Podcast and Contemporary Traditional Broadcasting: A Genz Comparative Analysis

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Abstract: *This study examines the role of podcasts in contemporary broadcasting through the lens of the GenZ. It investigates their knowledge and opinion on the factors behind the emergence and rise of podcasts, as well as how it complements and challenges traditional contemporary broadcasting through these objectives; to investigate the emergence and increasing prominence of podcasts in the contemporary broadcasting; examine how podcasts influence audience behavior, such as consumption patterns and media preferences; identity the key characteristics of successful podcasts in terms of content creation, format, style and strategies as well as determine how podcasts complement or challenge traditional broadcasting platforms and their impact on the GenZ audience. Theoretical framework was built around the diffusion of innovation and Uses and Gratifications theories. The descriptive survey research design was adopted with the use of questionnaire for data collection allowing for the systematic collection of data subjected to statistical analysis, aiding in drawing conclusions and providing solutions to the identified research problem. Data were analysed using simple percentage frequency method. The population of study was drawn through random sampling from undergraduate students of Koladaisi University, Ibadan with a sample size of 250. Findings reveal that podcasts have expanded exposure to different perspectives and ideas beyond what the GenZ have encountered through traditional broadcasting. The study concludes that podcasts have become a significant force in contemporary broadcasting, reshaping the media landscape through their accessibility, flexibility, and depth with recommendations for further integration into broadcasting strategies especially for the youth.*

Keywords: *Podcast, Contemporary Broadcasting, GenZ, Comparative Analysis*

1. INTRODUCTION

The media landscape in recent years has undergone profound transformation with the emergence of digital technologies, ushering in innovative forms of content consumption and distribution (Bonini, 2015). One transformative medium that has garnered global attention is the podcast. Podcasts, or on-demand digital audio programs, have emerged as a dynamic and influential force in contemporary broadcasting, challenging traditional models and providing a platform for diverse voices and narratives. The popularity of podcasts can be attributed to several factors that set them apart from conventional broadcasting. Unlike scheduled radio or television programming, podcasts afford audiences the flexibility to consume content at their convenience, fostering a more personalised and intimate connection between creators and listeners Heise (2014). This shift in consumption patterns has led to the democratisation of content creation, empowering individuals and organisations of varying sizes to produce and share their stories, expertise, and perspectives with a global audience (Ofcom, 2017). As podcasts continue to proliferate across genres, spanning from news and education to entertainment and storytelling, there is a growing need to comprehend the intricacies of their success in the realm of contemporary broadcasting. (McNamara and Drew, 2019). As stated by Lindgren, (2016), the advent of podcasts has reshaped the landscape of traditional broadcasting, compelling broadcasters, radio stations, and television networks to recognise podcasts as a viable medium for engaging audiences. This acknowledgment has sparked a surge in podcast production by traditional media outlets, coupled with collaborations with independent podcasters to broaden their digital footprint. However, the rise of podcasts has ushered in both challenges and opportunities for broadcasters. On one hand, podcasts offer novel avenues for content creation, distribution, and audience engagement (Berry 2015). Yet, they also pose hurdles related to revenue generation,

audience measurement, and content duration. For audiences, podcasts unlock access to a rich tapestry of content that often surpasses the offerings of traditional broadcasting channels (Bottomley 2015; Hempel 2015).

The democratisation of broadcasting through podcasting empowers individuals with minimal resources to create and share content, thus broadening the spectrum of topics and viewpoints available to niche audiences. This diversification underscores the growing relevance and allure of podcasts in contemporary media consumption, mirroring the evolving tastes of audiences in the digital age. Amidst this transformative landscape, broadcasters grapple with the shifting preferences of audiences, who increasingly gravitate towards on-demand and personalised content consumption. This paradigm shift compels broadcasters to reassess their strategies, ensuring alignment with the evolving needs and preferences of audiences in the digital era. Understanding the evolving role of podcasts in contemporary broadcasting is paramount for broadcasters to navigate this transition effectively and sustain relevance in a fiercely competitive media ecosystem.

Furthermore, podcasts have emerged as powerful and popular medium reshaping the landscape of contemporary broadcasting. While traditional broadcasting methods have long dominated the media industry, the advent of podcasts has introduced a dynamic shift, raising questions about their impact, significance, and integration within the broader realm of broadcasting. The surge in podcast popularity has been undeniable, with millions of episodes available on diverse topics, attracting a broad and global audience leading to limited Understanding of Audience Engagement Despite the growing popularity of podcasts, there is a gap in our understanding of how audiences engage with this form of content compared to traditional broadcasting (Spinelli and Dann, 2019) This study aims to investigate the factors that contribute to audience attraction, retention, and interaction with podcast content, exploring whether these dynamics differ from conventional broadcasting methods. As podcasts gain prominence, traditional broadcasters are faced with the challenge of seamlessly integrating this new medium into their existing platforms. One primary obstacle lies in the stark differences in format and production style between traditional broadcasting and podcasting. Unlike live radio or television broadcasts with scheduled programming, podcasts often follow an on-demand model, allowing listeners to access content at their convenience. This shift challenges traditional broadcasters to adapt their scheduling and content delivery methods to accommodate the unique nature of podcasts. Additionally, the informal and conversational tone common in podcasts may clash with the more polished and structured approach typical of traditional broadcasting, necessitating a careful balancing act to maintain the authenticity of podcast content while ensuring it fits within the established broadcasting framework.

The ascent of podcasts has brought forth questions regarding the financial sustainability of this medium and its potential impact on traditional revenue models in broadcasting. As podcasts typically operate in a decentralised and democratised landscape, distinct from the ad-driven models of traditional broadcasting, understanding and evaluating monetisation strategies becomes crucial. One common approach involves advertising within podcast episodes, where creators integrate sponsored content or advertisements seamlessly into their shows. However, the effectiveness of this strategy relies heavily on factors such as audience engagement and niche relevance. The podcasting landscape operates with relatively fewer regulatory constraints compared to traditional broadcasting. Podcasts offer a platform for diverse voices and narratives that may not find space in traditional broadcasting. This research aims to examine the ethical considerations and regulatory challenges posed by podcasts, and how podcasts contribute to a more inclusive media landscape, examining the impact on content diversity, representation, and the democratisation of storytelling in contemporary broadcasting.

The broad objective of this study is to investigate the increasing prominence of podcasts within the contemporary broadcasting landscape. However, these cannot be achieved without the following specific objectives:

    i.   To investigate the emergence and increasing prominence of podcasts in the contemporary broadcasting landscape

    ii.   To examine how podcasts influence audience behavior, such as consumption patterns and media preferences

iii.   To identity the key characteristics of successful podcasts in terms of content creation, format, and style and what strategies contribute to their success

iv.   To determine how podcasts complement or challenge traditional broadcasting platforms and their impact on audience.

1.1. Podcast Audience Engagement

"The term "podcast" originated in February 2004 and is a blend of "iPod" and "broadcast," reflecting the practice of listening to audio content on portable media players like the iPod. Journalist Ben Hammersley first introduced the term in an article for The Guardian. Cited in (Mclung, 2010), the concept of podcasting was developed by Adam Curry, a former MTV video jockey, and software developer Dave Winer. They engineered the technology that enabled the automatic downloading of internet radio broadcasts to iPods. Initially, podcasts were primarily driven by amateurs, with enthusiasts producing content on diverse topics. In June 2005, Apple incorporated podcast support into its iTunes software, facilitating the discovery, subscription, and download of podcasts. This integration significantly expanded the visibility and accessibility of podcasts, broadening their audience reach. As podcasts gained popularity, their content diversified, covering a wide array of subjects including technology, comedy, storytelling, true crime, news, politics, and education. The increasing emphasis on high-quality production and professional storytelling blurred the lines between traditional radio and podcasting.

Podcasts have emerged as a prominent medium in contemporary broadcasting, particularly appealing to younger demographics. According to Katzenberger et al. (2022), the majority of podcast listeners comprise 48.80% aged between 14-29, with 36.70% between 30-49, indicating predominance with Generation Y and Z. This demographic trend is complemented by a balanced gender ratio, as noted by the same source. The platforms of choice for podcast consumption are primarily Spotify and Apple Podcasts, reflecting the evolving landscape of digital media consumption. Genre preferences within podcasts vary across age groups, as outlined by Goldmedia GmbH Strategy Consulting (2020). Comedy, education, and science emerge as the most popular genres overall. However, distinctions arise among age cohorts; individuals aged 14-29 exhibits a preference for comedy, lifestyle, and society podcasts, while those aged 30-49 lean towards education, business, and documentary content. The motivations driving podcast consumption are diverse and have been extensively explored in academic literature. Boling and Hull (2018), Chan-Olmsted and Wang (2022), Craig et al. (2023), Pavelko and Myrick (2020), and Perks and Turner (2019) have identified thematic interest, boredom alleviation, community engagement, entertainment, knowledge acquisition, and escapism as key motives for engaging with podcasts. Furthermore, the usage contexts for podcasts span a wide range of situations. Edison Research (2019) highlight that while the home remains the most common setting for podcast consumption, podcasts are also enjoyed during commutes, workouts, work hours, public transportation journeys, bedtime routines, leisurely walks, and meals, underscoring their versatile role in everyday life.

Typically the characteristics of podcast users and their relationship to the podcast hosts might be explained through the "Three Dimensions of New Media", defined by Williams, Rice and Rogers in 1988, which are dimensions of interactivity, demassification, and asynchronicity. The first dimension is defined as interactivity, referring to the degree to which participants in a communication process have control over, and can exchange roles in, their mutual discourse. Matejko (2015) argues that the connection between podcast hosts and their audiences is further enhanced by the fact that audio media has a unique intimacy-factor. McClung and Johnson (2010) note that this contributes to building a rare kind of relationship with the audience that cannot be established through neither print nor other digital media. Further, since podcasts put a name and voice behind the publication as opposed to traditional broadcasting, the contact and hence the relationships between podcast hosts and their audiences are more easily personalised.

The second dimension demassification refers to the user's ability to decide what portions of the available media to consume trand which to ignore. Markman and Sawyer (2014), pointed out podcast users are inherently active due to the process of selecting, downloading and deciding to press play when consuming an episode (Boling and Hull, 2018), which entails that podcasts can be characterized as a pull-medium. Berry (2016) argues that podcasts can captivate a niche audience by targeting a precise group that is interested in specific topics. The listener of a podcast in which the content is

limited to a specific topic, choose podcast based on its own community of interest. The third dimension is asynchronicity, refers to communications that are created to allow for sending and receiving of messages at a time and place convenient for the individual user, a property that is ubiquitous in podcasting. Podcasts are one of the few media channels that allow both time- and place shifting for the consumption of content, McClung and Johnson (2010) concluded that portable devices are preferred by podcast users

1.2. Impact of Podcast on Traditional Broadcasting

Podcasts have emerged as a disruptive force in contemporary broadcasting, reshaping content creation, distribution, and consumption paradigms. A significant facet of this evolution lies in the diversification of content. In the context of Thompson (2019), the low entry barriers allow virtually anyone with basic recording equipment and internet access to produce podcasts, leading to a proliferation of shows covering niche topics inaccessible in traditional broadcasting. Corbett (2018) noted that democratisation empowers creators to explore diverse subject matters, catering to the varied interests and preferences of audiences. According to Schreyer (2019), Podcasts revolutionise consumption habits by offering on-demand accessibility, unlike the scheduled programming of traditional broadcasting. Listeners can access podcasts anytime, anywhere, and on any device, granting them greater control over their media consumption habits. This flexibility fosters increased engagement and loyalty to specific podcasts, fundamentally altering the dynamics of audience interaction.

Oberlo, (2020) cited that Podcasts offer unique opportunities for personalised and targeted advertising. Advertisers can leverage listener data and analytics to tailor messages to specific demographics, interests, and behaviors, resulting in more effective marketing campaigns. In the opinion of Bonini (2015), the interactive nature of podcasts fosters deeper engagement between hosts and audiences, creating a sense of community and belonging among listeners. This two-way communication enhances the listening experience, distinguishing podcasts from traditional broadcasting formats.

Furthermore, Peters (2021) explain that podcasts have opened up new revenue streams for content creators, beyond traditional advertising models. Subscription models, merchandise sales, live events, and crowdfunding platforms offer avenues for monetisation, reducing dependence on advertising revenue alone. Traditional outlets have adapted to the rise of podcasts by integrating them into content strategies or producing their own podcast offerings, marking a shift in the competitive broadcasting landscape. Van Reijmersdal (2011). Additionally, podcasts transcend geographical limitations enabling global accessibility and active engagement, ultimately fostering a sense of hyper-intimacy between hosts and listeners. The evolution of podcasts challenges traditional broadcasting paradigms, shaping the future of media and entertainment (Berry, 2016).

2. THEORETICAL FRAMEWORK

2.1. Diffusion of Innovations Theory

In the context of the role podcasts on contemporary broadcasting, this theory can be applied to analyse the adoption and impact of podcasts within the media landscape. Initially, podcasts emerged as a novel form of audio content delivery, representing an innovation that appealed to early adopters and innovators. These early podcasters experimented with the format, content, and distribution channels, gradually influencing the perceptions and behaviors of early majority and late majority users. As podcasts gained momentum, they diffused through various channels, including social networks, word-of-mouth, and advertising, reaching a broader audience and becoming integrated into mainstream broadcasting platforms.

The theory of diffusion of innovation can elucidate the factors contributing to the success and proliferation of podcasts in contemporary broadcasting. For instance, the relative advantage of podcasts, such as their accessibility, flexibility, and niche content offerings, played a significant role in attracting and retaining listeners. The compatibility of podcasts with existing media consumption habits and technologies facilitated their adoption among diverse audience segments. Moreover, the observability and trialability of podcasts allowed users to sample different shows and formats easily, contributing to their increasing popularity and relevance in contemporary broadcasting. By applying the principles of diffusion of innovation, analysts can gain insights into the dynamics of podcast adoption, adaptation, and assimilation within the broader ecosystem of modern media consumption.

2.2. Uses and Gratifications Theory

Another theoretical framework that could be used to analyse the role of podcast on contemporary broadcasting is the Uses and Gratifications Theory. This theory seeks to explore why and how individuals use media to fulfill specific needs and gratifications. . In the context of the role of podcasts in contemporary broadcasting it`s examine why individuals choose to engage with podcasts and how they fulfill specific needs and gratifications through this medium. With Uses and Gratifications Theory, researchers can explore the motivations behind podcast consumption, such as the desire for information, entertainment, companionship, or personal identity reinforcement. For example, many individuals turn to podcasts to satisfy their need for information on specific topics of interest.

For instance, someone interested in technology might listen to podcasts like "Reply All" or "TechCrunch Disrupt" to stay updated on the latest trends and developments in the tech industry. These podcasts cater to the informational needs of listeners by providing in-depth analysis, interviews with experts, and insights into emerging technologies. UGT shifts the focus to the active role of individuals in selecting, interpreting, and using media content

Overall, the application of Uses and Gratification Theory to the analysis of podcasts in contemporary broadcasting provides valuable insights into audience motivations, behaviors, and preferences, informing content creation strategies and enhancing the overall listening experience.

3. METHODS

Research design refers to the overall plan that outlines the procedures for conducting a study Kothari (2010). This study is quantitative adopting the descriptive survey research method. Survey design according to Udeagha, (2013) is the scientific sample studied to gather demographic information or sociological facts as well as psychological information, opinion and attitude. Since the study is examining the objectives among the youth, the population of the study comprise of undergraduate students of Koladaisi University, Ibadan, Oyo State. Koladaisi University, Ibadan is a private University located at Km 18, Ibadan Oyo Express road Ibadan, Oyo State with 4 Faculties and 22 Departments. The total population of students across the faculties as obtained from the admission officer are, Faculty of Law (FLAW) 247, Faculty of Arts Management and Social Sciences (FAMS) 330, Faculty of Applied Sciences (FAPS) 293 and Faculty of Basic Medical Science (FBMS) 124, making a total population of 994 students.

Questionnaires were used as data collection instruments to address the research questions. Questionnaire is an instrument specifically designed to elicit information that will be useful for analysis (Hussain, 2022). Questionnaires used in this study were made up of five sections. The first section represented the demographic data of the respondents while the other four sections represented the four research objectives of this study. Also, the survey method allows for the systematic collection of data, which can be subjected to statistical analysis, aiding in drawing conclusions and providing solutions to identified research problems (Check &Schutt, 2012). The copies of the results from the questionnaires collected were arranged and used for analysis. The data collected from the field was analysed by using descriptive statistics data analysis. The data are presented in tables based on the frequency count for occurrence of respondents using simple percentages.

4. RESULTS

The findings from this study are here presented in tables in accordance with the structure of the questionnaire. It is important to state that out of the 250 questionnaires distributed, 211 were duly completed and found useful for data analysis.

4.1. Demographic Characteristics of Respondents

Table1. *Demographic Characteristics of Respondents*

Variable	Frequency	Percentage
Gender		
Male	71	33.6
Female	140	66.4
Religion		
Christianity	145	68.7
Islam	58	27.5
Others	8	3.8
Level of study		
100 Level	46	21.8

200 Level	46	21.8
300 Level	37	17.5
400 Level	69	32.7
500 Level	13	6.2

Source: *Field Work, 2024*

Table 1 shows the demographic characteristics of respondents, the age group 16-20 years was 56.9% indicating the majority. The table also reveals that out of the 211 participants, 66.4% were females,while 68.0% of the respondents'practicesChristianity.For class level distribution, 32.7% were 400 level students implying that the largest proportion.

Research Objective 1: To investigate the emergence and increasing prominence of podcasts in the contemporary broadcasting landscape

Table2. *Emergence and Proliferation of Podcasts*

S/N	Variable	Frequency	Percentage (%)
1.	Do you listen to podcast		
	Yes	163	77.3
	No	48	22.7
2.	Do you believe that podcasts have become more popular in recent years		
	Yes	182	86.3
	No	29	13.7
3.	Have you observed a rise in the variety of podcasts covering diverse topics and genres in the contemporary broadcasting landscape		
	Yes	181	85.8
	No	30	14.2
4.	Do you believe that podcast have impacted the way you consume media		
	Yes	136	64.5
	No	75	35.5
	Total	**211**	**100.0**

Source: *Field Work, 2024*

Table 2 reveals that 77.3% of the respondents indicated "YES" they listen to podcast; 86.3% of the respondents indicated that they believe that podcasts have become more popular in recent years, while 85.8% of the respondents indicated that they have observed a rise in podcasts. Furthermore, 64.5% of the respondents indicated that they believe that podcast have impacted the way they consume media. This indicates a rise in the variety of podcasts covering diverse topics and genres in the contemporary broadcasting landscape and agreeing that podcasts have impacted the way they consume media.

Research Objective 2: To examine how podcasts influence audience behavior, such as consumption patterns and media preferences

Table3. *Podcasts' Influence on Audience Behaviour*

S/N	Variable	Frequency	Percentage (%)
1.	Podcasts have influenced my opinions on certain topics or changed my perspective on specific issues		
	Agree	167	79.1
	Disagree	44	20.9
2.	Podcasts have the potential to influence public discourse by offering diverse viewpoints and fostering conversation		
	Agree	186	88.2
	Disagree	25	11.9
3.	People find themselves listening to podcasts more frequently than traditional media		
	Agree	161	76.3
	Disagree	50	23.7
4.	I often engage with podcasts beyond listening, such as following them on social media or participating in online forums and subscribing		
	Agree	136	64.5
	Disagree	75	35.5
	Total	**211**	**100.0**

Source: *Field Work, 2024*

Table 3 reveals that 79.1% of the respondents indicated that they agree podcasts have influenced their opinions on certain topics or changed their perspective on specific issues,88.2% of the respondents indicated that they agree podcasts have the potential to influence public discourse by offering diverse viewpoints and fostering conversation. Also, (76.3%) agree that people find themselves listening to podcasts more frequently than traditional media. In engaging with podcasts beyond listening, 64.5% affirms that podcasts increases their engagement. These shows that podcasts influence audience behavior.

Research Objective 3: To identity the key characteristics of successful podcasts in terms of content creation, format, and style and what strategies contribute to their success.

Table4. *Key characteristics of successful podcasts in terms of content creation, format*

S/N	Variable	SA	A	U	D	SD
1.	Successful podcasts tend to have engaging and well-researched content.	93(44.1%)	89(2.2%)	22(10.4%)	4(1.9%)	3(1.4%)
2.	Podcasts with consistent release schedules and feature interesting hosts are more likely to attract and retain listeners.	82(38.9%)	90(42.7%)	27(12.8%)	7(3.3%)	5(2.4%)
3.	I am more likely to listen to podcasts that offer valuable and accurate information.	93(44.1%)	67(31.8%)	25(11.8%)	14(6.6%)	12(5.7%)
4.	I prefer podcasts with a clear and structured format over those with a more casual style.	70(33.2%)	82(38.9%)	39(18.5%)	13(6.2%)	7(3.3%)

Source: *Field Work, 2024*

Table 4 reveals that 44.1% of the respondents strongly agree that successful podcasts tend to have engaging and well-researched content. Also, 44.1% of the respondents strongly agree that they are more likely to listen to podcasts that offer valuable and accurate information. Furthermore, 38.9% of the respondents strongly agree that podcasts with consistent released schedules and feature interesting hosts are more likely to attract and retain listeners. Also, 33.2% of the respondents strongly agree that they prefer podcasts with a clear and structured format over those with a more casual style.These reveals that the youth are more likely to listen to podcasts that offer valuable and accurate information with consistent release schedules and interesting hosts.

Research question 4: To determine how podcasts complement or challenge traditional broadcasting platforms and their impact on audience.

Table5. *Ways Podcasts Complement or Challenge Traditional Broadcasting Platforms*

S/N	Variable	SA	A	U	D	SD
1.	Podcasts provide listeners with a wider variety of content options compared to traditional broadcasting channels.	71(33.6%)	108(51.2%)	11(5.2%)	19(9.0%)	2(09%)
2.	Podcasts offer more flexibility in terms of when and where I can consume content compared to traditional broadcasting.	71(33.6%)	88(41.7%)	24(11.4%)	22(10.4%)	6(2.8%)
3.	Podcasts have enabled me to discover niche topics and communities that are not represented in traditional broadcasting.	75(35.5%)	76(36.0%)	31(14.7%)	23(10.9%)	6(2.8%)
4.	Podcasts have expanded my exposure to different perspectives and ideas beyond what I encounter through traditional broadcasting.	84(39.8%)	72(34.1%)	26(12.3%)	24(11.4%)	5(2.4%)

Source: *Field Work, 2024*

Table 5 reveals that 39.8% of the respondents strongly agree that podcasts have expanded their exposure to different perspectives and ideas beyond what they encounter through traditional broadcasting. A significant number of the respondents 35.5% strongly agree that podcasts have enabled them to discover niche topics and communities that are not represented in traditional broadcasting. Also, about 33.6% of the respondents strongly agree that podcasts provide listeners with a wider variety of content options compared to traditional broadcasting channels. Furthermore, 33.6% of the respondents strongly agree that Podcasts offer more flexibility in terms of when and where they can consume content compared to traditional broadcasting. The result showed that the items or variables aforementioned are ways podcasts complement or challenge traditional broadcasting platforms, and could enhance audience engagement.

5. DISCUSSION

Findings from this study showed that young adults including undergraduate students listen to podcast as a result of believe that podcasts have become more popular in recent years. They have also observed a rise in the variety of podcasts covering diverse topics and genres in the contemporary broadcasting landscape with believe that podcast have impacted the way they consume media. This is in line with the Dubber (2013) who posits that one of the innovative characteristic of podcasts is the way they are distributed and consumed. Podcasts are designed for on-demand consumption, allowing listeners to tune in at their convenience using various devices such as smartphones, tablets, computers, or dedicated podcasting apps. Also, the uses of podcasts provide the avenue to influenc audience opinions on certain topics or change their perspective on specific issues with potential to influence public discourse by offering diverse viewpoints and fostering conversation between the media and the audience. This commensurate with the findings of MacDonald (2017), who opined that public broadcasting podcasts curate archived radio content for on-demand consumption, providing listeners with a vast library of previously aired material reputable enough to offer insightful commentary and opinions on current event, while maintaining high standard of quality and credibility.

The result further established that listeners find themselves engaging more with podcasts beyond listening on social media or participating in online forums by subscribing more frequently to it than traditional media. This corroborates with Zellatifanny (2022), who asserted that the emergence of the trend of disseminating audio on-demand content through podcasts create several benefits that provides information to open up new insights and thoughts, provide more personal content than other media, can be used as alternative media to disseminate information, have great opportunities for monetisation, and can be complementary to conventional radio and video-based platforms, and have the opportunity to be accessed safely and comfortably due to relatively small bandwidth requirements. Successful podcasts tend to have engaging and well-researched content that enhances the interest of young adults to desire to listen to podcasts that offer valuable and accurate information. They prefer podcasts with a clear and structured format over those with a more casual style. This is in tandem with Markman and Sawyer (2014) while stating that podcasts provide a flexible and accessible way for creators to share content with audiences, and for listeners to discover and engage with a wide range of topics and perspectives. While examining the challenges of podcasts to traditional broadcasting platforms creating expanded exposure to different perspectives and ideas, Riddell (2020) in his observation posit that podcasts are very easy to use, attractive, create wide exposure, and offer a variety of personalised content. Also, Brumley (2017) outline how podcasting can expand possibilities; diversify content, and how the equipment for podcasting enables visits to unexpected places, as well as presenting listeners with an opportunity to understand elaborate topics. This is in agreement with other findings in this study that podcasts complement the traditional broadcasting platforms as the respondents were able to discover niche topics and communities that are not represented in traditional broadcasting. The use of podcasts offer more flexibility in terms of when and where they can consume content compared to traditional broadcasting. Schreyer (2019) also assert that podcasts revolutionise consumption habits by offering on-demand accessibility, unlike the scheduled programming of traditional broadcasting. In the same vein, Oberlo (2020), cited that podcasts offer unique opportunities for personalised and targeted advertising which advertisers can leverage with listener data and analytics to tailor messages to specific demographics, interests, and behaviors, resulting in more effective marketing campaigns.

6. CONCLUSION

The role of podcasts in contemporary broadcasting has revolutionised the way we consume media and engage with content. As digital technology has advanced, podcasts have emerged as a versatile and accessible medium, offering a unique blend of convenience, personalisation, and depth. This study has explored the various dimensions of podcasts, highlighting their impact on traditional broadcasting, their appeal to diverse audiences, and their potential for future growth. It has revealed that podcasts have democratised content creation and distribution, allowing anyone with a microphone and an internet connection to produce and share their ideas. This shift has challenged the dominance of traditional broadcasting by providing an alternative platform that prioritises niche topics and voices often underrepresented in mainstream media. The low barrier to entry and the wide reach of podcasts have empowered independent creators and fostered a more inclusive media landscape. Based on the findings of this study, recommendations are made that podcast should be integrated into broadcasting in order to reach new audiences and provide more flexibility in how content is consumed as podcasts compared to traditional broadcasting offer such opportunities especially for more interactions and feedback. Podcasts also provide various monetisation models for broadcasters including advertising, sponsorships, subscription services, and merchandise sales which would significantly ease a lot of the financial burdens associated with traditional broadcasting.

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