	22.8%
Narrated stories	39	13.1%	22.8%
Podcast-dramas	2	0.7%	1.2%
Total	297	100.0%	173.7%

Figure 9 presents to what topics the podcast consumers would like to listen to in Armenian. According to the results, most desired directions are education, science, art and social themes. Qualitative surveys and focus group discussions also confirm that there is a need for creating and consuming quality podcasts on informative, educational and scientific topics. In terms of a thematic direction, importance is given to "particularly thorough" "dialogue-promoting, educating" podcasts rather than those that simply reproduce or present the news. Another direction relates to receiving information on specifically narrow professional topics: "better processed, more accessible consumption of information specific to a profession" [quote from an interview]. From the perspective of receiving information on profession-focused topics, podcasts can replace "huge articles", which require a long time to read, thus, according to experts in the field, in this regard, there is a big opportunity in the field of podcasts to fill the gap in providing profession-related content.

"… for example, you will not read about newly establishing marketing brands in books. Yes you will read, but that information will already be old, because this is a fast-developing field, podcasts fill this gap…"
(Quote from KII, media expert)

Figure 9. Preferred content directions of Armenian language podcasts (n=171, up to 2 responses permitted)
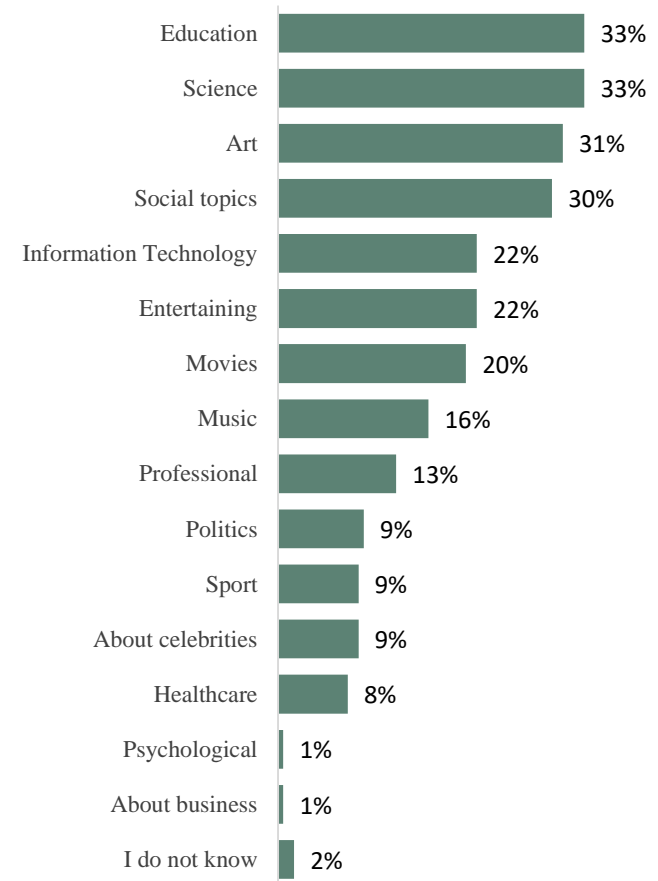
On the other hand, as demonstrated by the in-depth interviews with podcast consumers, there are two different approaches. One side finds that a podcast should be for entertainment, light, calming, not burdening, and the other side believes that a podcast should be saturated with content, having the function of being educational and informative. Proponents of the second point of view think that podcasts need to carry

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out a particularly deep analysis of specific themes, such as human rights, social topics, scientific topics, etc. One of the participants of the in-depth interviews mentions the BBC's "Thinking allowed" as a good example of a similar podcast, where the authors address the topic of the day from all possible angles.

> **"…it takes a topic, let's say "blood" and explains the historical and social context of that topic, talks to a biologist, to one theologist let's say, because it has a theological source as well, he/she opens up that topic from different aspects…"**
> (Quote from KII, podcast consumer, male, 27 years old)

Those that prefer non-entertainment podcasts mention that Armenian podcasts are not so diverse and filled with content. The authors explain that the reasons for this is due to losing a significant portion of their audience in case of producing profession-specific podcasts, which is already not big for Armenian-language podcasts. During the focus group interview, podcast producers mentioned that on average Armenian-language podcasts have around 300 listens, and in case of having more than 1000 listens, the podcasts can be considered successful. Such indicators, nevertheless, are not sufficient to turn the podcast into a marketing tool in order to ensure self-financing, according to the participants.

> **"…in Armenia, if [the number of views] goes beyond 1000, it is a successful podcast…"**
> (Quote from FGD, Media representative, podcast producer)

> **"… One need not be afraid that there aren't many views, and be ready for not having a wide audience. You do that for those people who have the need for it. It is like a pill rather than candy…"**
> (Quote from FGD, media expert)

Respondents listen to English language podcasts the most (37%), followed by Armenian (33%), and Russian (30%) (Figure 10). According to the qualitative data, podcasts in Russian and English are most widespread among consumers, however, as shown by the quantitative data, consumption of podcasts in the three languages have approximately the same weight.

Figure 10. The language of the most frequently consumed podcasts (n=168)
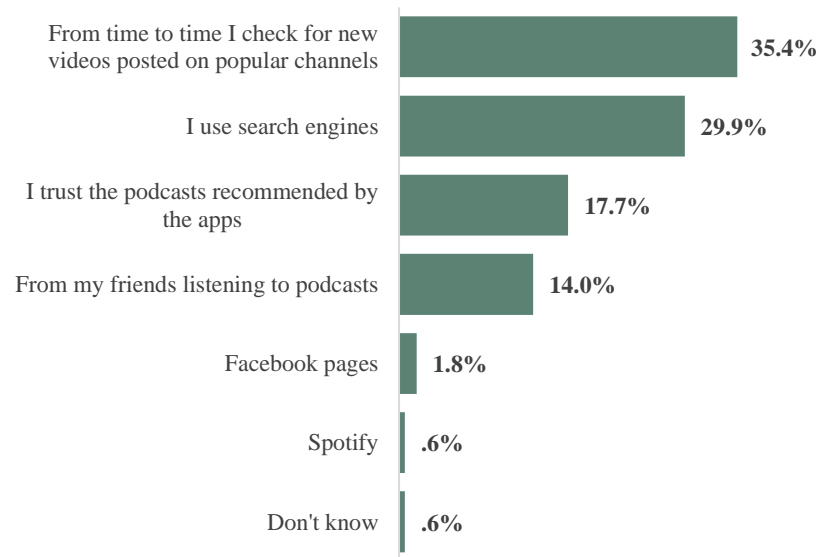

- Armenian 33.3%
- Russian 29.8%
- English 36.9%
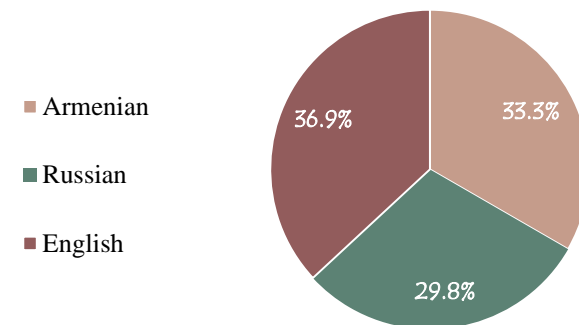
The favorite podcasts of participants of the online survey are listed in Annex 2. Podcasts in English dominate the list. Among podcasts in Armenian, "Rearrange", "Akanjoogh", "Podcast", "Dirty Pipe" are mentioned most frequently. During qualitative interviews, respondents mentioned "Soap Opera", "Hetq" podcasts, "Bedovlat", "Vocal Bean ("Dzaynavor Lobi")", "Groghutsav", "Akanjoogh", "Dirty Pipe" and others are mentioned as preferred podcasts.

35% of the responders check for podcasts from time to time on channels known to them in order to receive information on new podcasts, 30% use search engines, 18% rely on apps to suggest those podcasts, and 14% find out about new podcasts from acquaintances and friends. During qualitative interviews, nevertheless, participants mention they receive information about new podcasts from their Facebook newsfeed.

> **"I learn about new podcasts from the newsfeed, friends, the only podcast that was recommended was Akanjoogh, I liked the logo and the name, it made me curious…"**
> (Quote from KII, podcast consumer, female, 28 years old)

Figure 11. Sources of information on new podcasts (n=164)

Source	Percentage
From time to time I check for new videos posted on popular channels	35.4%
I use search engines	29.9%
I trust the podcasts recommended by the apps	17.7%
From my friends listening to podcasts	14.0%
Facebook pages	1.8%
Spotify	.6%
Don't know	.6%

Podcast Production

10% of online survey participants and respondents aware of podcasts have experience in recording podcasts besides being consumers. 45% have considered recording a podcast, but have not done so, and another 45% never thought about it (Figure 12).

Figure 12. Have you ever thought about producing a podcast? (n=164)

- Yes, I have produced
- Yes, I thought about, but I did not
- No, I did not thought about it

10.4%
44.5%
45.1%
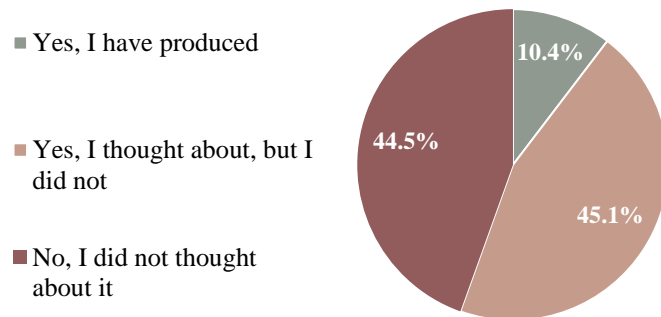
Those respondents that mentioned they have considered recording a podcast but have not done so, also told what limited them to do so. 38% of them mentioned they did not have the necessary equipment to record a podcast, another 38% said their concept has not fully developed yet, 22% do not believe they have the capacity to do it, and 22% do not have the financial resources (Table 10).

Table 10. Reasons of not producing a podcast [8] (n=74, up to 2 responses permitted)

Reasons	N	% of responses	% of cases
I do not have the necessary equipment	28	23.5%	37.8%
I have not finalized what I have to say	28	23.5%	37.8%
I am not confident and I don't	16	13.4%	21.6%
think that it will work			
I do not have financial resources	16	13.4%	21.6%
I do not have time	15	12.6%	20.3%
I do not have necessary skills	14	11.8%	18.9%
I have no energy to do that	2	1.7%	2.7%
Total	**119**	**100.0%**	**160.8%**

During qualitative interviews with podcast consumers, not having a finalized idea for content was mentioned as a reason for not recording podcasts.

"I thought about it myself last year when I would listen every day, I thought about doing it on urban topics in Armenia – in the physical or social context, but I do not feel it is formulated enough, I do not want to create content that will be baloney…"
(Quote from KII, podcast consumer, male, 32 years old)

"It crossed my mind to record, but there are so many now that I can't think of a theme to do it in, time got in the way of concentrating… now that I think about it, I understand that I don't have much to say, if I come up with something that I feel will make me stand out from the others, I will definitely do it…"
(Quote from KII, podcast consumer, female, 24 years old)

As revealed by the in-depth interviews, incentives for recording a podcast for the first time vary. Yet, the main commonality among these experiences is related to being associated with the media field. Though the majority of podcast consumers have had the desire to record as well, those that mainly did get involved in creating were people that were in the media sector or had experience recording beforehand. On the other hand it should be noted that podcast producers primarily begin engaging in such kind of media creation when they have certain **external support**, such as trainings, professional consultations, or for instance receiving encouragement or assistance in recording a podcast. A percentage of the surveyed

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[8]On average one respondents provided 1.6 reasons for not listening podcast

noted participating in the school organized by the Media Initiatives as a push to create a podcast.

> **"… my main adviser was Areg from "Dirty Pipes", he gave a direction, "convinced me to record", explained that in order to become a good journalist you need to be able to interact with your audience…"**
> (Quote from KII, podcast producer and consumer)

Regarding news platforms, podcasts began integrating here as a **"new format".** The tendency of having a separate column for podcasts on news platforms is beginning to spread in parallel to podcasts becoming more popular. It presents itself as a means replacing traditional text information, which also aims to bring in younger audiences for news websites. On the other hand, having a short audio description of the content of the article published on the website, prevalence of audio content is becoming widespread, giving an opportunity for the audience of the media not only to read but also to read.

> **"…I saw that podcasts are becoming very popular… during that time I also wanted to insert some kind of innovation, appear in a new format and attract a younger audience…"**
> (Quote from KII, podcast producer and consumer)

The creation of content by individuals depends on the podcast producers' preferences and life experience. Though, in some case recommendations from audiences and friends are taken into consideration. In some instances podcast producers mentioned they choose the topic of the next episode with their audience through keeping in touch. For others, deciding on the topic this way is very rare, it is an exception and not a pattern.

> **"…whenever I have free time, without thinking I record a podcast, and I choose the topic together with my listeners, so that it interests them as well…"**

> (Quote from KII, podcast producer)

> **"…Even if I don't organize online meetings, I read the comments of my audience, based on their opinion and to some extent my opinion I choose the topic…"**
> (Quote from KII, podcast producer)

Podcast producers prepare for recording in a variety of ways. A significant part of them works on the scenario in prior, and the majority improvises right when recording. Individual podcasters primarily belong to the second group, and media podcasters are a dominant in the first group. During the focus group discussions, two of the experts mentioned that the success of the most popular Armenian podcasters is due to the detailed work that goes into preparing the scenarios, resulting in these podcasts standing out among others in terms of their quality. Here we stumble upon the issue of there being a higher demand among consumers for especially informative and educational podcasts, but the supply, as is observed is rather low, because it requires the investment of significant time resources.

> **"…I do not determine the structure at all, because I think the main idea of this is to improvise while recording, and it will definitely be more interesting, it is my opinion, of course I read material relevant to the topic, interesting facts to pass that to my audience as well, but I do not clearly separate structural elements, because I think it will be more interesting without that certainty…"**
> (Quote from KII, podcast producer)

> **"…changes in the topic need to be flexible, the society, the audience cannot constantly be interested in one topic and I decided to go deeper in my scientific materials, so that by listening to the recording, particularly young people become interested in the topic, so that it gives them some knowledge…"**
> (Quote from KII, podcast producer)

All podcast producers are in agreement that podcasts are not profitable, but among individual podcasters this fact does not cause great disappointment or stress, because the latter mention they treat

recording podcasts as a hobby rather than a main source of work, which would entail receiving income. The issue of monetization is particularly pressing for media representatives, and focus group discussions revealed that it is precisely this group that is most incentivized to find monetization opportunities.

Podcast authors also mention that in the case of some thematic directions, such as the topic of feminism, social topics, personal narratives, the monetization of podcasts is not only inappropriate, buy also it is not the primary motivation. In some cases such podcasts are created in the framework of some grant schemes, which however ensures financial resources only for a specific period of time, and after the end of the project, the creation of new episodes or parts usually slows down as a rule or stops completely due to the lack of financial resources and time. At the same time, there have been participants who have mentioned the podcasts that have been the most successful were those that were created solely through their own efforts and resources, and not through the support of an organization, because *"funding is not a fit incentive for creating a podcast"* [quote from interview].

In general, authors do not have a definite attitude towards producing podcasts through grant projects. They mention that donors are particularly interested in investing into new projects from the beginning. Podcasters mention that as a consequence of such an approach, new podcasts appear, which cease to go on after producing several episodes. According to them it would be especially effective, if investments were made into already existing podcasts. Participants have different views on resources in order to record podcast. On the one hand the participants mention that to record a podcast "willingness and time" are sufficient, on the other hand, they mention that in reality podcast production requires significant resources, such as high quality of equipment for sound, a separate

room for recording, a clean scenario, etc. as opposed to video formats, according to podcasters, the ease of this format is associated with the unimportance of the visual aspect, and the absence of need for additional efforts in this regard.

From the perspective of skills in recording and editing a podcast, doing sound design, podcast creators believe that these are possible to learn quickly and in a short amount of time, and can be done through online tools. For example, podcast creators mention they were able to gain these skills during the trainings organized by the Media Initiatives Center. Because podcast consumers are few, producers mainly mention they are aware of who is in their audience and use online tools (such as Google Analytics) to receive more information about their audience. I addition to media platforms, producers also mention they utilize the opportunity of placing targeted advertising on social media platforms to raise awareness about their podcasts. To describe their audiences, almost all podcast creators mention "young", "active", "leading" as their features, and in some cases distinguish regional youth or women as the main target audience.

> **"…In reality podcasts are very accessible. You sit down, speak, record, upload, become…"**
> (Quote from KII, podcast producer)

> **"… When you start doing it, you understand how serious the work is, it is a responsibility, because it happens that you do one episode and don't do anything for 5 weeks… therefore, you need to prepare, prepare a questionnaire or have some scenarios ready. It requires a lot of work…"**
> (Quote from KII, podcast producer)

> **"…At the same time it is very time-consuming [add: recording a new podcast]. We are not able to do more than 1 or 2 per month…"**
> (Quote from KII, podcast producer)

According to the participants, it is important to differentiate the audience of podcasts created by the media from those by an individual, a character, because in the first case the podcast has the opportunity to target the already established audience of the media, and in the latter case, the audience develops gradually basing on the appeal of the character of the podcast creator. Simultaneously, producers of podcasts for news agencies note that *"media readers and our podcast listeners are not the same people"* [quote from focus group discussion] and in some cases it is difficult to understand who the audience is, because it mainly depends on the topic of the given podcast and the guest speaker.

Though Podcasters claim that they maintain feedback with the audience, during the in-depth interviews the majority of podcast consumers mentioned they did not maintain communication with their favorite authors and there have almost never been instances for on opportunity to write a comment or express an opinion directed to the author. Cases that are an exception are when consumers directly know the authors and have friendly relations with them. Participants also mentioned that contact with audiences has become weaker during the recent months, due to political atmosphere created in the country. Podcast listeners also mentioned that during the last months they preferred not to listen to podcasts concerning issues in Armenia.

> **"… For me there is a saturation of the Armenian, at this stage there are so many political, social issues that you hear about or see, that you do not want to take on anything new, what could they talk about, they can talk about Yerevan, historical things, about social issues, and those are such things that I interact with a lot, I don't want that any more…"**
> (Quote from KII, podcast consumer, female, 35 years old)

At the same time, almost all the participants state that the target audience of podcasts is small and the difficulty of finding an audience is mainly due to the lack of awareness about podcasts as a type/format of media and the lack of listening equipment. As a result of all this, so-called YouTube podcasts become popular, as podcast creators are forced to use this platform to find an audience. Subsequently, many podcasts begin to be guided by visuals and appear in the domain that is not intended for them.

> **"…Just the fact that the majority in Armenia listen to podcasts on YouTube, it speaks about the society not being familiar with podcasts as a tool…"**
> (Quote from KII, podcast producer)

> **"…podcasts should be distinguished from YouTube…"**
> (Quote from KII, podcast producer)

Podcast Development Perspectives in Armenia

In general, as shown by the qualitative interviews and the focus group discussions, the prospects of the development of the podcasting culture in Armenia are quite promising due to the rise of interest towards the field and the overall technological progress. At the same time, the participants of the qualitative interviews and discussions mention several factors that hinder the development of podcasting in Armenia. These factors are summarized below.

The first obstacle is due to the fact that podcasts are **not yet self-financing products**. Podcasts are still dependent on media, funding, and grant programs. Although the participants of the qualitative interviews use the availability of grant financing opportunities for the development of podcasting, they do not consider it a priority. This is due to the fact that the grant programs have a time limit, they are given for certain thematic areas, and after the end of the grant programs, following one or two additional episodes, the authors, as a rule, do not record new podcasts. According to the participants, it is possible that the funds through grant will be used correctly and create an opportunity for independent existence further on. As a way to overcome this limitation, the participants of qualitative interviews mention the use of podcast as a tool for independent development and utilization as a marketing tool, which will make it comprehendible for advertisers (such as using product placement in a podcast).

> **"…a good podcast actually requires a good budget…"**
> (Quote from FGD, podcast producer)

> **"…it is possible to make money with a podcast, but it needs to gain mass recognition. You need to secure views and have product placement. Maybe it is possible to do that in Armenia…"**
> (Quote from KII, media expert)

> **"… If there is no monetization and we are not able to sell our podcasts as media products, then at some point we will get killed off…"**
> (Quote from FGD, Media representative, podcast producer)

The next obstacle is related to the scarcity of resources for one person to perform several functions in order to create a podcast, or as podcast creators describe **"not working with a team"** or **"not having a team"**, which does not make the creation of a podcast a "production" and does not allow to develop quality and content-wise.

> **"…I do it alone, for instance, as much as I can, my knowledge is sufficient and I do the work of 5 or 6 people. I do everything on my own. And it would be better if everyone did their part, there was a distribution of tasks, it would increase the quality of the work…"**
> (Quote from KII, podcast producer)

Podcast producers also mention that the spread of podcasts and the rise of consumption can hinder the **creation of quality podcasts** which can create a wrong impression and disappointment for first-time listeners of Armenian-language podcasts. In this regard, participants emphasize the importance of creating particularly high-quality and informative podcasts.

> **"…Well there are really good ones, but the bad quality ones are also many, and that is really disturbing, a person listening to a podcast for the first time, when they do not have a clear understanding of what is worth listening to and where, unfortunately, stumbling upon a bad podcast become disappointed and think that there is no good content in Armenia…"**
> (Quote from KII, podcast producer)

The next obstacle for podcast consumption in Armenia, according to podcast producers and consumers, is **the lack of awareness about podcast listening platforms,** getting used to visual content through the YouTube platform, and preferring this platform (especially by

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middle-aged to middle-aged people). Participants of in-depth interviews and focus group discussions prioritize increasing media literacy among the population, increasing interest and awareness and providing people with interesting, rich content as directions for the development of the podcast culture.

> **"…the central issue is that people are not informed, they do not know where, what and how, accessibility and awareness are low…"**
> (Quote from KII, podcast producer)

> **"…the most important thing for me is and remains the lack of people's media literacy, this causes lack of interest and as a result our work is not appreciated by the society…"**
> (Quote from KII, podcast producer)

> **"…young people are dependent on media products to the extreme, and they do not want to become familiarized with new products…"**
> (Quote from KII, podcast producer)

In terms of the development of the podcasting culture, experts in the field also prioritize **ensuring the diversity of episodes** or the so-called "supply stability", which will allow to create a stable audience, and form certain habits for their audience.

> **"… the majority are not consistent. They will disappear for one month or three months, then decide they will do another one and see what will happen next. The audience never forms in this way…"**
> (Quote from FGD, Media representative, podcast producer)

One of the factors hindering the spread of podcasts is **the lack of "long distances"** in Armenia, which people could take advantage of to hear podcasts in the car, on public transport or while walking. As a result, podcasters prefer to create episodes lasting 30 to 40 minutes. In some cases, podcast creators mention that this timeframe is not enough to fully explore the topic under discussion or get to know the invited guest.

The next obstacle to the development of podcasting, experts note, is the small size of the Armenian-speaking audience and the difficulty of finding them. Especially in the case of podcasts targeting a narrowly professional social group, the number of potential Armenian-speaking audiences is reduced many times over, thus reducing the number of possible listens.

> **"…podcasts have a challenge of finding large audiences, that is a fact and currently podcasts and audiences are looking one for the other and find each other, or do not…"**
> (Quote from KII, podcast producer)

Another problem that was revealed as a result of focus group discussions is that the **contact with the audience is episodic** and maintaining that connection largely depends on the personal skills and desire of the podcast producer. Individual podcasters point out that maintaining regular contact with the audience requires a lot of effort and time, which, however, they are not ready to devote much time to. Only in this case do podcasters state that they clearly see the need to engage a specialist to maintain contact with the audience (social media marketing specialist) and take certain steps or intend to take steps in that direction. The participants agree that when getting to know the audience well and getting acquainted with their needs, it will be possible to qualitatively change the produced podcasts and increase their audience.

> **"…the contact is not so big with my listeners, to be honest, because being rather busy, I do not have the time to maintain an active interaction with my audience, but I try to keep in touch, I try to be as useful as possible for those that direct questions to me about the podcast…"**
> (Quote from FGD, Media representative, podcast producer)

Podcast producers and experts document some passivity in the field of podcasting due to the war currently and the socio-political situation in the country, which has to some extent changed people's

priorities … "People 's attention is somewhere completely different" [quote from in-depth interview]. According to podcast authors, the war and existing situation have caused contact with audiences on social media platforms to become passive. On the one hand, the 44-day Artsakh war and the political crisis in the country, pushed the priority of developing the culture of podcasting to the background to a certain extent of podcast creators, and on the other hand, the war and security topics became the motivation for podcast recorders to make new podcasts. As noted by some of the participants in the in-depth interviews and focus group discussions, they recorded new podcasts on these topics.

In general, the quantitative data show that a large part of the respondents have recently learned about podcasting, which means that the ongoing advertising and awareness campaigns are effective, their continuity can significantly change the current picture in a short time. The participants of the focus group discussions and in-depth interviews are also optimistic that the sphere is moving in the direction of development. On the one hand, the participants link the development opportunities of podcasting with the development of technical means, such as the popularization of "Smart Speakers", the testing of the possibilities of posting "audio" on Facebook, etc. The other development trend is attributed by the participants to the decrease in reading printed content, which is replaced by the consumption of audio content as an easier way to get information.

> **"… it certainly is developing, because if there is time at this moment for people to read articles, very soon this will be no more…"**
> (Quote from KII, media expert)

Annex 1. Authors of podcasts involved in in-depth interviews և focus group discussions և industry experts

1. Aida Marukyan ("Loqsh"" podcast, author)
2. Anahit Ghazaryan ("Akanjogh" podcast, author)
3. Anahit Minasyan ("Girls' talk" podcast, author)
4. Anna Gevorgyan ("EduTalks" podcast, author)
5. Anna Stepanyan ("Loqsh" podcast, author)
6. Ashot Ter-Grigoryan (Hetq.am, journalyst)
7. Areg Arakelyan ("Pnti khoghovak" podcast, author)
8. Aren Melikyan ("Encyclomedia" podcast, author)
9. Artur Papyan ("Tsantsar" podcast, author)
10. Armine tsagharyan (radio podcaster, media expert)
11. Arshak Tovmasyan (Founder of Regional Podcast)
12. Gohar Khachatryan ("Akanjogh" podcast, author)
13. Emin Ohanjanyan (Podcast "podcast", author)
14. Karine Zakharyan ("Loqsh" podcast)
15. Hayk Zakharyan ("Pnti khoghovak" podcast, author)
16. Rubina Margosyan (EVN report podcast, author)
17. Ruzan Aydinyan (radio expert)
18. Samson Martirosyan ("Sev bibar" podcast, Hetq.am)
19. Syuzanna Tusinyan ("Technoworld" podcast, author)
20. Vahe Khachatryan (screenwriter, producer)

Table 1: List the three most frequent podcasts You listen to (n = 96, accepted up to 3 answers)

Podcasts	N	% of responses	% of cases
KUJI	11	6,3%	11,5%
Rearrange	10	5,7%	10,4%
Ted Talks Daily	7	4,0%	7,3%
Earring (Akanjogh)	6	3,4%	6,3%
Joe Rogan	5	2,9%	5,2%
Podcast "Podcast"	4	2,3%	4,2%
Story for the night	4	2,3%	4,2%
Arzamas	4	2,3%	4,2%
Pnti khoghovak	3	1,7%	3,1%
Nurlan Saburov, From time to time	3	1,7%	3,1%
BBC	3	1,7%	3,1%
Vdud	3	1,7%	3,1%
Bitches Brew Podcast	3	1,7%	3,1%
Hetq	2	1,1%	2,1%
The Intelligence	2	1,1%	2,1%
The Daily	2	1,1%	2,1%
Jordan Peterson	2	1,1%	2,1%
Mars podcast	2	1,1%	2,1%
EVN Report	2	1,1%	2,1%
Socpod	1	,6%	1,0%
Lex Fridman	1	,6%	1,0%
We and we	1	,6%	1,0%
Girls Talk initiative	1	,6%	1,0%
Loqsh	1	,6%	1,0%
Mayriki anush	1	,6%	1,0%
Listen to podcast	1	,6%	1,0%
My radio, "In short" series	1	,6%	1,0%
Media.am	1	,6%	1,0%
Technoworld	1	,6%	1,0%
Dzi podcast	1	,6%	1,0%
Home podcast	1	,6%	1,0%
Azatutyun "Recent history"	1	,6%	1,0%
HBR, "IdeaCast"	1	,6%	1,0%
Eldar Dzarakhov	1	,6%	1,0%
Suffering in the Middle Ages	1	,6%	1,0%
Why did I see it?	1	,6%	1,0%
In previous series	1	,6%	1,0%
Book of the week	1	,6%	1,0%
Running is harmful	1	,6%	1,0%
Books in a million	1	,6%	1,0%
Karina Kasparyants	1	,6%	1,0%
Talk	1	,6%	1,0%
I know me	1	,6%	1,0%
Labkovskiy	1	,6%	1,0%
Rcing	1	,6%	1,0%
Topic to talk about	1	,6%	1,0%
Without soul	1	,6%	1,0%
Baldzezhniy podkast	1	,6%	1,0%
Interesting podcast	1	,6%	1,0%
Maybe talk? (pogovorit?)	1	,6%	1,0%
micRAFon	1	,6%	1,0%
Women inspiring women	1	,6%	1,0%
Coffee talk with Kalyn	1	,6%	1,0%
Pretty basic	1	,6%	1,0%
Vert Dider	1	,6%	1,0%
The rich roll	1	,6%	1,0%
Curiosity Daily	1	,6%	1,0%
The Economist	1	,6%	1,0%
The Joe Organ Experience	1	,6%	1,0%
Ologies	1	,6%	1,0%
How to Save a Planet	1	,6%	1,0%
American life	1	,6%	1,0%
Believed	1	,6%	1,0%
Sleep with me	1	,6%	1,0%
Dirty talk podcast	1	,6%	1,0%
Sidenote	1	,6%	1,0%
Code Switch	1	,6%	1,0%
Fem Talks	1	,6%	1,0%
Revolutionary Left Radio	1	,6%	1,0%
Jacobin Podcast	1	,6%	1,0%
Revisionist History	1	,6%	1,0%
Yuval Noah Harari	1	,6%	1,0%
Reveal	1	,6%	1,0%
How Sound	1	,6%	1,0%
Radiolab	1	,6%	1,0%
Spy diary	1	,6%	1,0%
Black paper (Sev bibar)	1	,6%	1,0%
Tqats: Kofekukhni	1	,6%	1,0%
Polish podcast	1	,6%	1,0%
Global news podcast	1	,6%	1,0%

Football daily	1	,6%	1,0%
CineScope Podcast	1	,6%	1,0%
Inner French	1	,6%	1,0%
Songs a Week	1	,6%	1,0%
The Argument	1	,6%	1,0%
Dolly Parton's America	1	,6%	1,0%
Civics 101	1	,6%	1,0%
Disability Visibility	1	,6%	1,0%
Comedy club	1	,6%	1,0%
CNN	1	,6%	1,0%
Kinopoisk	1	,6%	1,0%
Movie Fire Podcasts	1	,6%	1,0%
Funk and Beyond	1	,6%	1,0%
The Midnight Miracle	1	,6%	1,0%
Becoming Wise	1	,6%	1,0%
The Lazy Genius	1	,6%	1,0%
Every Little Thing	1	,6%	1,0%
Other English podcasts	17	9,7%	17,7%
Other Russian podcasts	2	1,1%	2,1%
	175	100,0%	182,3%