



Podcast and video for science communication.

Brief history of podcasting

- Matteo Virelli

IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-
Mission 4 "Education and Research" - Component 2: "From research to business" - Investment
3.1: "Fund for the realisation of an integrated system of research and innovation infrastructures"



Introduction to Podcasts

What is a podcast?

A podcast is a digital content, typically audio (but sometimes video), distributed via the internet, on demand, through specialized platforms or websites. The term, coined in 2004, comes from the fusion of “iPod” (Apple’s media player) and “broadcast”.

Brief history of podcasting

2000s – New Possibilities:

The convergence of key technologies like broadband internet and MP3 format enabled the growth of podcasting.

2004 – Birth of Podcasting:

Adam Curry and Dave Winer developed a system for automatically downloading audio files using RSS feeds — still the standard technology for podcast distribution.

Brief history of podcasting

2005 – Podcasting Arrives in Italy:

The term “podcast” begins circulating in Italy. Mainstream media like RAI 2 introduce the concept, calling it "radio of the future".

Enthusiasts like Franco Solerio (Rockcast Italia) publish independent podcasts. Prof. Massimo De Santo (University of Salerno) organizes the first Italian podcaster meetup.

Apple integrates podcasting into iTunes, making them accessible to the general public.

Brief history of podcasting

2014 – The Second Golden Age:

In the U.S., the release of “Serial” transforms the way stories are told in audio, sparking global influence.

2016 – Professionalization in Italy:

Journalist Carlo Annese founds Piano P, Italy’s first journalistic podcast publisher.

2017 – Mass Popularity with “Veleno”:

Pablo Trincia’s true crime podcast for *La Repubblica* brings widespread attention to the medium.

Brief history of podcasting

2018 – Platform and Audience Expansion:

Audible adds growing podcast collections. Newspapers like *La Stampa* launch journalistic podcasts. The format begins integrating with mainstream Italian media.

2019 – Listener Growth:

7 million monthly podcast listeners in Italy.

2020 – Pandemic and Peak Interest:

COVID lockdowns drive podcast interest to 8.5 million listeners by May 2020.

Brief history of podcasting

2021–2023 – Post-Pandemic Growth:

2021: 9.3 million listeners

2022: 11.1 million and a 21% rise in podcast ad revenue

2023: 11.9 million monthly listeners; 39% of Italians listened to at least one podcast in the past month

Brief history of podcasting

2024 – One in Three Italians Listen to Podcasts:

By September 2024, 17.2 million Italians are podcast listeners (Sky TG24)

Modern definition of a podcast

 Now considered an on-demand communication medium that builds and sustains connections between people with shared interests, forming real communities.



THANKS!

IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-
Mission 4 "Education and Research" - Component 2: "From research to business" - Investment
3.1: "Fund for the realisation of an integrated system of research and innovation infrastructures"



Finanziato
dall'Unione europea
NextGenerationEU



Ministero
dell'Università
e della Ricerca



Italiadomani
INIZIATIVA NAZIONALE
PER IL FUTURO

