

## Danish University Colleges

### The datafication of podcasting

#### RQ: how does datafication shape commercial podcasting in the age of platforms?

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# The 10011011111 00 datafication of podcasting 11

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**RQ:** How does [datafication](#) shape commercial [podcasting](#) in the age of [platforms](#)?

**Datafication** is the capture, databasing, quantification, and analysis of informational aspects made into data points (Lycett, 2013).

One approach is the business intelligence perspective, where (big) data are perceived as a resource for content production, service optimization, organizational decision-making, and economic value-generation.

**Podcasting** is the practice of producing and distributing podcasts: speech-based media consisting of audio series produced for digital distribution and on-demand consumption.

The commercial podcast market is a heterogeneous one with different actors, namely podcast media, legacy media, and platforms (Kammer & Sejersen, 2022).

**Platforms** are “digital infrastructures that enable two or more groups to interact” (Srnicek, 2016, p. 43).

Platform companies invest heavily in the podcast industry, but in doing so they impose on it their logics of, curation, commodification, and datafication (van Dijck et al, 2018).

**Methodology:** Nine semi-structured interviews (conducted April 14-September 17, 2021) with people in different types of podcast-producing organizations (e.g., podcast media, legacy media, and platform companies). The informants all had managerial and/or strategic responsibilities.

## Statements from interviews

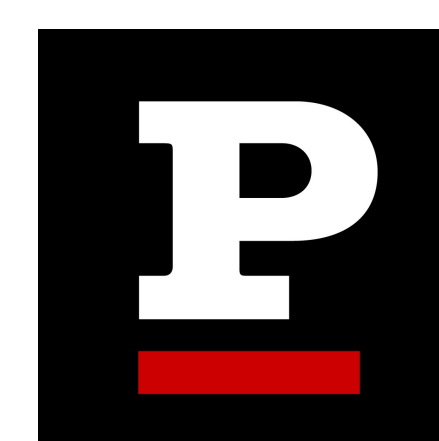
### Podcast media:

*“We are focused on bulding data ourselves, building up documentation that we can deliver to partners”*



### Legacy media:

*“We haven’t built a major behavioral data framework. We are primarily guided by a simple number of downloads.”*



### Platform companies:

*“[Data are] very guiding. We are looking a lot ... Actually week-by-week, day-by-day. We have a complete overview of performance.”*



**Conclusion:** Despite various attempts to capture data, both podcast and legacy media are challenged in converting data into a value – which is, in turn, exactly the strength of the podcast platforms. This way, new media industries such as podcasting are both challenged and shaped by datafication. And as a data divide is coming into shape, more research is, as is always the case, needed.