GENERATING INSIGHTS INTO THE PODCASTING INDUSTRY IN THE ARAB WORLD

Report 1, 2023

GENERATING INSIGHTS INTO THE PODCASTING INDUSTRY IN THE ARAB WORLD

Report 1, 2023

Table of Contents

Introduction

In the Web 2.0 era, podcasting was inseparably attached to tech giant Apple which started popularizing it in the early 2000s (Sullivan, 2019). The term "podcast" emerged as a blend of "iPod" and "broadcast" (Jham et al., 2008) to denote an era of broadcasting audio files, where software developer Dave Winer published RSS 0.92 in the year 2000, which made it possible for digital audio files to be delivered in RSS feeds (Bottomley, 2015). Nonetheless, such practice of employing the internet to make digital recordings of broadcasts accessible and available for downloading did not come of age until 2005 (Bottomley, 2015). Arguably, it only became popular with the general public in 2014 with the launch of Serial (Cobb, 2023).

Since 2014, the podcasting industry has boomed, where a recent report published on April 7, 2023, by Demand Sage, reveals that in 2023, the number of podcast listeners has reached 464.7 million with 5 million podcasts and 70 million podcast episodes published globally (Ruby, 2023). The report states that in Australia, 91% of the people are aware of podcasts, and in the US, 78% of the population is aware of them, out of which 28% listen to podcasts on a weekly basis (Ruby, 2023). Over the past few years, the number of podcast listeners has remarkably increased on a global scale, as revealed by Figure 1.

Figure 1

*Number of Podcast Listeners Globally over the Years*

Note. Data originally obtained from Demand Sage report (Ruby, 2023)

Additionally, analysis of data obtained from Google trends, May 10, 2023. reveals a rising interest in "podcasts" vs. a declining interest in "radio" as search items, as revealed in Figure 2.

Figure 2

Comparing Interest Over Time (2004-2022) in "Podcast" vs. "Radio" as Search Terms
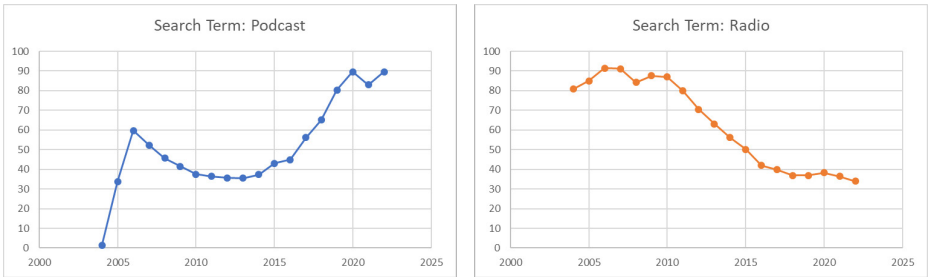
Note: Yearly averages were computed from Google Trends' monthly data

Additionally, data generated by Google Trends reveals that in terms of interest in "podcast" as a search item, the UAE occupies 31st place worldwide, with no other Arab country recognized in the top 50 list. When it comes to "podcast" as a topic, the UAE occupies 31st place worldwide, and the KSA occupies 45th place (Google trends, May 10, 2023). In this context, a recent study conducted by Rising Giants Network revealed that the podcasting industry in the KSA continues to grow with immense speed each year (Saudi Projects, 2021).

The Dearth in Podcast Reports, Studies, and Research in the Arab World

Despite the popularity of podcasts and the steady growth in the podcasting industry, there is an alarming dearth in the number of studies, reports, articles, and research papers on this topic in the Arab world. The table below (Table 1) shows the results returned by the "Advanced Google Search Engine" when comparing podcast publications with and without the adjective "Arab" in the title.

Table 1

Results Generated by the Advanced Google Search Engine on May 10, 2023

"Podcast" in the Title of the Page	"Podcast" and "Arab" in the Title of the page
24,800,000 results	2990 results
The "Podcast" and "Arab" results constitute only 0.012% of the total results.	

In terms of research studies and scholarly work on the topic, the results returned by the "Advanced Google Scholar Search Engine" when comparing podcast publications with and without the adjective "Arab" in the title are presented in Table 2.

Table 2

Results Generated by the Advanced Google Scholar Search Engine on May 10, 2023

Allintitle: "Podcast"	Allintitle: "Podcast" and "Arab"
14,300 studies	5 studies
The "Podcast" and "Arab" results constitute only 0.035% of the total results.	

As revealed above, there is a serious gap and dearth in the number of reports, studies, and publications that address or inquire into the podcasting industry in the Arab world. The aim of this study is to start bridging such a gap.

Aim

This study aims to:

- Bridge the gap in the number of reports and studies that inquire into the podcasting industry in the Arab world.
- Generate insights into the podcasting industry in the Arab world.
- Identify any emerging trends in the Arab world in this context.
- Highlight any challenges that Arab podcasters face and properly address them.
- Identify opportunities for collaboration and sustainable growth amongst Arab podcasters.
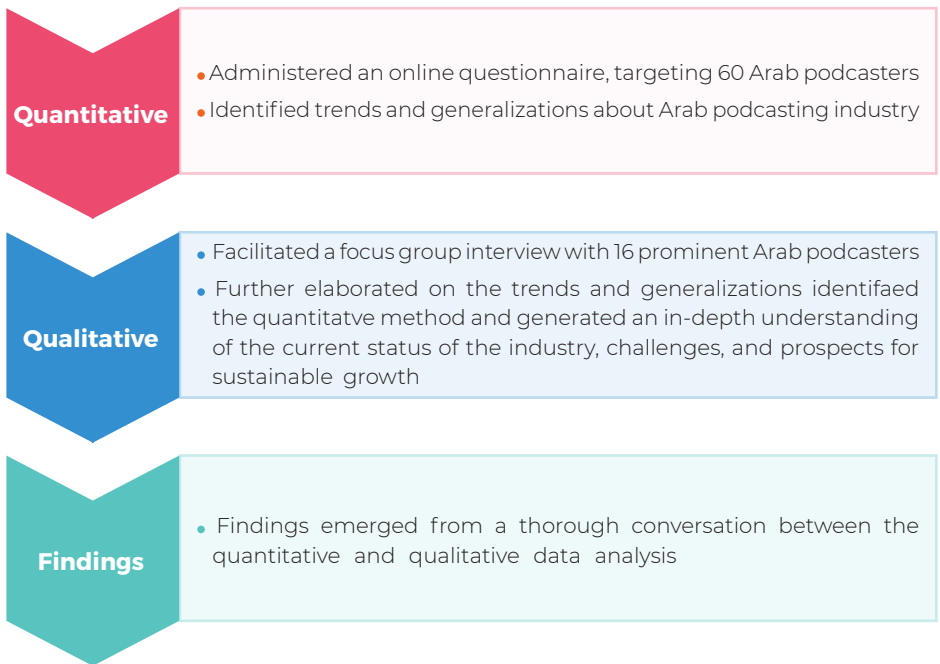
Method

In generating its report, this study collected data via mixed methods approach, employing a quantitative and a qualitative method. Mixed methods research remains one of the most powerful approaches as it integrates both the qualitative and quantitative research processes and methods, producing richer, more valid, and more reliable findings than would a study merely based on either a qualitative or a quantitative method (Caracelli & Greene, 1997). A quantitative approach offers an "essentially empirical-analytic" lens based on "deductive reasoning" (Mills et al., 2009, p. 760), generating "knowledge in breadth" about the topic at hand (Chowdhury, 2019). When it comes to a qualitative method, this approach provokes "knowledge in-depth" about the topic by deeply inquiring into insights, perceptions, attitudes, practices, and stances (Creswell & Plano-Clark, 2017). Hence, the choice of a mixed methods approach provides a "more complete picture by noting trends and generalizations as well as in-depth knowledge of participants' perspectives" (Creswell and Clark, 2017, p. 33). Additionally, mixed methods facilitates the triangulation of results (Merten, 2010).

In terms of the quantitative method, this study designed and employed a short online questionnaire that targeted a sample of 60 podcasters in the Arab world. The questionnaire comprised 13 questions (Appendix A). The trends and generalizations resulting from the quantitative component informed the qualitative method, where a focus group was administered with 16 prominent Arab podcasters representing 11 Arab countries. The focus group interview was recorded, transcribed, and analyzed using thematic coding (Miles et al., 2018). The figure below models the mixed methods approach that was adopted in this study.

Figure 3

Adopted Mixed Methods Approach

| Quantitative	• Administered an online questionnaire, targeting 60 Arab podcasters • Identified trends and generalizations about Arab podcasting industry
Qualitative	• Facilitated a focus group interview with 16 prominent Arab podcasters • Further elaborated on the trends and generalizations identifaed the quantitatve method and generated an in-depth understanding of the current status of the industry, challenges, and prospects for sustainable growth
Findings	• Findings emerged from a thorough conversation between the quantitative and qualitative data analysis

Data Analysis

Questionnaire

Sixty podcasters working in the Arab world completed the online questionnaire. In terms of gender representation, a nearly equal representation was achieved (53.33% males vs. 46.67% females). Gender distribution is represented in Figure 4.
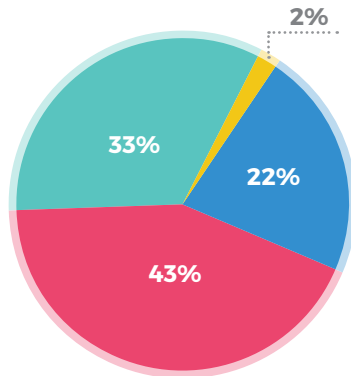
Figure 4

Gender Distribution
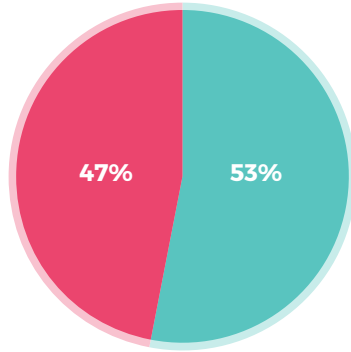
In terms of age groups, participants' ages ranged from 18 to 59, with the percentage of participants in their 30s being the highest. The age distribution is represented in Figure 5.

**Figure 5**

Age Distribution

The participants in our study come from various Arab countries. The highest numbers of participants were from the UAE (20%), Syria (13.3%), Lebanon (10%), and Jordan (10%).

Regarding how long the participants have been practicing podcasting, the highest percentage (65%) were noted for the duration of three years or less, reflecting the relatively new "industry status" of podcasting in general and in the Arab world, in particular. Figure 6 provides a graphical description of the distribution of participants in terms of their podcasting years of experience.

Figure 6

Distribution per Years of Experience
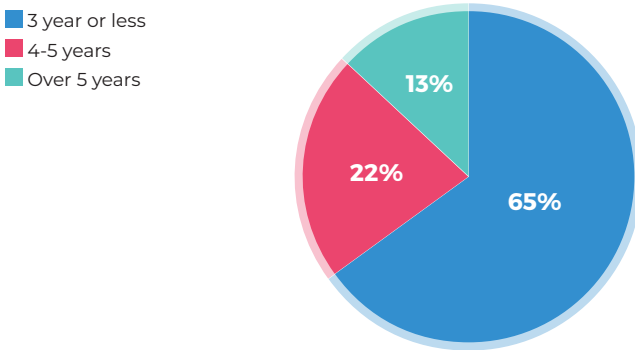
Following demographic questions, a set of structured and open-ended questions were posed to the participants. In terms of "why they have chosen to become podcasters", participants' open-ended responses were thematically coded as detailed in Table 3.

Participants were then prompted to share the specific advantages and attributes that distinguish podcasting from other media. Participants' responses were thematically coded, as detailed in Table 4.

Table 3

Thematic Coding of the Answers related to "Why Respondents Have Chosen to Become Podcasters"

Thematic Code	Frequency	Associated Sub-thematic Constructs
Passion about the field	Vast majority of respondents	- Passion about storytelling and story sharing - Passion about making a communal impact: educating, engaging, and motivating
Passion about content creation across digital media platforms	Majority of respondents	- Passion about ideas and the power of ideas in creating an impact across digital media
Networking and creating an online community	Some respondents	- Particular interest in creating an online community of active listeners
Inspiring and motivating the youth	Some respondents	- Particular focus on inspiring and motivating youth across various topics
Personal fulfillment	Few respondents	- Personal branding
Aligning with the future of media	Few respondents	- Transitioning from being a conventional radio presenter to a creative and innovative podcaster

Table 4

Thematic Coding of the Responses about the Advantages and Attributes that Distinguish the Profession

Thematic Code	Frequency	Associated Sub-thematic Constructs
Accessibility and convenience	Some respondents	- Not restricted to a specific time or place
Objective assessment of content	Some respondents	- No bias or influence of visual effects
Informative, inspiring, and engaging	Some respondents	- More interaction between the podcaster, guests, and audience
Promising and developing avenue	Few respondents	- Evolving medium that has not been exhausted with plenty of room for innovation and creativity
Technology-led avenue	Few respondents	- More customized to the new generations and their digital preferences

When asked to articulate the most challenging issues that they face in their everyday podcasting experience, participants shared a number of challenges. The challenges were thematically coded, and the results are detailed in Table 5.

Table 5

Thematic Coding of the Responses about the Challenges Podcasters Face in Everyday Practice

Thematic Code	Frequency	Associated Sub-thematic Constructs
Sustainability	Majority of respondents	- Financial - Resources - Sponsorship
Continuity	Some respondents	- Finding interesting topics - Creating quality content
Reach	Some respondents	- Targeting the right audience - Increasing followers and interactions
Monetization	Some respondents	- Commercialization of podcasting activities
Labor	Few respondents	- Time for editing and promoting
Technical support	Few respondents	- Right technical support and equipment
Avenues for exposure	Few respondents	- Limited podcast channels in the Arab world

Additionally, participants were presented with a list of potential challenges (Question 8) and asked to select the one factor that they consider to be the most challenging in the podcasting industry. The "Financial/Sponsorship" factor was identified to be the most challenging for the majority, followed by "Promoting and Marketing" and "Time". Figure 7 provides a graphical description of the results.

Figure 7

Participants Choices about Most Challenging Factor in the industry

■ Financial/Sponsorship
■ Promoting and Marketting
■ Time
■ Other
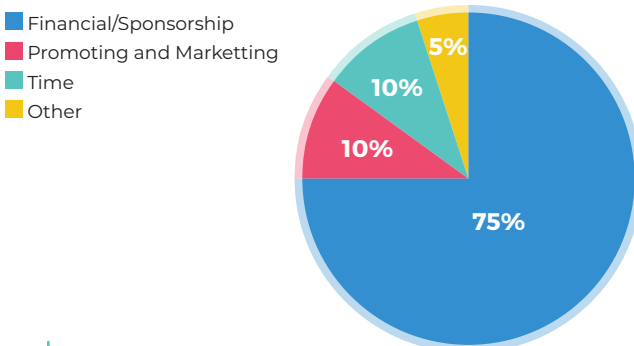
The questionnaire then presented the participants with a comprehensive list of 25 podcast categories and prompted them to select three podcast categories that they believed were the most popular in the Arab world. The weight attained by each category was calculated. Amongst the most popular podcast categories—as perceived by the participants—were "Society" (14.40%), "Business" (12.60%), "Entertainment" (12.00%), and "Mental Health" (11.40%). Figure 8 provides a graphical description of the results.

Figure 8

Perceived Popularity of Podcast Categories in the Arab World
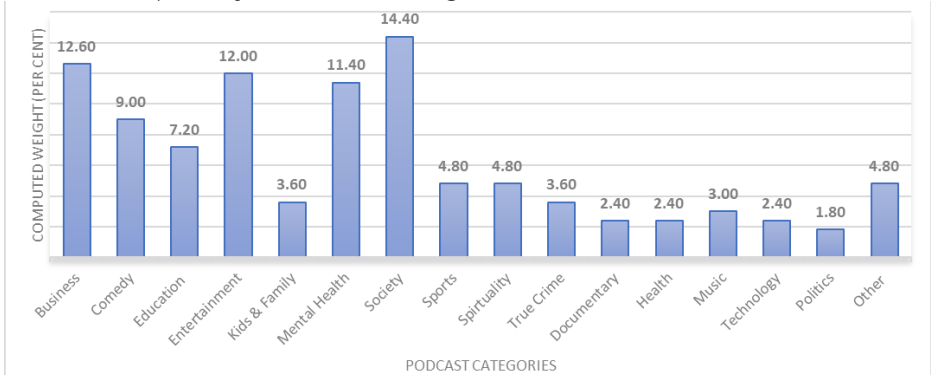
Participants were also asked to share their perceptions about which language (Arabic vs. English) is more influential in terms of podcast reach in the Arab world. The majority of the participants (80%) considered podcasts delivered in Arabic as being more influential in terms of reach in the Arab world than those delivered in English. The results are graphically described in Figure 9.

Figure 9

Participants about the More influental Language in terms of Podcast Reach

- Arabic Podcasts
- English Podcasts
- No Answer
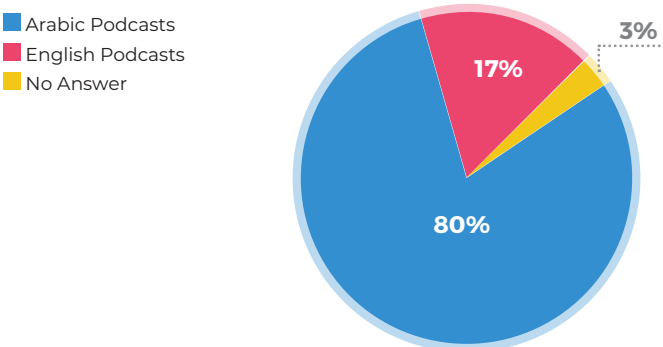
For Arabic podcasts, participants were then asked about which dialect ("Formal Arabic" vs. "Local Arabic Dialects") is more influential in terms of reach. The majority of the participants (78%) considered podcasts delivered in local Arabic dialects as being more influential in terms of reach than those delivered in formal Arabic. The results are graphically described in Figure 10.

Perceptions about the More infiuential Arabic Dialect
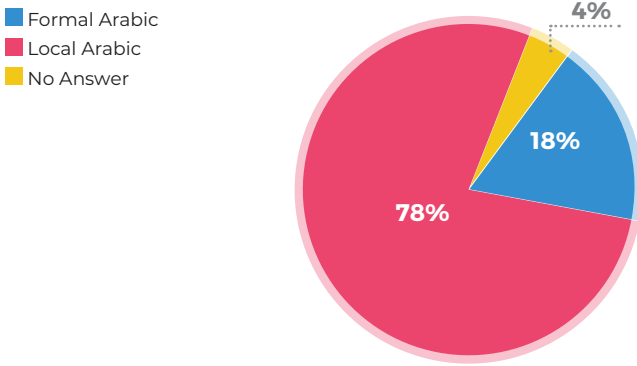
Toward the end of the questionnaire, participants were asked about their perceptions (optimism) about the future of the podcasting industry and the future of the radio industry. Table 6 displays the mean, standard deviation, and five-number summary related to the data, and Figure 11 displays the distribution of the data in the form of parallel boxplots.
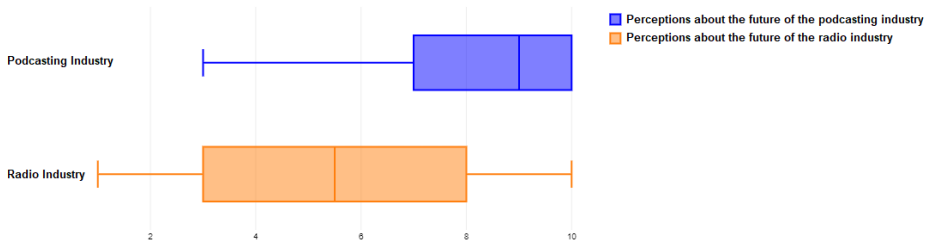
Table 6

Mean, SD, and Five-Number Summary related to the Perceptions of the Future of the Podcasting and Radio Industry

		Podcasting Industry	Radio Industry
	Mean	8.45	5.31
	SD	1.63	2.75
5-Number Summary	Min	3	1
	Q1	7	3
	Q2	9	5.5
	Q3	10	7.75
	Max	10	10

GENERATING INSIGHTS INTO THE PODCASTING INDUSTRY IN THE ARAB WORLD

Figure 11

Distribution of Data related to the Perceptions of the Future of the Podcasting and Radio Industry

As indicated by the data analysis in Table 6, it is quite obvious that overall the participants were much more optimistic about the future of the podcasting industry than that of the radio industry. There was less variability in their answers about the future of the podcasting industry in comparison to that about the radio industry. In terms of distribution, Figure 11 shows that the answers related to the future of the podcasting industry were positively skewed, whereas those related to the future of the radio industry were approximately symmetric, revealing a greater extent of divided opinions and non-consensus when it comes to the latter. Additionally, a one-way-ANOVA test was run to examine any significant gender differences in such perceptions. For the perceptions about both the podcasting and radio industry, the p-values (>0.05) revealed no statistically significant differences in the means between the two genders.

Focus Group

Informed by the results generated by the survey, a focus group interview was facilitated to generate more in-depth insights about the current status and the future of the podcasting industry in the Arab world. The interview was transcribed and analyzed using thematic coding. To maintain participants' anonymity, the 16 participants were referred to with alpha-numeric codes: P1, P2, P3, …, and P16.

The focus group interview was facilitated in a manner to address various topics and areas. Under each topic/area, data was analyzed and coded under specific themes. The following paragraphs detail the themes generated under each topic/area.

Describing the Profession

In the focus group interview, the discussion was initiated with a thorough conversation about how the participants described their profession. The following themes were generated under this topic.

Theme 1: Personal and Professional Attributes of a Podcaster

When describing the personal and professional attributes of podcasters, participants shared the obvious attributes and the tacit traits that are rooted within their personal and professional identities. To start with, podcasters are professionals who are very passionate about their field and the media (P1, P6, P11, and P13). They are curious, multitasked practitioners who "wear many hats" (P13); they are "facilitators" (P3), "communicators" (P10), "presenters" (P1), "deep thinkers" (P6), "explorers", "researchers" (P7), and "messengers" of ideas and stories that are human-focused and oriented (P6 and P10).

Theme 2: Unique Characteristics of Podcasting

Podcasting is not only about "storytelling" but, more importantly, about the "craft of creating a story" that is "narrative-based" rather than simply "conversation-based" (P9). Such narrative needs to be both "cultured and cultural" (P1, P7, and P13), authentically connecting with the audience and adding value across various topics, areas, domains, and fields of knowledge. Podcasts are unique in terms of being "highly receptive in terms of audio attention and focus" (P11); this demands that podcasts be very credible in terms of data, information, and narratives, where podcasters have to "go deep into the details rather than stay at the surface level of any topic" (P2).

Perceptions about the Audience

Participants were then asked to share their perceptions about their audience, the Arab audience. The following themes were generated under this topic.

Theme 3: Curious and Thirsty for Knowledge

In their discussions, the majority of the participants described their audience as "curious" and "thirsty for knowledge" (P2, P6, P8, P9, P10, P12, P14, and P15). Participants perceived the Arab audience's curiosity in terms of their eagerness to know and learn more about success stories and new experiences. Their curiosity is authentically reflected by their eagerness to go beyond the "know-how" to the "know-why" (P10).

Theme 4: Demanding

Closely aligned with being curious, many participants described their audience as "demanding"—in the positive sense of the adjective (P7, P8, P12, P13, P14, and P15). As perceived by the participants, the Arab audience is a demanding one, especially when it comes to content and topics; they expect deep, inspiring, and influential stories and experiences that are presented in a simple and straightforward manner rather than a complex and intricate one. They expect that such content be "relatable" (P12) to their own experiences, stories, and challenges. Another aspect of being demanding is their very high expectations of the podcasters themselves (P7, P8, P13, and P15). The audience "sees the podcasters as representing them, their voices, and needs" (P15). Such high expectations prompt the Arab podcasters to continuously "advance their skills and capabilities to meet such expectations" (P8).

Theme 5: Diverse

Participants stressed that their audience is very diverse, coming from various cultures and countries, but enjoys the membership to the one mother tongue, Arabic (P2, P5, P11, P13, P14). This prompts podcasters to ensure that their content is diverse and "appealing enough to go beyond their local markets and reach a wider Arab audience that exceeds 400 million" (P11).

Theme 6: Young and Growing

Relatively speaking, the Arab audience is young and new to podcasting (P1, P3, P13). Additionally, the audience is growing as more people get to know about podcasting and appreciate the content delivered (P1, P11, P12).

Challenges Facing the Podcasting Industry in the Arab World

The interview wrapped up with a discussion about the current challenges that face the podcasters and the podcasting industry in the Arab world. The following themes were generated under this topic.

Theme 7: Standardization

Participants asserted that the podcasting industry in the Arab world is still "premature" and "emerging". Hence, the industry can attract unqualified individuals who would practice podcasting in an ad hoc manner. Therefore, there is an urge to create a set of standards for the industry in the Arab world to maintain quality and best practice while enjoying full liberty and autonomy (P4, P5, P6, P7, P9, and P12).

Theme 8: Business Model

Another articulated challenge that is associated with the fact that the industry is still emerging in the Arab world is the lack of a clear and dedicated business model that would support a business mindset and ensure continuous development and sustainable growth within the profession (P7, P11, P16).

Theme 9: Monetization

Strongly associated with the challenge of developing a clear and dedicated business model and supporting a business mindset comes the issue and challenge of monetization of podcasts in the Arab world (P2, P5, P9, P11, P12, and P13). There are various aspects to the challenge of monetization, among which are investing more time and efforts in "audio advertisement" (P2 and P11), "monetizing impressions" (P11), and generating revenue to support full-time, dedicated podcasters (P12).

Theme 10: Data and Resources

Participants stressed that another challenge for the development and growth of the industry in the Arab world is the lack of data, statistics, and resources (P1, P4, P7, P8, and P13). There is an urge for metrics and data analytics through customized dashboards to understand and analyze trends and inform the podcasters and stakeholders accordingly. Additionally, there is a need for resources that would equip podcasters with the needed information and knowledge related to a specific topic.

Theme 11: Training

As the industry is evolving, participants emphasized the need for proper training in the field (P4, P8, P12, and P16). There is a need for more trained and specialized podcasters who are well-equipped with the necessary knowledge, skills, and capabilities to create quality content, produce such content, and commercialize it.

Theme 12: Reach

Several participants argued that retaining their audience was not a challenge, but the real challenge for them is to reach new people who might not be aware of podcasts or do not prefer audio content (P15). The current trend across various social media platforms is visual content; hence, podcasters have to strive to deliver authentic and original audio content to grow their audience.

Theme 13: Specific Challenges

Participants from Maghreb Arab countries shared a challenge that is specific to their countries. In addition to formal Arabic, French, and English, podcasters in these countries have to cater to local spoken languages (e.g., Darija and Berber languages) to reach a wider Maghrebi audience and represent their cultures. The main challenge is the lack of automated tools for transcription and mixing the different languages, which makes the production process very demanding and time-consuming (P12, P13, and P14).

Discussion

When cross-comparing the data analysis from the two adopted methods (questionnaire and focus group interview), it becomes quite evident that the podcasting industry in the Arab world is a young and emerging one. This was quite reflected in the age group of the participants, their years of experience, and the specific articulated challenges associated with the fact that the field is still evolving. Hence, there are plenty of untapped opportunities to explore new topics, fields of knowledge, and experiences in the Arab world.

The main driver for the participants to become podcasters was their passion about the field, their passion about storytelling, story sharing, and about ideas and the power of ideas in creating a communal impact across digital media. This communal aspect is also supported by the finding that "Society", "Business", and "Mental Health" were amongst the most popular reported podcast categories in the Arab world. Hence, podcasting in the Arab world is not only about entertainment but also about "more serious" social, business, and health topics of importance and relevance to the Arab communities.

The passion about the field and storytelling represent a stepping stone in understanding the personal and professional attributes of a podcaster and the unique characteristics of the podcasting profession in general, and particularly in the Arab world. Data analysis of the focus group interview (method 2) showed that the passion about storytelling reported in the analysis of data from method 1 needs to transform to become a "craft" of "creating a story" that is "narrative-based" rather than simply being "conversation-based". Such narrative needs to be both "cultured and cultural", authentically connecting with the audience and adding value across various topics, areas, domains, and fields of knowledge. Podcasts need to be very credible in terms of data, information, and narratives as they are quite unique in terms of being "highly receptive in terms of audio attention and focus". Such unique characteristics of

the profession shape the range of personal and professional attributes expected from a podcaster in the Arab world. Hence, an Arab podcaster is expected to be a professional who is curious, multitasked, and who wears many hats. In their everyday conduct, Arab podcasters need to be facilitators, communicators, presenters, deep thinkers, explorers, researchers, and messengers of ideas and stories that the community can relate to and reflect on.

In terms of the audience, the Arab audience is curious, thirsty for knowledge, and demanding in terms of expectations. The audience is very diverse, which prompts podcasters to ensure that their content is rich, specialized, and appealing enough to go beyond their local markets and reach a wider Arab audience. The podcast Arab audience is relatively young. They are very digitally literate. The audience is growing as podcasters strive to reach more listeners.

When addressing the challenges that face the industry in the Arab world, the challenges that were commonly reported across both methods were achieving financial sustainability, implementing monetization strategies, and identifying a dedicated business model. There were various aspects to the challenge of monetization, among which were investing more time and efforts in promoting and growing audio advertisements, monetizing impressions, and generating revenue to support full-time, dedicated podcasters and staff members (e.g., technicians). Additionally, there was a reported need for a dedicated/customizable business model that would support a business mindset and ensure continuous development and sustainable growth for podcasters.

A challenge that has been associated with the fact that the podcasting industry in the Arab world is still premature and emerging is the issue of standardization. Hence, there is an urge to create a set of standards and principles for the industry in the Arab world to maintain quality and promote best practices while maintaining full liberty and autonomy.

To support the standardization of the industry, its sustainability, and effective business decision-making, the lack of data and statistics pose a big challenge. Participants asserted the urge for metrics and data analytics through customized dashboards to understand and analyze trends and inform their planning and decisions. This would also support strategies to retain the current audience and grow the reach toward the new audience(s).

The lack of proper and adequate training is a challenge for the industry. As the industry is still young, evolving, and growing, there is a need for more

trained and specialized podcasters who are well-equipped with the necessary knowledge, skills, and capabilities to create quality content, produce such content, and commercialize it. A few challenges that are specific to certain Arab contexts (e.g., local dialects in Maghreb Arab countries) were also shared.

Despite the challenges, participants in this study were very optimistic and held high expectations about the future of the podcast industry in the Arab world. Such optimism was not equally shared about the future of the radio industry.

Conclusion

Arab podcasters are an emerging community of practice for an emerging and evolving industry. They are very passionate and skilled practitioners. They are striving to set very high standards for their profession; they have started shaping the attributes of professional practice and creating an Arab podcasting mindset and rhetoric.

Reciprocity in terms of expectations is an obvious attribute of their everyday practice. The Arab audience has high expectations of the podcasters they follow and expects the podcasts to be highly insightful, influential, and engaging, and the podcasters, in return, have a very high expectation of their audience, which prompts them to continuously develop and advance the quality of the content, production, and engagement avenues. This positively challenges Arab podcasters to develop themselves professionally and always seek the best.

There are a number of challenges that face the industry and the podcasters themselves, the most major of which are the need to create a set of standards for the industry and the profession; the challenge of financial sustainability, monetization, and identifying a dedicated business model; and the lack of proper and adequate training.

Recommendations

As the industry is expanding and growing, this report sets the following recommendations:

- There is a need to create more Arabic podcast content that is diverse, creative, and specialized.

- There is a need to establish a repertoire of credible sources, data, and information to construct well-grounded narratives for the Arabic podcasts.

- There is an urge to establish a set of standards and principles to maintain quality and best practices as more individuals join the industry.

- More collaboration is required to establish a community of practice of Arab podcasters that can address and tackle issues, concerns, and challenges and exchange experiences and best practices.

- There is a demand for offering proper and adequate training to prepare and equip a new generation of Arab podcasters to join the industry.

- There is a need to provide professional support for Arab podcasters in terms of setting a business model and applying strategies for monetization.

- There is a need to provide technical support for Arab podcasters to advance the quality of production and promote reach.

- There is a need to engage more stakeholders and key players in the Arab podcasting industry (e.g., distributors and aggregators) and hence create more podcasting platforms and applications that specifically cater to the needs and expectations of the Arab audience.

- There is an urge to collect more data and conduct more studies to identify trends, generate insights, and inform strategic developments in the Arab podcasting industry.

- Advocacy for Arabic podcasts is required, particularly among the older generations.

Acknowledgment

References and Bibliography

Bottomley, A. J. (2015). Podcasting: A decade in the life of a "new" audio medium: Introduction. Journal of radio & audio media, 22(2), 164-169.

Caracelli, V. J. & Greene, J. C. (1997). Crafting mixed-method evaluation designs. New Directions for Evaluation, 74, 19–32.

Chowdhury, R. (2019). Embarking on research in the social sciences: Understanding the foundational concepts. VNU Journal of Foreign Studies, 35(1),

Cobb, M. (2023). Global podcast trends (video). The Podcast Academy. Recorded talk delivered at Dubai Press Club.

Creswell, J. W., & Plano-Clark, V. L. P. (2017). Designing and conducting mixed methods research. SAGE Publications.

Google trends, May 10, 2023). Search Item: Podcast. Worldwide: 2004-present. Retrieved from https://trends.google.com/trends/explore?date=all&q=%2Fm%2F04058p&hl=en-GB

Google trends, May 10, 2023. Search Item: Radio. Worldwide: 2004-present. Retrieved from https://trends.google.com/trends/explore?date=all&q=radio&hl=en-GB

Jham, B.C., Duraes, G.V., Strassler, H.E., & Sensi, L.G. (2008). Joining the podcast revolution. Journal of dental education, 72(3), 278-281.

Mertens, D. M. (2010), Research and evaluation in education and psychology: integrating diversity with quantitative, qualitative, and mixed methods. Sage Publications.

Miles, M. B., Huberman, A. M., & Saldaña, J. (2018). Qualitative data analysis: A methods sourcebook. Sage publications.

Mills, A. J., Durepos, G., & Wiebe, E. (Eds.). (2009). Encyclopedia of case study research. Thousand Oaks. Sage Publications.

Ruby, D. (2023). 41+ Podcast Statistics For 2023 (Listeners & Market Size). Demand Sage. https://www.demandsage.com/podcast-statistics/

Saudi Projects. (2021, November 2). Listen Up: Podcast Consumption in Saudi Arabia 2021. Saudi Projects. https://saudi.tpg.media/listen-up-podcast-consumption-in-saudi-arabia-2021/#:~:text=Overall%2C%2067%25%20of%20podcast%20listeners,who%20say%20it%20has%20decreased

Sullivan, J. L. (2019). The platforms of podcasting: Past and present. Social media+ society, 5(4), 2056305119880002.

Appendix A

1. Please specify your gender:
   ☐ Male   ☐ Female

2. To which age group do you belong?
   ☐ 18-29   ☐ 30-39   ☐ 40-49   ☐ 50-59   ☐ 60 or above

DUBAI PRESS CLUB

3. What is your nationality? (In case of a dual citizenship, please specify your Arab nationality): -----------------

4. How long have you been in the podcasting industry (This excludes previous experiences in the media)?
   ☐ 3 years or less   ☐ 4-5 years   ☐ more than 5 years

5. Why have you chosen to be a podcaster? (Open-ended)

6. Thinking about your podcasting experience, please list the most challenging issues that you have faced? (Open-ended)

7. Thinking about your podcasting experience, what are the specific advantages and attributes that distinguish podcasting from other media outlets? (Open-ended)

8. From the below list, please select the one item that you consider is the most challenging in the podcasting industry.
   ☐ Promoting/Marketing the podcasts
   ☐ Financial/Sponsorship
   ☐ Technical
   ☐ Resources
   ☐ Time
   ☐ Other (Please Specify): _____

9. Please select three podcast categories that you believe are the most popular in the Arab world.

☐ Music	☐ Business	☐ Spirituality	☐ Education
☐ True Crime	☐ Fiction	☐ Society	☐ Art
☐ Health	☐ Video Game	☐ Politics	☐ Documentary
☐ Aviation	☐ Sports	☐ Design	☐ Fashion
☐ Hobby	☐ Kids & Family	☐ Beauty	☐ Comedy
☐ Technology	☐ Science	☐ Entertainment	☐ Mental Health

   ☐ Other (Please Specify)

10. Thinking about podcasts in the Arab world, which language is more influential in terms of reach?
    ☐ Arabic Podcasts   ☐ English Podcasts

11. Thinking about Arabic podcasts, which one is more influential in terms of reach?
☐ Formal Arabic Language   ☐ Local Arabic Dialect

12. Thinking about the podcasting industry in the Arab world and on a scale of 1 to 10, where 1 means not at all optimistic and 10 means extremely optimistic, to what extent are you optimistic about the future of the podcasting industry in the Arab world?

13. Thinking about the radio industry in the Arab world and on a scale of 1 to 10, where 1 means not at all optimistic and 10 means extremely optimistic, to what extent are you optimistic about the future of the radio industry in the Arab world?