PODCAST RADIO LAUNCHES DEDICATED BUSINESS STATION

Tuesday 19 July, 2022

Podcast Radio will this week launch a dedicated business podcast station; the first of several niche brand extensions to be created over the summer. Podcast Radio Business will showcase a wide range of podcasts related to money, investing, entrepreneurship, marketing and branding.

The new 24/7 station, which launches on July 19, will be available digitally alongside the current Podcast Radio channel, with access via smartspeaker, app, web and online players.

Podcast Radio marries broadcasting and podcasting. It uses the trust and familiarity people have in radio to help them choose and discover podcasts from the millions available.

CEO Gerry Edwards says: “We’re really excited to launch a new range of stations beginning with Podcast Radio Business, followed by further vertical brand extensions such as Podcast Radio Crime and Podcast Radio Comedy in August and September.

“This means we can offer listeners genre-specific stations with podcast content to complement our main station. Business podcasts have featured heavily on Podcast Radio since we launched two years ago and now these podcasts will have their own home as well as still being played on the main channel.”

Among dozens of podcasts to be featured on Podcast Radio Business are:

Pitch Deck - Nick Telson’s popular podcast featuring real investors and real founders dissecting funding pitches

Supersonic Marketing – Hospitality guru Mark McCulloch and his guests sharing insights and expertise on marketing techniques in the food and drink business

Startup Microdose – Conversations with some of the world’s most successful entrepreneurs

Jonny Gould’s SME Walkabout – Interesting and engaging stories from the UK’s small and medium sized business sector

Rock ‘n’ Roll Business – Kate Hardcastle MBE with the secrets of business success from some of the world’s biggest music stars

The Simon Squibb Podcast – Serial entrepreneur and angel investor Simon Squibb sharing advice and insights on start-up businesses.

Podcast Radio Director Paul Chantler notes that podcasts can be flexible when it comes to their genre: “In the busy world of podcasting, a listener may hear an entrepreneurial thought-leader inside of a comedy podcast episode, or an inspirational company narrative being outlined in a wellness podcast. Our new vertical channels will be able to navigate these elements of content and provide the listener with a fantastically curated experience.”

Nation Broadcasting recently acquired a strategic shareholding in Podcast Radio and part of their investment has been used to create the new channels which will eventually be opened up for sponsorship.

Podcast Radio has new content partnership deals with Wondery, to promote their British Scandal podcast series, together with a recently renewed deal with Radio New Zealand to showcase some of their podcasts. There are also partnerships with Curiouscast in Canada, Evergreen in the USA and the TED Audio Collective.

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