HOW TO BUILD YOUR OWN PODCAST BUSINESS

Insider Podcast, first investigative podcast production company in France
About us.
• Founded in May 2019

• First podcast production company to produce investigative and fiction podcasts in France

• Transparent financing plan

• We produce podcast series for media outlets

• We produce brand content

• Trainings
Our goal is to tell meaningful stories.

We want to maximise the impact of our investigation & make our listeners aware of systemic loopholes.
1000 DEGREES, THE FIRST FRENCH “TRUE CRIME” PODCAST
1000 DEGRÉS

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UNE SÉRIE ÉCRITE ET PRODUITE PAR ADÈLE HUMBERT ET ÉMILIE DENÊTRE
RÉALISÉE PAR VINCENT GUIOT

INSIDER PODCAST
LISTENS - CUSTOM SELECTED PERIOD

246,043

May 6, 2019 - Oct 16, 2019
BUILD YOUR PODCAST BUSINESS AND COMMUNITY
• Know your media environment and culture

• Define your target: what format for which audience?

• Define your goals: are you a freelancer or an entrepreneur?
INSIDER PODCAST: HOW WE DID IT
• Step 1. Precisely define your idea
• Step 2. Find your business partner
• Step 3. Find a name
• Step 4. Create your own audio and narrative style
• Step 5. Aim at high quality content
• Step 6. Define your business model
• Step 7. (Constantly) step outside your comfort zone
THE CHALLENGES OF A NEW BUSINESS AND HOW TO MEET THEM
CHALLENGES OF A NEW BUSINESS AND HOW TO MEET THEM

• Risk-aversion culture in the French media

• Bureaucracy

• Budget

• To be a (young) woman is (still) a problem

• To have no office

• Manage your time

• Loneliness
OUR KEY TAKEAWAYS
Our key takeaways

• Listen to many podcasts and think of potential cross-promotion

• Make sure your team is diverse and complementary

• Care about your rights: contracts and Intellectual property are too important to be neglected

• Be patient

• Be multi-tasking

• Be ethical

• Believe in yourself and in your project

• Be ready to learn new things everyday