

## Uncovering the UK's Next Big Podcasting Sensation

Thursday 13 April, 2023

In recent years, the world of podcasting has exploded, offering entertainment, education, and engaging stories that have captivated millions. Accelerated by the pandemic, this boom has transformed the way we consume content, turning podcasts into an essential part of our daily lives.

In 2022, the UK boasted an astounding 10.1 million weekly podcast listeners, accounting for an incredible 59.1 million listening hours per week – translating to nearly 7 hours per adult person per week. With 72% of listeners taking action after hearing a brand message in a podcast, it's clear that this medium offers an audience for everyone, right after TV, streaming, and social media.

As the podcast landscape continues to grow, the question arises: who will be the next breakthrough podcaster or hit series to captivate listeners?

To answer this, UK-based podcast agency Earworm has launched a thrilling challenge for the next generation of audio trailblazers. They're on the lookout for fresh and innovative voices with standout podcast ideas, offering a chance to win a prize package worth £5,000. This includes the opportunity to bring a fully-branded podcast series to life and broadcast it to the world.

Ben Farley, Chief of Sounds at Earworm, explains, "We're a high-octane, cheeky, and boundary-pushing team that dares to be different. We live for audio adventures and strive to create content that gets an audience hooked like a catchy tune stuck in their heads. This challenge is a fantastic opportunity for aspiring podcasters from across the UK to join our exciting journey."

Earworm's creative rebels are eager to uncover a unique podcast concept that has the potential to top the charts. From concept to production and beyond, this is a once-in-a-lifetime chance to either kickstart a new podcasting career or catapult an existing series to unprecedented heights.

Earworm encourages submissions from all podcast genres, with a keen interest in amplifying stories from underrepresented communities across the UK. In addition to the main prize, three runner-up prizes will be awarded, consisting of a podcast consultancy session with an industry expert to help further develop and refine their ideas.

Additionally, three more lucky participants will receive runner-up prizes of podcast consultancy services worth £499 per person. With such an incredible opportunity, the stage is set for the UK's next podcasting superstar to emerge and captivate audiences everywhere.

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