

## Podcraft: Season 16, Episode 5

### Video Podcasting

**Colin:** Hey, folks, and welcome to another episode of Podcraft. This is a show all about podcasting, from launching a show to growing your audience and everything in between. I'm Colin from the podcasts.com, joined by Matthew. How are you doing, Matthew?

**Matthew:** Splendid. Thanks, Colin. How are you?

**Colin:** Yeah, not bad, actually. Not bad. It was just mourning wasn't just before we came on the recording, I had the worst thing possible. Quick podcast tip here. Do not eat a full baked cam and bear the night before you're due to record a podcast. Because I currently have the most horrendous heartburn and have to clear my throat all the time, which is lovely, but practical tip. Practical tip, yeah.

**Matthew:** Volatile volcanic levels of heartburn. Yeah, I did the same the weekend. I didn't have a podcast to record, but I had a load of bread and cheese, melted cheese and, like, balsamic vinegar, olive oil and that on the Saturday night. And I woke up, like, one in the morning and it was genuinely, like, borderline paramedic territory. So I had to go downstairs, get a charcoal, get a cup of tea and make my way back to bed. But yeah, that stuff could kill you.

**Colin:** Yeah. It constantly surprises me, despite the fact that I know this fine, how much food can affect your voice, how much it can affect how you sound. I don't know how I sound just now, but I don't feel like my voice is the same as it normally is. It's just all this kind of, I don't know, stuff blocking it up or something. It's weird.

**Matthew:** Yeah. Twelve points makes my voice sound funny for some reason.

**Colin:** I've heard that before.

**Matthew:** Good job I've only had to eat just now. It's only back at nine in the morning.

**Colin:** Yeah, exactly. So you've got time the rest of the day. So what we're coming in today, Matthew?

**Matthew:** Yeah, the glorious world of video podcasting. So, thought we'd have a chat about this, didn't we? Because there's been a few developments in the video podcasting realm over the past probably six months or so, and I thought it was a good chance for us just to have a wee chat about it because I'm sure the listener will be interested. Does this mean that the future is video and the audio medium is going out the back door? So we could dive in all that sort of good stuff on this episode, can't we?

**Colin:** Yeah, I think it's a good time to look into it because it's on my main pretty strongly just now as well, I think partly because I know you guys were looking into it. So you and Katie were doing a fair bit of chatting around how it's been used just now. I saw that you were updating our article on video podcasting. Where's that one again, Matthew? Just to remind people where they can find it. If you want a guide to actually running a video podcast, whereabouts is that again, Matthew?

**Matthew:** Yeah, just go to the [podcasthost.com](https://podcasthost.com/video) video and that will take you to the full guide. So that that covers everything. Some of the stuff we're going to touch on today, but that isn't going to be a how to, this is more just a discussion around it. But yeah, if you want full tips on how to record that and what to record that with and stuff like that and even whether to do it or not.

**Colin:** Yeah, I was going to say that's what I want to jump into is whether people should do it, why you should do it, and how you might use it if you do, because I think we all know how we can do a video podcast. I mean, you can do the basic like you and me right now, we can see each other others face on our call recording tool right now. So you can record that video, you can put bits of that out there, you can put all of that out there, whatever you want. Or you can just check your phone up and record like two people in a studio or something. So doing the video podcast again. Yeah, go and have a look at [thepodcasthost.com/video](https://thepodcasthost.com/video) for a guide on how we recommend. But it's more like why should you do it? Because it is extra effort both on the visuals, like doing the lighting and making sure it looks decent and all that kind of stuff, and then the editing as well. It causes more kind of hassle during the edit to make sure that's done well. So it's whether you should do it, isn't it? And I think the other reason it's on my mind as well is that it has come up a lot like in podcast movement in October just passed when we were in Dallas for that. So much chat about it, everyone's talking about it, all the tools are adding video tools and I just wonder I've always been a bit skeptical of this. I don't know, Matthew, I just wonder whether it's just it sounds good and a lot of people think, oh yeah, do you want to add video in? But then my experience, and I think, I don't know if this resonates with you, Matthew, is that a lot of people do start doing a bit of video and they start putting it out on YouTube, they start putting a bit of social and actually it just doesn't get that much engagement at all. Most of the time when you put it on YouTube, people stop it within a month because of the extra hassle and the fact that it just doesn't actually resonate with folk. What's your experience there, Matthew?

**Matthew:** Yeah, I think there's multiple ways to look at it, isn't there? Like, there's ways of getting your video content on YouTube without almost any extra work. If we talk about static image type videos and stuff like that, I certainly think there's no harm in being on YouTube because it is such a popular they call it the setting biggest search engine in the world, don't they? But there are obviously caveats. Again, no harm to be found on there. But being on there doesn't necessarily mean anyone's going to watch or listen to your stuff. There's probably some good do's and don'ts as well to make sure that you're optimizing that, isn't there? So one of the questions I'd like to ask you, Colin, because this is something that's been long debated in podcast and is like, can a video even be a podcast? Technically.

**Colin:** Yeah, I think the answer to that is yes, isn't it? Because some platforms do allow you to post a video as a podcast and some listening apps allow you to watch video in the listening app. So there is such a thing as a video podcast, I think, officially, I suppose this is the part where I'm always skeptical. I just don't see that as you can deliver a podcast that way, but it's just not the same thing, is it? Like a podcast is something the power of podcasting has always been to me, the fact that it is there in the background as something that you can listen to entertainment, education, inspiration, motivation, while you're doing something else and it doesn't take all of your attention. You can be driving a car, you can be walking a dog, you can cook in your dinner, ironing your clothes, all of that stuff. And as soon as you have a video podcast, it just takes all that away. You might as well just watch a TV program or YouTube or whatever. It just takes it away from so many of the benefits of podcasting to me. What do you think?

**Matthew:** Yeah, I think that's true about video, whether that video is a podcast or not. Because if we think about video podcast and the boring technical definition of it's delivered VRSS and that's existed pretty much as long as audio podcast and as far as I'm aware, so you've always had video podcasts and it's just been such a tiny little corner in the medium. You know, you could get video podcasts delivered via itunes for many, many years now, spotify has jumped in with their own video delivery service. So you could get video podcasts on Spotify now as long as they're hosted on Anchor. We'll dive into that a bit more. And then YouTube, you've always had videos of podcasts on YouTube. You've got all the videos. Joe Rogan doing his podcast. I've always claimed it's a video of a podcast, it's not the podcast itself. And I know that almost any podcast listener won't care about that. I have reasons for saying it because it's all about accessibility on all the other platforms as well. I just want to be sure that nobody thinks I've uploaded my podcast to YouTube. That's fine. I want to make sure that people are getting out there on the other listening platforms too, to maximize the reach. But with YouTube getting into podcasts now, I don't necessarily think that's changed my thoughts on podcast and YouTube. I think it needs to from the way I've been able to look at it, because it's us only at the time of recording and it just seems to me, I dare say they'll roll out a lot more features. It's just like a reskinned version of your standard YouTube channel. So we might have a channel, the podcast podcast, and it's almost like scanned up to be a podcast, but it's just a YouTube channel and there'll be like podcast discovery pages and stuff and that's really cool. But again, it's within that wall garden of YouTube, so it's not affected in any way your podcast on any of the other platforms. So you're still going to need to be uploading that teleson provider and push it out to everywhere that people listen to podcasts.

**Colin:** Yeah, I mean, that's the question, isn't it? We should say, right, let's cover this. We've laid this out, we're going to COVID it from a listener point of view and then from a podcaster point of view. So around whether listeners actually want this, how listeners use video and then as a podcaster, good reasons to do it, the types of video that you can put out there that might be useful, and then just a little around how you might want to deliver it as well. So we'll try and cover both sides. But that really interests me, that whole on YouTube, the fact that the argument for it that I always hear is from the listener point of view. So let's look at the listeners first. The way that people consume it on YouTube. People tell me that they put on Joe Rogan, like you say, so he's removed all these videos from YouTube now, isn't he? Spotify Exclusive has some clips on there, I think, but his old episodes used to do the whole thing and people essentially just loaded up that channel, played it in the background and then just had something else. So they were using it like an audio podcast. That was the thing that always drove me a bit crazy about it. The fact that it was well, I shouldn't say that it doesn't drive me crazy. It was the fact that people will consume this audio in any way and I'm not in any way that one of these old fashioned carmudgeons that says if it's not got an RSS feed and it's not a podcast, that's nonsense. People will consume their audio or their podcasts in whatever way they are. And podcasts aren't only podcasts if they're on RSS feeds, so that is still a podcast, but it's just a funny way people think that they're going to get extra reach or grow more on YouTube. But it felt more like because of that use case, that people were just kind of not getting the benefits of listening in a listening app. For example, like as a podcaster, I would want them to get away from YouTube and listen to me in the

listening app because then, you know, new episodes show up really easily and they don't have to go and search for me on YouTube every single time, that kind of stuff. So it was just a funny one that. Anyway, let's get into it. You've done more investigation around this to find out more about it and I'm really interested, partly because the other reason I was going to say earlier was that we're looking at this for Alito in particular right now as well, like adding in video into Alito. It's something that is really heavily requested by our users. Partly they want to be able to see each other in the Call recorder, which I totally understand, and we'll be adding that in the near future to be at least able to see each other's faces, to make those conversations more dynamic, but partly recording it as well for use in certain ways. Whether it's posting that whole video or whether it's posting little clips to social. So I want to hear what you're saying about all this to see whether we should be looking at it. Anyway. So do I get into some of the stats, some of the research you did around this? Where could we start?

**Matthew:** Sure thing. Yeah. So when I was trying to get up to speed on all this for the big update of her article, found a really good study recently, some really cool data. So this is Cumulus Media and Signal Health Insights, fall 2020, fall autumn here in Scotland, which lasts nine months. So this was a survey of 603 weekly podcast listeners and nearly a third of the podcast audience surveyed preferred to actively watch a podcast with a video component. So that is people literally sitting down and looking at the podcast happening, isn't it?

**Colin:** Yeah, that's true. Yeah, that's interesting. So a third of people but that does mean two thirds of people are just using YouTube as a listening app. Like a third isn't actually a very large proportion of all those people.

**Matthew:** So we do kind of we get a breakdown of where people are like watching podcasts, if you like. On that first note, consumers were asked their preference for three podcast experiences. So audio only without any video, that was 43%. That was the majority playing video in the background or minimize on the device whilst listening, 29%. So that is folk that there's no need for it to be a video component, but for some reason they're doing it anyway.

**Colin:** Listening spot.

**Matthew:** And then there's that. Actively watch folks less than 28%. And then they went on to talk about where do people watch podcasts. So 35% of weekly podcast listeners who prefer podcast.

**Colin:** Wait, sorry, Matthew, let me go back. Just to point out that's about I'm just a maths curmudging nearly a third, like 28% is closer to a quarter than a third. So it's slightly inflating it there. So only close to a quarter, only actively watch while listening to one in four people, almost 28% rather than 33.

**Matthew:** Cool.

**Colin:** Anyway sorry, just being pedantic there. Go for it.

**Matthew:** No, you're quite right to point that out. I'm sure that was there were done. Look at me, just absolving myself of any claim because obviously I'd never make a mistake where the people watch podcasts. So 35% of people who like the video podcasts and stuff, 35% of people who watch video podcasts name YouTube as the podcast platform that they use the most. This is with Spotify in second place at 21% and Apple podcasts are done 9%. So Apple have been plugging away at this for many, many years and they've just got 9% of the share there. You compare it to audio only podcast data. You've got Apple top on 30%, Spotify second with 24, and YouTube third with six. So yeah, they're still that 6% going on YouTube to just get audio only content, which is a bit funny. It's a bit funny. But people will go where they want to go, I suppose, won't they?

**Colin:** Yeah, yeah, it's interesting. Yeah, Spot, Fire, they're obviously doing okay with that video component and they've they've got 21% this year there.

**Matthew:** Yeah, already. Already. Because it's not been it's not been active that long. But I mean, I suppose the bottom line here with these stats, again, that's a decent sample size and it shows you that the appetite for video podcast is there. Undeniably.

**Colin:** My moan about the third thing, which I'm sure wasn't their fault. It's good data here, it's a good survey. It's really interesting stuff here. So yeah, it's really valuable. It's like knowing this because I don't think I've not seen stats on this anywhere else. Okay. But I would still suggest that this says that the majority of people still actually don't actively watch and I would even be interested to kind of dig into those actively watch people. So, like, that 28%. A little over a quarter of people actively watching. Are they really actively watching? Or do they have their iPad propped up on the counter while they're cooking dinner? And they are like glancing over at it every now and again, but really they're doing something else and kind of using it like a podcast.

**Matthew:** Yeah, like cynical, like you'd watch, I don't know, a complicated film.

**Colin:** Yeah. Or you sat down on the couch and literally just staring at it constantly. Staring at Joe Rogan constantly for two and a half hours as he talks to Elon Musk. And it's just the two faces, like flicking back and forth. I think that's part of my trouble with it, the fact that really podcasting as well, the way that people make them in the kind of format that we tend to follow, it's just not that interesting

to watch? Do you really want to watch two people just facing each other and staring at each other for an hour, for 2 hours even? Well produced video as well. So taking Joe Rogan as an example here a lot, but he invested a lot of money in our studio in two or three different camera angles in actual live production. So someday they're switching between the speakers and showing a wider view and making it as interesting as it possibly is to watch two people just chatting to each other. And even then it's still just like it's not exactly very dynamic. I don't know. Yeah.

**Matthew:** Do you think we make a big assumption that video means interview shows? Because if you think about it, video could lend itself really well to certain podcasts. A how to podcast on a very physical thing, a very tangible thing. Cooking, for example. Yes, you've got a video component there that could be really useful. So I think we usually assume that video podcast and like you say, it just means two big heads on camera and it's really quite dull. But I could see examples where you might be doing a solo show and you might be demonstrating something and video could actually come in pretty handy for you.

**Colin:** Absolutely, yeah. If it comes to someone like that, then for sure there's an absolute really legitimate use case for it at that point. But then it begs the question, is this actually is this topic actually suited to podcasting? Given that even of these, of these, like the third of people or 28% of people that want to watch while listening, it's such a small proportion of people, would they be better just having an accompanying demonstration video? So you talk something through the way that people normally do in a podcast and then you have a demo video that actually just shows the active bits. If you're cooking something, you're going to do a bit of chat around it at the same time. I don't know. That's the thing as well. We do podcasting, but we also do video like we do YouTube. So I use YouTube for things that are more visual, like to demonstrate how to use Ala two or audacity or shown off a mic and how it plugs into a mixer and stuff like that. And I just wouldn't put that on a podcast because it doesn't suit that format. Podcasting is for conversations and words and talking things through, not showing things.

**Matthew:** I guess my thought is like, podcasters are, in the main, very creative people and I'm sure podcasters will always find ways that they could make something work really well on both. And I think it's just good, therefore, that there is the option to easily create video and to easily push it out and make it available and all these different platforms. I think that's a good thing. That's a really good thing. I shared your caution on that. There's a hype train around like, video is the future and we must do video. And that's just really one dimensional drive towards your problems will be solved if you just bang your full episode up on YouTube, which obviously isn't the case. But I think podcast as a creative folks and some of them will do stuff really well, they'll come up with ways to do really well, I think.

**Colin:** Yeah. No, I absolutely agree. And I think it is a really good idea for podcasters to use video in some way to help grow the show, to offer their audience more value, to combine it. I think that's where I'm getting to, though, is the fact that it feels like a lot of the hype right now is about trying to transform podcasting from what it is just now, why it has its power, that kind of background audio that you can do anytime and get those in depth conversations. And the only reason people listen to three hour, four hour podcast interviews is because they can be doing something else at the same time. Whereas there's nothing wrong with we don't need to lever video into podcasting because video always already exists in a really good way on YouTube and elsewhere. I think that's where I'm getting to. They don't need to be the same thing. They can be separate things. And we can have as a podcaster we can have a podcast which is primarily audio, all audio and then we can have a YouTube channel which complements it and we can send people from one to the other and do a 30 minutes audio interview and go and record a three minute bit of video that goes alongside it. And then talk about the video from the audio to send people there to see the visuals. And I feel like there's something around, you know, tool providers, software companies, there's something about around the industry knowing that they can potentially get more marketing power, charge more for services if they can put more tools into what we've got. So, like, adding video into podcasting tools is like a good kind of hype builder and it's a good way of saying, right, we're going to add this sense you need it because you need a video podcast and therefore we can charge a bit extra for that. And this isn't calling anyone out, this is like something we're looking at as well. This is just the way industries work. But my worry is that it hypes up podcasters themselves into thinking that they need to do it because of all of that. And I'm just not sure they do, to be honest. I think we can have them separately and keep them separately. But maybe I'm just a camaradian again.

**Matthew:** No, I'm just here. There's only room for one, I'm afraid. We can both let's get a lay of the land then for folks who are stepping out of podcasting right now because we always get really useful data via Podcast Planner, too. So it's just taking a look at that before we have to record. So we've got a question on there about video podcast and whether people plan to go down that route. So at the

moment, 353 people have responded to that. So that's a decently sample size as well. 52% plan to do an audio only podcast, but 45 plan to do audio and video, and 3% plan to do video only. There's a decent whack of folk wanting to do both there, isn't that?

**Colin:** Yeah, so they want to repurpose it, essentially, like they'll release an audio only and a video only version. And I suppose that means that suggests to me what we talked about there, which is that it doesn't need the video, does it? Like they're going to just do an interview style show like we're doing here, and they'll have the video, as if people want to watch and see your face, but you can listen to just the audio and you won't miss anything as well. That's the case.

**Matthew:** Yeah, I think so. But I like the thought that somewhere out there, there'll be people wanting to do something a bit more creative. And again, I'm not saying you can't do this well, but it has its limitations. I like the thought of, like, uploading imagine we started uploading these episodes, but we used video footage from another podcast, so it was like Rogan talking to Wim HOF or something, but it was our audio. Imagine we uploaded that. I suppose you probably get taken down for copyright or that, but it'd be funny, though, to see if anyone actually noticed or not.

**Colin:** Yeah, we'll try and overdue someday and go and find another good video podcast and try and do our own accents over the top of it and try and match it to their mouth movements.

**Matthew:** Yeah, join your own time call and 30 deep breaths and then hold for two minutes. What's your wim HOF? Breath hold record. Just to very briefly go off topic.

**Colin:** I haven't ever tried.

**Matthew:** You never tried that? Never tried it.

**Colin:** No one said, I've never done any wim HOF stuff.

**Matthew:** Get your cell out there in the cold water. You live in cornette, you've got all the locks out. No, it was fine. I say it was fine. Okay, so should everyone do a video then? That was a question of God down here.

**Colin:** Even though I'm kind of skeptical around the way that I suppose people are hyping it, I think there definitely is a lot of use for video in podcasting alongside podcasting, I should say. Well, what do you think? Should everyone do video? You're the one that did the research, tell me.

**Matthew:** Yeah, I think there's almost no situation in podcasting where someone should do something. Apart from things like hitting record, there's very few blanket like, you need to do this, isn't there? It's also dependent, and I know people maybe get frustrated with those answers. It depends, but it's always true. You know, it's what works for you, it's what works for your audience. And maybe the only way you will find that out for sure is by trying it a wee bit.

**Colin:** Yeah, for sure. And I think it depends a bit on the type of video you do as well. So the way I've not seen it working is people just taking a video of two faces on screen and just posting that wholesale to YouTube. That does not seem to do very well at all. And we've got plenty of examples out there. In fact, Mark from Captivate, good friend of ours wrote an article about their experiments in it. So go over and have it. We'll stick that in the show notes because it was a really good article actually on what they had done in video and why they decided to stop it. And there's loads of examples around there of just people who have tried it and just abandoned it. But if you can do video that looks a bit better than average, well, you know what, I don't even need to say that I don't think it even does need to. Where I'm going is where I think it works well is clips and highlights and showcasing what's in your show because that's the one downside of podcasting, isn't it? Or not. The one one of the downsides of podcasting is the fact that it's long form content. We've already spoke for nearly half an hour here. If somebody finds this for the first time, getting them there's inertia there's a barrier to people getting to know us and finding out how good the content is. And they'll be like it sounds like it might be useful, but I can't afford half an hour just now that I'll maybe waste because it might be a bunch of \*\*\*\*. So that is the place where video, I think, works really well. If you can take like a minute long clip or a three minute long clip and post that elsewhere so that people can actually get a sense of what your podcast is about, what you're about. What what we kind of talk about together, you know, get a sense of the culture, the values, the beliefs, all that kind of stuff around the people that do the podcast, what kind of information they talk about, how they talk about it. That can draw people in to actually listen to the full length podcast. To me, that's one of the really valuable uses of video. And you don't even need to be of great quality for that either. You can just have a basic two heads on a screen for that because it's really about the audio and the faces. You can put up with that kind of quality, like just two heads on a screen for a minute, two minutes, three minutes, as long as you pick a good bit of content. The speech itself is really. Engaging. So what do you think, Matthew? Is that one use at least?

**Matthew:** Yeah, and I mean, that does suggest as well that video podcast might be more about visibility and finding new listeners than it is about serving your existing audience. Because if you've been running a show for months or years and you've got your audience that are subscribed to you on

all the listening apps, they probably like most of them probably don't care whether you're doing video or not because they're getting your episodes, they're putting the earbuds on and they're consuming them. So it's probably not the case that like video podcast and audience, my existing audience will love this, it's more that visibility side of it and therefore you need to think about making it more searchable, more digestible. And that does suggest shorter clips rather than just full episodes, doesn't it? What, Colin, are the common types of video podcasts that we see out there?

**Colin:** Yeah, you see people doing a few different kinds, don't you? You've got the standard kind of webcam recordings, exactly what we are doing just now. So it's just me and you both staring at our webcams, kind of looking at each other, but not really. And you just have a 30 minutes, 60 minutes recording of that, so that's one way. And you can post that wholesale, some people do. Or you can take up clips of that and post like 1 minute 32nd clips of those and that can work just fine. You can do the static image version. So actually just a picture and that is it, you just put one picture and you paste it over, you put it on a slideshow PowerPoint or something and you paste the audio over the top of that. So that's a bit boring. Obviously. It's just like a very static slide show, it doesn't go anywhere, just one image. And the way that tools try to jazz that up was the whole audiograms, wasn't it? Matthew, how would you describe an audiogram.

**Matthew:** A dynamic waveform where you cover out in the background and possibly some closed captions over it as well. So that'd be my most succinct definition, I suppose.

**Colin:** Yeah, you've still got the static image, but you've got a waveform that bounces about, kind of reflects the audio and yeah, you're right, that's a good point actually. The words makes a big difference too. Like if you can have the transcription on there too, that can make it more dynamic and it means that it's a bit more interesting to watch, but still you don't really need to watch it. It's just audio with a slightly dynamic, more visual thing put onto it. And I suppose the final part is just actually they all kind of suggest full length but micro content type approach to that. So you can get away with just chopping up and just posting little bits of it. Yeah, so that's the types, isn't it? Any other you can think of? How does that cover them?

**Matthew:** Just on the static images there. I do remember like a few years ago there was a lot of debate around whether YouTube before they ever mentioned the word podcast and there was a lot of debate around whether YouTube liked people uploading, like static image an hour and a half podcast episode and it's just a cover art. And some people argued that YouTube don't like that and you shouldn't do it. But now that they've got this podcast and section in the US at the moment, that is one of the recommendations. They do recommend that you record your video if you can, but if you don't want to do that, just put a static image one up. So they're totally happy with that. But from a listener point of view, if it's easy enough to push it up there, which it is, then by all means do it, but I wouldn't expect to get much traffic through it at all.

**Colin:** Yeah, I suppose that depends on how YouTube grows as a listening platform too, doesn't it? That's all kind of up in the air right now. What YouTube are going to do to try and grow themselves as an audio only platform. It might just be another place where you post like we always recommend apple podcasts and Spotify are the two big ones right now. If you cover them, you cover 90 plus percent. But maybe in a year's time we'll be saying like, make sure you're on Apple podcast, Spotify and YouTube because they're all like a third each or something. You never know.

**Matthew:** Yeah, right now this is such an early iteration, they could do so much more with it. And they might or they might not. They might like six months to the line, just say, forget that, or scrapping it. So who knows?

**Colin:** Exactly.

**Matthew:** Who knows?

**Colin:** Happened before. Happened before. I just realized I missed out that one of the kind of best examples of types of video podcasting is actually that higher produced one. And there are plenty of them. Like, we've mentioned Rogan a few times now, that's a higher production. They had an actual studio with different camera angles, live switch and make it look a bit better. It's more like TV program. It's more like an actual you watch what would it be like Oprah Winfrey or something like that, where it's two people sitting in a living room type set up and you have a much more professional looking thing. I think that's where it becomes maybe a bit more valuable to put it on YouTube because it's something that you could watch as a TV program, but equally the audio on its own, it's just as valuable too, because actually the visuals, they're not essential. They maybe enhance it, seeing the kind of facial expressions and the body language and things like that. But the audio on its own is fine too. So that takes a lot though. That takes a proper kind of expensive setup for all the cameras. It takes a lot more editing to put all the angles in and stuff like that. So it's certainly that's for maybe a later stage podcaster.

**Matthew:** On the subject of like, I actually upload my video podcast if we look aside from YouTube at this moment in time. Like I say, YouTube is its own thing. It's its own wall garden. If you're looking to actually upload something that says video content and people are going to be able to find it in certain listen apps that support video podcasts. And then I know that Castos and Pod Bean are two of the hosting providers that you can upload your video to. There are more options than that, obviously, but those are the two that kind of jump to mind. And with Spotify's new funds as well, you need to host your show on Anchor, which is their podcast hosting service. Anchor is not the best hosting provider as we've discussed in the past. It's not the most robust. I see examples at breaking quite a lot. I remember it totally broke on overcast and the guy that runs overcast was having a bit of a wee more than Mark us rightly. So it's not the most robust host. So I wouldn't recommend if you wanted to do, say, a Spotify only video podcast, I wouldn't recommend moving your podcast Anchor to do it. What I would do instead. And I kind of tested this out and it seems to me, correct me if I'm wrong, it seems to be the sort of best approach is just create. Like we could create a podcast, the video series on Anchor, and we could upload our videos to Anchor and it would be available as a video podcast on Spotify. So it would be its own little podcast and you would just want to name it so that the two podcasts weren't being confused with one another. One of the downsides you would find it at it wouldn't end up appearing on Apple podcast or that because you have to submit it and therefore all the other directories. But like, the Google podcast is going to find that feed and make it available. So what you might find is like the odd person, Googles your show and the video version comes up on Google Podcast, but they can't see the video, it just plays the audio. So that's a kind of week work that you might find there, but that's very minimal, I suppose.

**Colin:** Sorry, I was just going to say if you're desperate to run a Spotify like a video podcast on Spotify, then you're probably as well saying, I'm going to sacrifice listenership elsewhere. I'm going to go Spotify only. And you're right, Anchor is not necessarily the most fully featured host and everything, but still it did a job. But you're kind of limiting your reach a bit that way, aren't you?

**Matthew:** And then if you're doing any video, you should put it on YouTube like it's just a no brainer YouTube structure. So even if you've got that video podcast component available out there on various listening apps to YouTube as well, because you made the video, you might as well. And YouTube podcast, as we've just said, it remains to be seen what happens with that. It's still not technically a podcast on there if you want to get into the whole RSS thing. Because again, I just want to keep stressing that I think the risk here or the pitfall here is that people new podcasters start to believe that they could just upload their podcast on YouTube and that's fine. And that obviously limits them because they're not being found anywhere else. So I think that's why I keep stressing that it's not to be the, well actually RSS guy, it's just that there is a risk that you're just going to end up being available in one single place where there's there's a lot more opportunity out there.

**Colin:** So yeah, yeah, but I mean, it's interesting that, yeah, it's a problem for us all to solve as podcasters or the industry perhaps, but that's started to happen a fair bit more with Spotify as well, isn't it? Like there's a lot more podcasts these days are only on Spotify because people are coming to podcasting through Spotify, which is brilliant. I'm not complaining about this at all because Spotify have done a lot to help make podcasting more mainstream over the last few years. And so people start up a show just in Spotify, they've never even heard of Apple podcasts potentially, and that's the only place to put it. So it's just around, I suppose, education, making sure people realize that there's other places that you can post it that help you get higher reach. YouTube will make that even more complicated, I guess. But that just helps us to make more education content, isn't it? We need to get out there that people can make these podcasts and put it in all sorts of places to reach as many people as possible.

**Matthew:** What other we frequently asked question, I suppose around video podcasts, and this existed for many years. This question is having a video podcast and an audio podcast, there's a risk of splitting your downloads because they are essentially two different entities. So this might hypothetically affect something like sponsorship, like if you're doing the CPM model. So it's important that you calculate your downloads within a certain length of time, present that to your advertisers. You could have two different podcasts, two different download numbers. The counterargument to that is a thing called a calculator. You could just total up the two downloads and add them together and present it in your Media kit and that'd be very easily solved. Again, that depends on how reasonable the advertisers are. But anecdotally speaking, I would say that audio downloads are almost always going to need dwarf video views when we're talking about podcast and with folks that have a YouTube channel maybe around their podcast. Again, this is anecdotal, but you tend to find like, you've got maybe one video that's absolutely blown up, maybe they've interviewed someone in the niche that's pretty famous or has shared that out, and you've got this one video that's like massive

loads of views and then a lot of their other episodes are just very minimal. So with your audio content, I know you still get those spikes to an extent, but it's probably going to be a bit more balanced, isn't it?  
**Colin:** Yeah, the video might be a bit more spiky, but that shows. I suppose one of the benefits of posting your videos elsewhere is that they can catch fire sometimes. They can go a bit viral and kind of promote your audio version of it, presuming you can persuade people to move over and start listening to the audio version.

**Matthew:** Again, it remains to be seen as well what YouTube do about that, because, again, at the moment, they're wanting you to put your podcast on YouTube and stuff like that, but in your podcast itself, it'd be good practice. To be trying to get those viewers, if you like, off of YouTube and a listening app to subscribe there, which that factors, and then to your total downloads in your hosting provider. So it'd be good practice to do that. But that means that YouTube have just got loads of people trying to get people off of YouTube. So it's a weird thing whether they care about that, they're a massive platform anyway. They might just not care, who knows?

**Colin:** I think they do. I think they very much care on that. Yeah, I think probably adding podcasting, they're thinking it's going to add a whole, but a whole new vertical of people who'll be addicted and head to YouTube regularly to listen to their podcast. So there'll be something around that like all of these platforms, same with Spotify, their whole model will be to try and keep people on their platform and not go anywhere else. So that's exactly it'll be interesting to see how YouTube starts to treat that.

**Matthew:** So, again, this episode, obviously this hasn't been like a how to do a video podcast guide and we want to refer you to the podcastos. Comvideo where you'll find the full guide to that, how to record that, what equipment to use and stuff like that. But we got some key takeaways or do you want to kind of summarize this episode?

**Colin:** Colin, don't do a video. Fine.

**Matthew:** Anyway, see you next episode.

**Colin:** No, I think it's clear that some listeners, that there's a proportion of listeners that want the video they're actively watching. So even if it is just a quarter, that's still a quarter of people that will be more engaged potentially by consuming your video content. So if you can do it in a way that doesn't take you a whole lot of extra time, then potentially it is worth it. But I think probably the best way to use it is in that kind of more sharing the highlights type of approach, in my opinion, by finding like 30 seconds, 62nd clips, or even up to a few minutes and sharing those on social, whether that's basic kind of Twitter or Instagram for the short clips or sharing it on places like YouTube shorts or Instagram reels, that kind of thing. For the slightly longer ones. Those kind of things can draw people into your world potentially. I think that's probably my thoughts on it. What about you, Matthew? What's your sum up?

**Matthew:** Yeah, I just want to kind of fight the corner for audio and reassure the lesser, particularly the listener who just plans to stick audio that I wrote at the start, jokingly, the video killed the podcaster in reference to the song. But yeah, it's one of these things where we're seeing a lot of hype about video, almost to the point where some people believe that video will just remove audio and it will just become video. And I would argue that there's always going to be a place for audio because it has these very unique strengths. You talked a lot about them at the start of the episode, calling their hands free, eyes free, the intimacy of audio and the fact that you could dig into some really long form content as well. These are strengths, audio that you're not getting any other sort of content mediums. On the flip side, that's not to say that video doesn't have a lot of strengths too, which we've covered as the written content. So we look at these as like collaborative mediums rather than you do one or the other and they compete. And we've always argued that con because your Content Stacking series was written, I don't know, six or seven years ago. And that was the essence of that guide, wasn't it?

**Colin:** Yeah, exactly. Going back to that and sort of what I said earlier as well, it's video is great and audio is great and text is great and they all work really well together, but they're not all the same. I think that's the trouble, I think that's where I become cynical is people trying to repurpose it in a kind of dumb way, as in just copy and paste, take this audio, put a picture over it and post it to you YouTube, or take this audio and the visuals are adding absolutely no value. Like it's just seeing you and me staring at our webcams, it just adds no value to the podcast itself. But if you can figure out a way to do your audio in a way that perfectly suits audio, big, long, deep, wonderful conversations and then you do your video in a way that suits video, you show shorter clips potentially that demonstrate what you're talking about or visualize things that you're talking about. That's brilliant. And then you write about them both. And you do that in a way that works for writing. I think that's why I keep coming back on this and not being entirely convinced around video podcasting, because I think podcasting is podcasting, video is video, text is text. They're all brilliant. You should probably be doing them all if you want to get the most value or give the most value to your audience and grow the biggest audience you can. But you need to do them all in a very separate way, I believe. I would love to hear some opinions on this. If you're out there listening, please do get in touch. This is one place where I



really do want some examples of people that are doing because I'm just sure there's people out there having real success with video versions of the podcast. Whether it is the full episode, maybe completely contradicting all the things that I've just said, like just a webcam video that does really well on YouTube or something like that. So please do get in touch. I'd love to hear. We've got a couple of ways. You can either go to our website, go to the podcast host.com and hit the contact form and send us some examples by email that way. Or go on to Twitter and the podcast host, that's the podcast host on Twitter and send us some examples there. That'd be great to hear.

**Matthew:** Twitter still alive.

**Colin:** Twitter is still alive. Yeah, just about. And I'll just finish up by I mentioned Alitu during the episode as well. Alex is our podcast maker app designed to make it really easy to make your podcast. So if you want a place to go where you can do your call recording, does your audio clean up for you like noise reduction and leveling? You can edit right in there in our podcast specific editor as well. Cut out your mistakes and then post it off to our hosting too. So it's all in one these days, recording, editing and hosting. And you get transcripts right in there for free as well, for accessibility and for startup, your show notes. So go over to Alitu.com. That's Alitu.com. You can create your first episode for free with the free trial. Give it a shot. Cheers, Matthew. That was good fun.

**Matthew:** Yeah, always good, always good. So on the next episode, I dare say we'll have one of our esteemed colleagues joining us again to talk through something.

**Colin:** Yeah, that'd be good. Yeah, I'm enjoying these ones actually. Listening to the team talk through their expertise. It's been good fun.

**Matthew:** Better than listening. My so called expertise.

**Colin:** Nonsense. Matthew, your expert in many ways.

**Matthew:** I was fishing for compliments.

**Colin:** Yeah, exactly. On that note, thank you very much for listening. Thanks for following along and we'll see you on the next episode.