

ABC Podcasts: hear the world differently

Australian podcasting leader launches new campaign

Release: Tuesday 24 January, 2017

Building on the strength of the ABC Podcasts offering, ABC audiences will be inspired to escape into the world of podcasts with the launch of an awareness campaign in 2017.

Audiences looking to **hear their world differently** will be urged to escape the daily grind by trialling news, entertainment, storytelling and more via ABC Podcasts on the [ABC Radio app](#).

From an already strong base, the ABC saw 23% growth in the number of podcasts downloaded last year, with over 167 million downloads throughout 2016, up from 135 million in 2015¹. While the format is still new to many Australians, it is an established technology in the US and has seen rapid growth². Interest from new players in the Australian landscape means that 2017 is sure to be even bigger for podcasting.

Podcasting represents an important component of the ABC's digital strategy. Audio on demand ensures that ABC content is available for audiences when and where they want to consume.

"Podcasting is a huge opportunity to reach new digital audiences," says Linda Bracken, Head of Content and Digital, ABC Radio. "As our growth shows, once listeners find podcasting, they revel in mining the treasure trove of incredible ABC content. We're also seeing huge success with long time radio programs that are now available in the digital space, such as RN's **All In The Mind**, and ABC local Radio's **Conversations with Richard Fidler**."

Conversations with Richard Fidler was crowned iTunes Most Downloaded Podcast in 2016. Nazeem Hussain's **Burn Your Passport** was crowned iTunes Best of 2016, as well as Best of Comedy.

The '**Hear the World Differently**' campaign is based on the insight that escapism is an important factor influencing podcast consumption.

"The idea of escaping from the cacophony of noise in our lives was really at the heart of this campaign. We often get to **see** things differently - to turn away or switch off if we don't like what we're seeing, so why can't we **hear** things differently too?" says Diana Costantini, Creative Director of ABC's internal creative department, ABC MADE. "Escaping the everyday noise, with a podcast of your choice about any subject you like, is a pretty valuable proposition for audiences but it also gave us a sturdy launch pad to develop a fun and engaging campaign."

¹ Source: Webtrends

² Source: [Edison Research](#)

Many Australians are yet to experience the burgeoning world of podcasting, so ABC MADE also created a series of 'how to' spots featuring ABC personalities. They will play out on social media as the broader awareness campaigns hits TV, radio and digital media.

2017 promises to be another strong year for ABC podcasts, with the hugely successful Australian podcast conference **OzPod** returning and the commissioning of exclusive content available only on the ABC Radio app.

[Download the ABC Radio app here](#) for [iTunes](#) or [Android](#).

ABC Podcast campaign, "Hear the World Differently" was produced by ABC's in-house Agency, ABC MADE
Credits:

Diana Costantini
Creative Director, ABC MADE
Diana Costantini is available for interview

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