



Podcast and video for
science communication.

Post, post production


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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”







Monetization

 **Growing market** – with booming listenership, podcasting is fertile ground for investment: 1.7 billion monthly listeners worldwide expected in 2024; over 16 million active listeners in Italy

 Companies increasingly use podcasts as an advertising tool (rising ad spend)

Monetization

-  **Sponsorships (direct or integrated)** – include sponsor messages: from simple mentions at the beginning/end to host-read ads within the content.
E.g.: “This episode is sponsored by...” or a short host review of the product/service
-  **Subscriptions & exclusive content** – offer passionate listeners the chance to support the podcast via subscriptions with perks: bonus episodes, early access, extras (Patreon, Apple/Spotify subscriptions for premium content)
-  **Production for third parties** – create branded podcasts for companies or organizations as a hired producer; direct remuneration for original audio content tied to brand or institution
-  **Product placement & affiliate marketing** – integrate product/service mentions naturally into episodes; if listeners purchase via provided links or codes, creators earn commissions. Even non-sponsor products can be featured and monetized via affiliate programs




Legal Aspects

 **Music** – only use music with proper licensing: copyrighted music cannot be used without explicit permission

Solutions: royalty-free tracks, licensed music libraries, or original compositions

 **Voices and guests** – have guests/interviewees sign release forms authorizing use of their voice and testimony; protects both creator and organization from legal claims

Next Steps

-  **Platforms & tools** – choose where to host and how to produce: evaluate platforms like Anchor/Spotify for Podcasters, Spreaker, Podbean (for distribution), and use editing tools suited to your level (Audacity or GarageBand for beginners, Adobe Audition or Descript for advanced features)
-  **Community & collaborations** – join podcasting communities (online forums, Facebook/LinkedIn groups) to share experiences and tips. Seek strategic partnerships: co-hosts, recurring guests, cross-promotion with similar podcasts, or join podcast networks to boost visibility
-  **Recommended resources** – keep learning: subscribe to podcasting newsletters (e.g., Podnews), read books/guides, listen to meta-podcasts where pros share strategies and trends. Staying up to date helps your project evolve and stay competitive



THANKS!

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