



PODCAST LOUNGE

by move communications

Podcasts

move communications is a manufacturer of content marketing.

An important part of this is audio communication, which is becoming increasingly important.

move communications has been dedicated to this in the sense of a comprehensive content strategy for a long time - until now mainly in the sense of reports and spots.

And in the future in particular in the form of podcasts.



Content Marketing



PR



Podcasts



Publishing

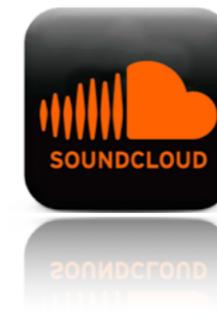
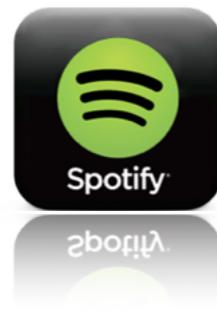


Social

What is an audio podcast?

A podcast is a series of audio productions in different formats that can be subscribed to online with little effort and usually free of charge.

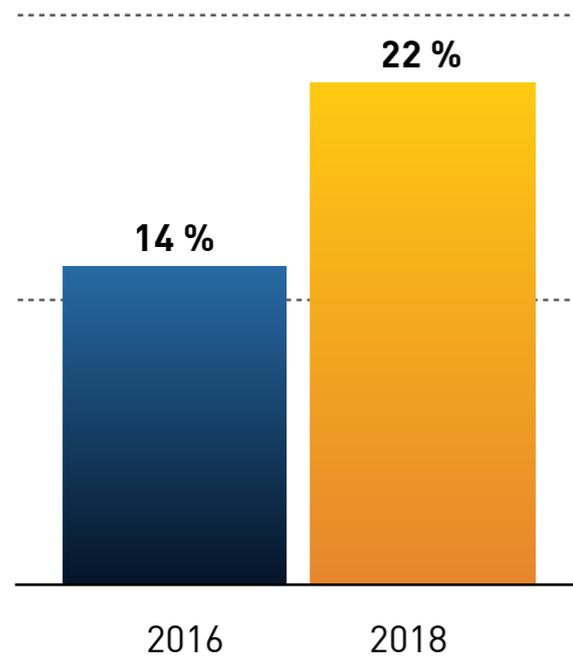
Apps and audio services such as iTunes, Spotify, Google Podcasts, Deezer or Soundcloud provide an easy way to search for podcasts and then stream, download and subscribe to them.



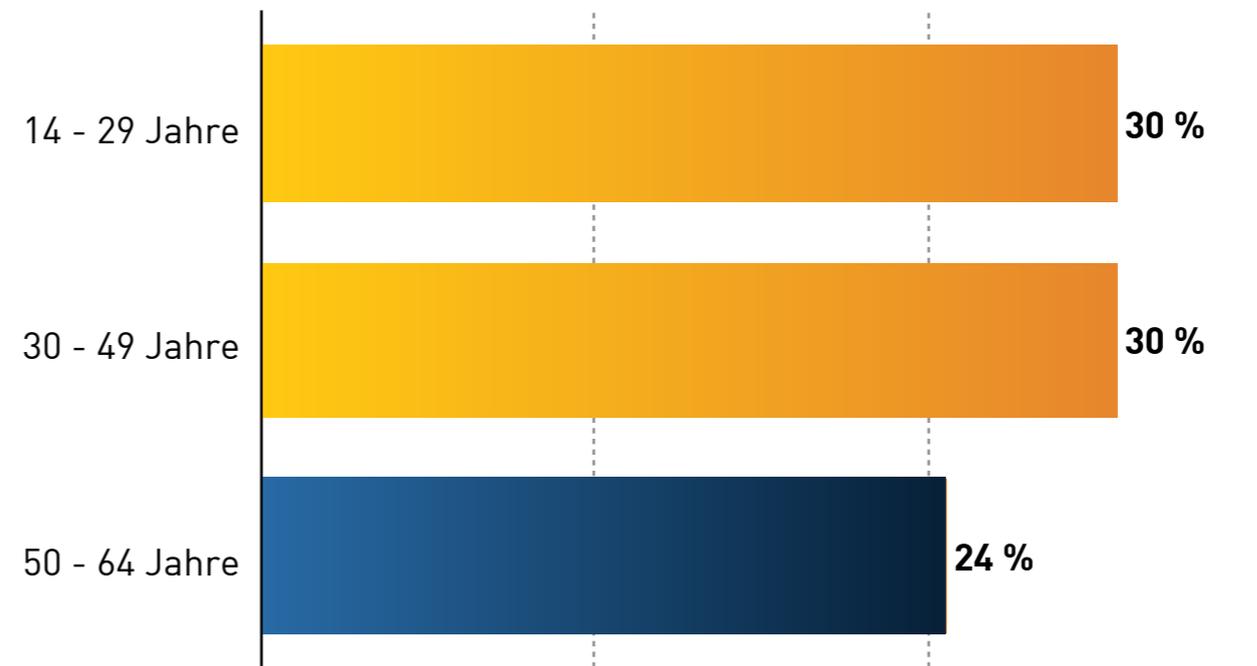
Whether reportage, news talk, advice, tips & tutorials, inside information, thriller or comedy - podcasts are available in a wide variety of formats. Niche and special interest topics in particular find their audience successfully.

Who listens to audio podcasts?

In the United States, audio podcasts are a natural part of the media mix, and podcasts are also becoming mainstream in Germany.



In 2018, 22% of German podcasts already heard - 8% more than in 2016.



In the age groups 14 - 29 years and 30 - 49 years almost one in three listens to podcasts - and the trend is rising.

Quelle: Bitkom Research 2018, Basis: 1.006 Befragte ab 14 Jahren in Deutschland

Audio Podcasts are trending

With podcasts, the "Netflix trend" is making its way into the audio segment - and thanks to smartphones, it is spreading in Germany that comes close to the radio.

Whether jogging, in the car on the way to work or at home on the couch - audio podcasts are increasingly everywhere.

And thus potentially also appropriate attention for your messages and your brand.

When and where are podcasts heard? The listeners make this selection actively and consciously. They choose the topics that really interest them and the channels and times in which they want to hear the content.

The Podcast Lounge supports you in finding the right format and the right topics for your podcast. So you benefit from an eye-catching, focused means of communication without wastage!



What listeners want

Studies from the USA and Germany show:

Podcast listeners have a great desire for information and attention when listening to podcasts.

Benefits for podcast publisher:

- Communication without wastage
- Differentiated targeting
- Podcast content has a lasting effect, also with regard to advertising
- Podcast listeners are loyal: Whoever listens once stays with them
- Content sovereignty lies with the sender



Podcasts: easy to access

- on Apple and Android devices via the podcast app
- through google search
- via Spotify, Deezer and the directories of other streaming providers
- increasingly also via smart speakers such as Amazon Echo, Apple Home Pod or Google Home
- via the websites of the podcast producers, e.g. B. radiotourism.de/podcast

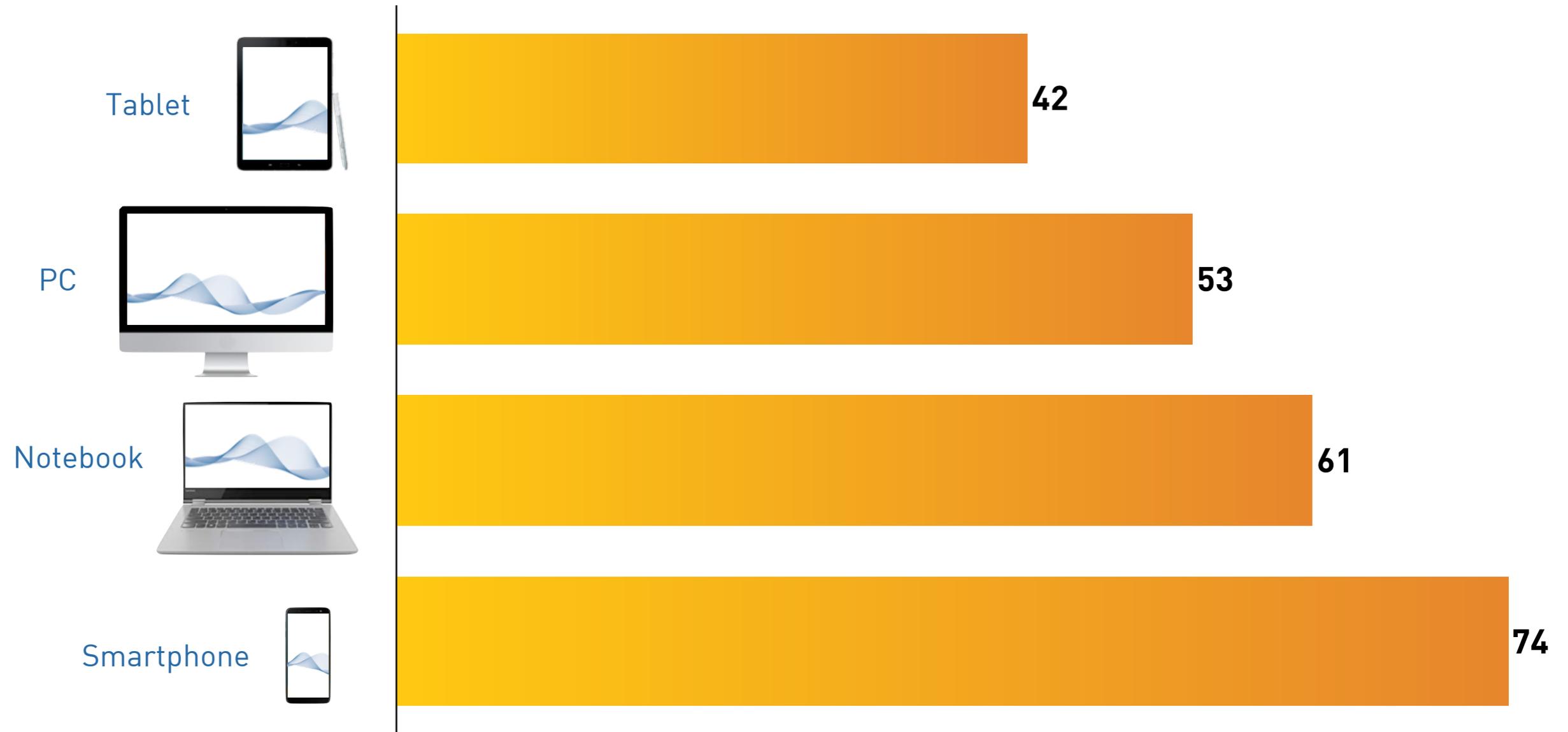
The podcast's feed and subscription function automatically provides the user with new content.


 The multi-colored Google logo.

Google recognized the signs of the times and announced that it would make audio content and thus audio podcasts a "first class citizen" in Google search.

This reaches many people who have never had any contact with podcasts.

Podcasts: Usage in Germany



Quelle: Spot on Podcast / AS&S Radio, Mehrfachnennungen möglich

Podcasts for brands and products

83% of the listeners accept advertising within podcasts

Podcast made **41%** of listeners want to try a product

38% of the listeners consume podcasts several times a week



A listener profile



love to interact

loyal

**above average
income**

**heavy
media users**

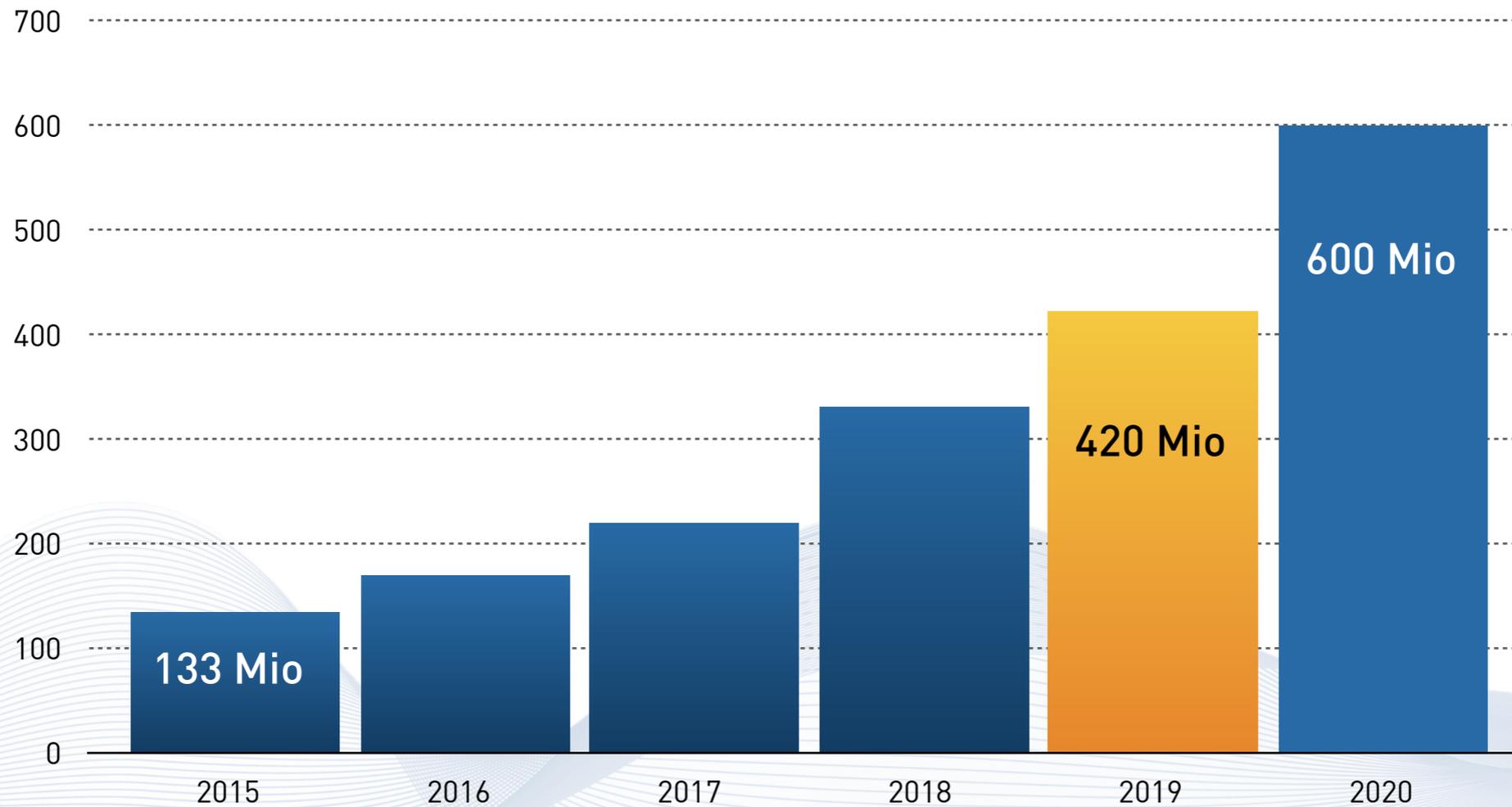
**high
education**

**Interested in technology,
fashion and trends**

Podcast advertising

In the US, podcasts are already an integral part of the communication mix. Advertising spending has tripled since 2015. For 2020, it is predicted that US companies will invest over \$ 600 million in podcast advertising.

Quelle: Statista 2019, Podcast advertising spending in the United States from 2010 to 2020



Corporate and branded podcasts



After podcasts were for a long time a playground or simply an additional channel for (especially audio-visual) media, brand podcasts have recently also been on the rise in Germany.

The same applies to special interest podcasts, which are increasingly becoming interesting advertising media for corresponding brands.

Podcasts – multi dimensional

Podcast content and episodes have the great advantage of not only being able to appear as a series of audio contributions on the relevant platforms.

The same content can also be used, for example, to set your own website to music. Which will be even more important in the near future, as the search for content, v. a. via Google, increasingly shifted to the language level.

Alexa, Siri and Co. are driving this development massively.



Podcast options

für for companies, brands and products

CORPORATE PODCASTS

Podcast, the content of which is entirely designed by the company.

Concept and storytelling are based on the company's content strategy.

INTERNAL PODCASTS

"Intranet" in audio form.
Also can be used for training purposes.

BRANDED PODCASTS

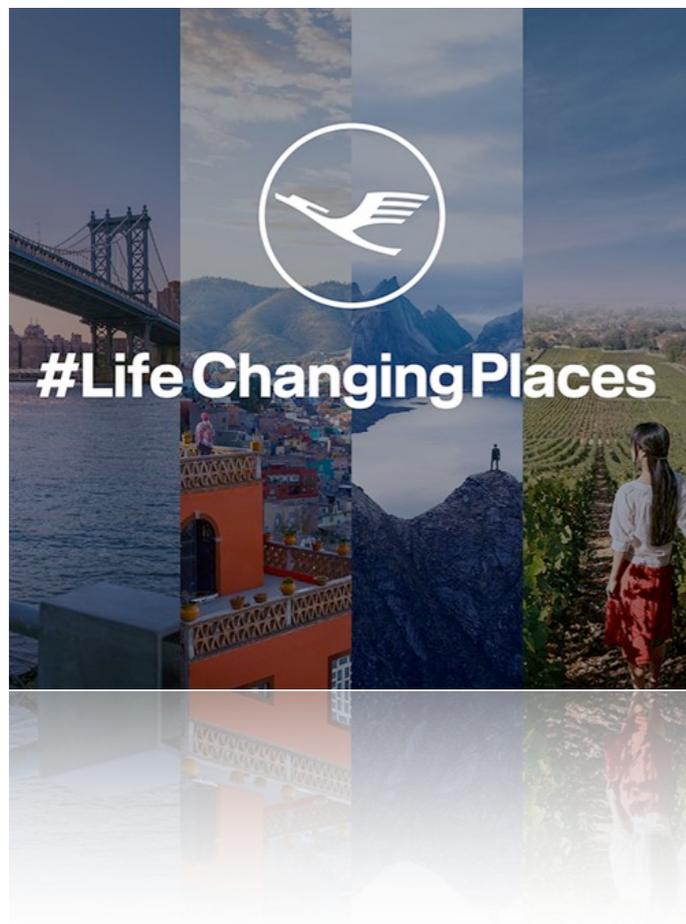
Company acts as the (main) sponsor of a podcast, the content of which is not designed by the company itself.

PODCAST NATIVE ADVERTISING

Native advertising break within a podcast

Corporate Podcasts

LUFTHANSA



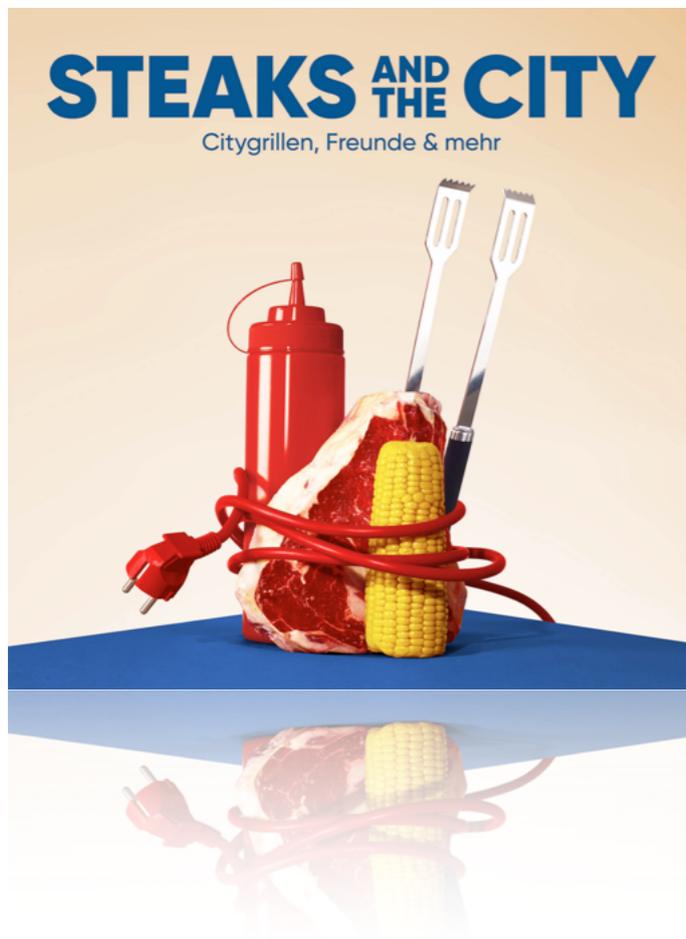
LUFTHANSA-Podcast: #LifeChangingPlaces

In this English-language podcast, which is clearly designed for its international audience, LUFTHANSA inspires “life-changing places” all over the world

The airline maintains and inspires equally and creates new incentives to discover new destinations with the crane airline. Note: This podcast is not a production of PODCAST LOUNGE.

Corporate Podcasts

SEVERIN



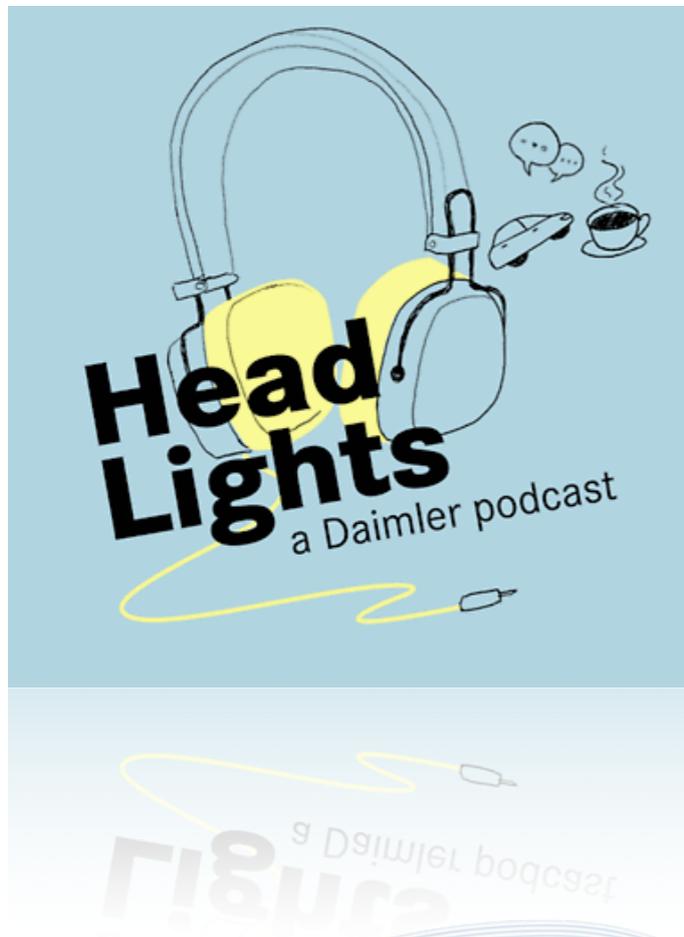
SEVERIN-Podcast: Steaks and the City

They are fans of eBBQ and love meat, fish and vegetables: Sibylle, Julian and Jens grill their listeners once a month in the SEVERIN show kitchen.

They reveal delicious recipes and useful expert tips on the subject of "City barbecues, friends & more". Although the three moderators give their all - the star in this podcast is the electric grill.

The Severin podcast "Steak and the City" is a co-production by PODCAST LOUNGE by move communications and Schlenker PR.

Internal Podcasts DAIMLER



HeadLights – a Daimler-Podcast

Quote from the podcast promo: "Whether you want to learn on the bus how beer prices are related to economy, sweaty on the treadmill in the gym, learn how our tech hub in Tel Aviv is researching the topic of connected vehicles or listen to you on a walk, as we at Daimler do Want to shape the mobility of the future: There are these stories in the Daimler podcast HeadLights." Note: This podcast is not a PODCAST LOUNGE production.

Internal Podcasts

AUDI



Audi Mitarbeiter-Podcast

This podcast is information for the employees of Audi AG Germany. It always provides background information on a top topic for a quarter of an hour in the middle of the month.

The whole thing is supplemented with interviews, news and event tips from Ingolstadt and Neckarsulm - and sometimes with a competition. Note: This podcast is not a production of PODCAST LOUNGE.

Branded Podcasts

RADIO TOURISM



Radio Tourism, the industry podcast for tourism – sponsored by Sunny Carts

The podcast deals with all topics related to tourism. What trends are there? What are the current difficulties? What are the focus of the discussion?

In each episode, Radio Tourism meets decision-makers, makers, but also critics of this large economic sector and gets to the bottom of a wide variety of topics.

And Sunny Cars is always there.

This podcast is a production of PODCAST LOUNGE by move communications.

Podcast Native Advertisement

ALLE WEGE FÜHREN NACH RUHM



Alle Wege führen nach Ruhm

The "career podcast for young professionals" with Joko Winterscheidt and Paul Ripke is one of the most popular in Germany, along with "Fest und Fluschtig".

Including native advertising.

Note: This podcast is not a production of PODCAST LOUNGE.

What does it need to produce Podcasts?



Everything from a single source



Concept

Storyboard

Editorial plan

Editorial staff

Presentation

Production

Sound Design

Distribution

Audio Teaser for Social Media

Media planing

Native Advertising

Reporting

Sie planen einen eigenen Podcast?

move communications unterstützt Sie bei der Konzeption, Produktion und Verbreitung Ihres Audio-Podcasts.

Gerne beraten wir Sie persönlich!

Vereinbaren Sie jetzt einen Termin für eine kostenlose Einführung in die Welt der Audio-Podcasts.



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