

Podcasts and platforms

Media Futures ●

Studying the relationship of podcasts, platformisation and listener loyalty

Andreas Solberg Jensen, Master's in Media and Communication, UiB. Andreas.S.Jense@student.uib.no



Proposed research questions

1. What constitutes the main basis of host listener relationships as they relate to podcasts
2. What factors are important to create loyalty between podcast consumers and their preferred programs?
3. How does the process of platformisation, affect podcast consumers' sense of listener loyalty?

Abstract

The process of platformisation has been a central development within media distribution over the course of the last decade. However one distinct media product has experienced a rather delayed transition in the usage of such sites, namely podcasts.

Podcasting has experienced a resurgence of popularity like no other, prompting a number of major media actors to invest heavily into proprietary podcast products and platform.

How may such a transition of content between platforms impact the relationship between the media consumer and product, and consequently the listeners loyalty towards his/ her preferred programs?.

Methodology

The gathering of data for the project will be based upon a series of qualitative focus groups, with the project projected to consist of 3 groups of approximately 4 informants each.

The target group of the project has been chosen to be young adults between the age of 20 and 30, who consume podcasts on a regular basis (on a weekly basis or more frequent)



PARTNERS

amedia  Tidende  HIGHJOFT

IBM  NKK  Schibsted  2

 vizrt  US   NORCE

 nb.no  WOLFTECH  Faktisk.

HOST



UNIVERSITY OF BERGEN

FUNDED BY

This research is funded by SFI MediaFutures partners and the Research Council of Norway (grant number 309339).

