

Podcasting as a new part of the marketing communication mix in the Czech Republic and Germany

Diploma thesis

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Abstract

SMĚKAL, D. *Podcasting as a new part of the marketing communication mix in the Czech Republic and Germany*. Diploma thesis. Brno: Mendel University in Brno, 2015.

This thesis deals with the phenomenon of “podcasting” and the possibility of its business use. It covers and combines some selected aspects such as communication trends, psychological aspects, and the marketing communication mix. The development of podcasting its current state is also considered. The general data come from the United States, while the dataset for the practical part has been taken from a public survey in the Czech Republic and Germany and a business survey of 315 Czech companies. The outcome answers whether podcasting is applicable as a new method for business communication, especially in the Czech Republic, and which segments of the Czech and German population are more suitable for this medium. Companies were tested on their current needs, challenges, communication approaches and internal capacities towards podcasting integration. Finally some proposals on future challenges and developments are provided.

Keywords

Podcasting, communication mix, psychology in marketing, marketing, communication trends, segmentation, marketing research.

Abstrakt

SMĚKAL, D. *Podcasting jako nová součást komunikačního mixu v České republice a Německu*. Diplomová práce. Brno: Mendelova Universita v Brně, 2015.

Tato diplomovaná práce se zabývá fenoménem zvaný „podcasting“ a jeho možného korporátního využití. Pokrývá a propojuje různé oblasti marketingové komunikace jako jsou komunikační trendy, psychologické aspekty, komunikační mix a média a oblast podcastingu. Součástí je též současná situace v oblasti podcastingu a jeho vývoj. Obecná data pochází převážně z USA, pro praktickou část byla data sbírána mezi českou a německou populací a mezi 315 českými firmami. Výstupy této práce dávají odpovědi na otázku, zda-li je podcasting vhodnou metodou pro marketingovou komunikaci a pro jakou část české a německé populace je použitelný. Rovněž byly zkoumány současné firemní potřeby, výzvy, komunikační přístupy a jejich interní kapacity spojené s integrací podcastingu. Na závěr byl predikován jeho možný vývoj v českém prostředí a možné překážky, které budou muset být pro úspěšný rozvoj překonány.

Klíčová slova

Podcasting, komunikační mix, psychologie v marketingu, marketing, komunikační trendy, segmentace, marketingový výzkum.

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1 Introduction and thesis objectives

1.1 Introduction

Communication is an important part of people's life. No matter if it is viewed in its natural way - sharing information between people - or the business way as a dialog between a customer and a company. Although the latter is probably the most visible when it comes to talking about business, it would be very unwise to neglect the other communication streams, e.g. to employees, suppliers, intermediaries and the general public.

The whole communication process takes place in an environment, which is everything but stable, resulting in a massive demand for the right information being served at the right time and as accurately as possible. New technologies are appearing every day hand in hand with new challenges, and the complexity of the system creates so many opportunities for every single participant, as well as threats.

Communication is not easily effective and to be so it requires lots of knowledge and effort. When information is sent, there is often a risk that the interpretation will differ. This fact is to a certain extent acceptable in a day-to-day conversation, but if this conversation involves huge subjects, such as companies, the consequences can be crucial. Thus companies and organizations look for effective modes and methods of spreading their messages in both terms of cost and user-friendliness. This thesis covers most of these topics in close relationship with one of these new emerging tools and technologies called "*podcasting*".

1.2 Objectives

The main objective of this diploma thesis will be a proposal for the application of podcasting as a new medium for effective marketing communication. It will be based upon customer segmentation in the Czech Republic and Germany and mutual comparison.

This main objective will be reached by means of these sub-objectives:

- Analyzing podcasting's strengths and weaknesses compared to the other mediums as well as each of the components of the communication mix
- Defining podcasting public segments for Czech and German market
- Analyzing the current marketing situation of Czech companies considering podcasting's qualities.

2 Literary survey

2.1 Current market and customers' situation

As Kotler and Armstrong (2012) argue, there are two very important things for today's marketers: customer relationship and value. The recent economic earthquake has made customers' spending more careful and generally more frugal. This creates a great challenge for customer relations and value management.

Kotler and Armstrong have also based their definition of marketing on these elements. They say that "marketing is a process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return."

The customer must be central these days, and customer relationships management is defined by these authors as the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. It deals with all aspects of acquiring, keeping, and growing customers. And this all should not be an objective of a marketing department only, but all departments in the company and the whole supply chain. One study shows that even a slight drop from complete satisfaction can create an enormous drop in loyalty¹.

Pelsmacker (2010) talks also about relationship marketing as a marketer's challenge to bring quality, customer service and marketing into a close alignment, leading to the long-term and mutually beneficial customer relationships².

According to these authors, the customer must be as central as possible and Kotler and Armstrong are therefore suggesting that marketers should add 4Cs to the current 4Ps of the marketing mix. Thinking of the "customer solution" should be prior to product, "customer cost" to price, "convenience" to place and "communication" to promotion.

Factors which have an impact on these processes around the customer are: (Kotler, Armstrong, 2012)

- Fast-changing environment in general (the ability to change and adapt has now become a competitive advantage)
- Uncertain economic environment
- The digital age³

¹ It's claimed that companies can realize profit increases of 35-85% just by decreasing customer loss by 5% (Pelsmacker, 2010)

² However, he also mentions that it makes no sense building up a loyal but unprofitable relationship. (Pelsmacker, 2010)

³ Online marketing is now the fastest-growing form of marketing: 78 % of shoppers said that ads no longer have enough information, a 92 % said they had more confidence in information they sought online than anything coming from a salesclerk or other source. (Kotler, Armstrong, 2012)

- Rapid globalization
- Call for more ethics and social responsibility.

Especially the new digital world has changed perception of the marketing corner stones. 4Cs are not enough. Efthymios Constantidis defined 4Ss which are called a *web-marketing mix*. It consists of “scope” (integrating and connecting on-line activities with a general marketing strategy), “site” (website), “synergy” (between on-line activities and activities inside and outside a company), and “system” (managing the whole process of internet communication). (Svetlik, 2014)

Another concept covering digital marketing has been created by Judy Chang Cody. 4Ps were transformed into 4Es: Product is substituted with “experience”, promotion with “engagement” (communication is two ways), place with “everywhere” (on-line access makes the product omnipresent⁴), and value “equation” (it stresses the other factors which make the price elasticity lower). (Svetlik, 2014)

Geri Ellis (2014) suggests that in this digital world companies should brand their experience instead of simply marketing their brand. Marketing is increasingly about designing and delivering great customer experiences, not campaigns. Therefore marketers should start telling their stories visually and focus on how the brand behaves – not how it looks.

Another important trend is providing on-demand and specific information. Users (customers or consumers) long for functionality and control and only media which provide these can survive⁵. (Geoghegan, 2008)

This is seconded by Alex Bloomberg (2014), who in talking about traditional radio argues that the transition to on-demand online listening is inevitable. And because the culture is very niche-oriented now, it is not necessary to have millions of listeners⁶ (USA Today, 2013)

2.2 Psychology in marketing communication

Psychological processes in people’s mind have a significant impact on the final result of marketing communication. Each instrument of marketing communication and each medium have their specific characteristics as to how people perceive them and how they see any message placed in them. Thus some of these key principles and factors will be discussed here.

⁴ It corresponds with the statement mentioned in USA Today (2013): Podcasting fulfills the idea: We need to be wherever costumers are.

⁵ Traditional media (the more general the message is the more potential consumers the company can get) vs. podcasting (the opposite). (Geoghegan, 2008)

⁶ When somebody had 10 000, then it already means a lot because all of them are active listeners (USA Today, 2013)

Firstly, there are two different types of customers' needs - functional needs and symbolic (hedonic) needs⁷ - and communication must reflect them. (Pelsmacker, 2010)

These needs are already indicators of one psychological area which is an *involvement issue*. Psychological terms which are of high importance in marketing communication – such as *association*⁸, *persuasion*⁹, *recognition*¹⁰, and *recall*¹¹ - are already at least partly connected with the involvement theory. For example, the more associations watchers create between the commercial and their lives, the more efficient the commercial becomes, and this association rule applies to any of new media. (Svetlik, 2012)

For companies it is important that practical information provided with high involvement products or services receive much higher trust from the audience, and Svetlik (2012) goes on giving five examples of how involvement can be developed:

- Interest
- Pleasure
- Symbol
- Risk of perception
- Risk of probability.

Another psychological area which is very important for marketers is *creativity* and *originality*. It has been shown that originality and creativity¹² have a positive impact on attention and memory (raising brand awareness and better message retention). (Svetlik, 2012) Additionally, research presented in the Global Conference on Business & Finance Proceedings (2014) indicated that there is a creative value in podcasting and that elements such as creativity and aesthetics are necessary for creating an effective podcasts.

Memory itself is crucial. Marketers long for the message to get into long-term memory. Vysekalova (2012) gives three effects which facilitate the process:

⁷ To satisfy and meet the former, a company should communicate clear information about price and quality, in contrast to the latter where communication should appeal to status and show sensation. (Pelsmacker, 2010)

⁸ A process of creating symbolic relations between a brand and various qualities, characteristics, and lifestyles which together creates an image of a brand (Svetlik, 2012)

⁹ A deliberate and functional impact of the source of information on the recipient and its goal to influence and motivate him to believe or act desirably (Svetlik, 2012)

¹⁰ It can be substantially influenced by the creative and visual aspects of advertising (Svetlik, 2012)

¹¹ It has been proven that advertising recall was more successful when listening to or watching something interesting. New research also shows that emotions in the process of recalling are of an extreme importance. (Svetlik, 2012)

¹² Research has proven a substantial correlation between creativity and attention, aided recognition and unaided recognition. (Svetlik, 2012)

- The self generating effect¹³
- The self reference effect¹⁴
- The ego involvement effect¹⁵.

Apart from these, she also provides message characteristics which lead to better memorizing:

- Logically correct and sensible content
- Emotionally strong content
- Content which broadens already existing memory structures
- Subjectively interesting nature
- Significant information
- Message repetition.

Perception is a process by which people select, organize, and interpret information to form a meaningful picture of the world. Kotler and Armstrong (2012) emphasizing that to get all unimportant messages screened out, people use *selective attention*.

Another example is *dissonance*, presented to a certain extent in most buying behaviors. Whether it be a “buying dissonance” typical for complex buying behavior¹⁶, where consumers see little differences between brands and their products, or a “cognitive dissonance” which means “buyer discomfort caused by post-purchase conflict.” Both these feelings should be reduced to the minimum¹⁷ (Kotler, Armstrong, 2012)

An interesting connection of buying behavior and the ways it can be triggered suggests an *Elaborated likelihood model (ELM)*. This model explains that inputs are processed in the brain of the prospect depending on his involvement. If high, inputs use a central route reserved for information and argumentation. If low, peripheral routes are used for transferring emotions, image differentiation and creativity aspects. This is important not only from a podcasting point of view, but as Svetlik (2012) states, ELM has a strong relation with the Internet too¹⁸.

¹³ The acquiring process runs under association coding including “I” factor. (Vysekalova, 2012)

¹⁴ Using “I” appeal again, which makes it personal and easier to recall than the general messages. (Vysekalova, 2012)

¹⁵ Indicating current and yet unsolved problems or any pending situation. This makes it more efficient to recall (Vysekalova, 2012)

¹⁶ It stands for cases of expensive, risky, infrequently purchased and highly self-expressive products (Kotler, Armstrong, 2012)

¹⁷ Satisfied customers buy a product again, talk favorably to others about the product, buy other products from the company and pay less attention to competing brands and advertising. (Kotler, Armstrong, 2012)

¹⁸ The level of interactivity influences the persuasive effect positively. However, the audience must be computer literate and know the product (Svetlik, 2012)

Emotions also play a part in communication. As Svetlik (2012) mentions, they cannot be fully separated from thinking, and vice versa. It can be noticed that marketers have more or less switched from USP to ESP, also because of its uniqueness and difficulty to be imitated.

Effective communication also requires *motivation*. Vysekalova (2012) claims personal interests are a big source of motivation. They also influence consumption directly.

This list will be closed with the term *humor*. According to Vysekalova (2012), humor is the best way to attract attention, support a brand name, raise an interest, support remembering¹⁹ and can provoke brand and transition between brands.

Moreover, humor with a higher communication context is more effective in establishing a connective effect than the simple (explicit) humor. Using humor also depends on customers involvement²⁰. According to the research, humor works the best for young, well-educated and successful men. However, the Czech Republic likes humor in general²¹. (Svetlik, 2012)

Last but not least, Svetlik (2012) emphasizes that an important prerequisite for humor to be effective is its understanding. And Vysekalova (2012) adds that humor is not a cure-all. It cannot support a process of persuasion, can damage a brand in general, and is not suitable for certain goods and services.

2.3 Segmentation

Segmentation is supported by two ideas. Firstly, it is almost impossible to serve all people, and secondly, most marketers today realize they don't want a relationship with every customer. Instead, they want to target fewer, more profitable customers. (Kotler, Armstrong, 2012)

Kotler and Armstrong (2012) defines segmentation as a process of dividing a market into distinct groups of buyers who have different needs, characteristics (demographic, psychographic, behavioral), and behaviors, and who might require separate products or marketing programs. According to Pelsmacer (2010), segmentation leads to more homogeneous subgroups in that the members of one group react in the same way to marketing stimuli and differ in their reactions to these stimuli from the members of other segments.

Psychographic segmentation means dividing buyers according to their social class, lifestyle (an often used criterion) and personality characteristics. *Behavioral segmentation* means dividing customers according to their knowledge, attitudes, uses, or responses to a product. Many marketers believe that behavior variables are the best starting point for building market segments. (Kotler, Armstrong 2012)

¹⁹ It was also proven that humor relevancy supports memorizing. (Svetlik, 2012)

²⁰ The lower the customer's involvement the more preferred peripheral routes – usage of humor. (Svetlik, 2012)

²¹ Czech commercials have a humor content rate of up 30% and humor is one of the most favored commercial attributes (Svetlik, 2012)

Consumer market segmentation variables according to Pelsmacer (2010) are to be seen in the table below.

Tab. 1 Segmentation criteria

	Objective	Inferred (psychographic)
General	Geographic, demographic (income, gender, age, education, profession, life cycle)	Social class, personality, lifestyle
Specific (behavioral)	Occasion, loyalty status, user status, usage rate	Benefits, buyer readiness

Source: Pelsmacer, 2010

2.3.1 Characteristics of youngsters and seniors

Svetlik (2012) states that *young people* are strongly independent in thinking, but at the same time are often significantly influenced by opinion leaders. Generally, they think positively and are well-oriented in new technologies. They know the current trends, what is “in”, and enjoy on-line interactivity.

Research also shows that teenagers prefer less and less traditional media in favor of the Internet; they are open to unusually creative advertising and to messages delivered via uncommon means. (Svetlik 2012)

This was also partly mentioned in the Global Conference on Business & Finance Proceedings (2014). It was argued that growing technologies appeal to youngsters and podcasting has become new learning medium. Younger generations should be also willing to listen to longer podcast (USA Today, 2013).

Seniors are situated on the other side of the age line. Seniors are very important target group as the Czech population is getting older. According to Svetlik (2012), 80 % of seniors are interested in products which are not associated with aging²². Kotler and Armstrong (2012) second this fact by mentioning a study which showed that boomers²³, on average, see themselves 12 years younger than they actually are.

Seniors are active consumers; they do not like to risk and have less sense of humor. Their loyalty is also at the same level as the rest of population. (Svetlik, 2012) This is also stated by Pelsmacker (2010) who argues that, in his seniors' prejudice list, seniors are very brand-loyal, and are also seen as non-active people who have already stopped consuming. Companies are afraid to incorporate them in their portfolios because of harming their brand image²⁴.

²² Seniors abhor products directed to a group of seniors. (Pelsmacker, 2010)

²³ Seniors in the US born after the end of WWII. (Kotler, Armstrong, 2012)

²⁴ To avoid this, it is recommended to use highly selective media which are not going to be noticed by other target groups. (Pelsmacker, 2010)

2.4 Marketing objectives and media world

General objective categories are *reach* (reaching the target group), *process*²⁵ (processing the message) and *effectiveness* (the final numbers). In connection to mediums as the message carriers it is wise to point out the following sub-objectives as described by Pelsmacker (2010):

- *Brand knowledge*²⁶ means that the target audience is able to associate the brand with the most essential brand characteristics, features and benefits. Consumers should be also able to recall the brand's positioning
- *Brand attitude* is the result of an evaluation of brands and can be very difficult to change once built²⁷
- *Purchase facilitation* is about assuring buyers that there are no barriers hindering product or brand purchase
- *Satisfaction* should be seen here as reassuring consumers about their right choice, removing any doubts and enhancing brand loyalty
- *Brand loyalty* as a relationship between a customer and a brand and is used by previously high penetration brands as a tool to encourage their loyal consumers to use the brand more frequently, as well as suggesting new ways to use the brand or new situations in which it can be consumed.²⁸

2.5 Communication mix and communication

A company uses the communication mix (promotion mix) to persuasively communicate customer value and build customer relationships. The mix is a blend of advertising, public relations, personal selling, sales promotion, and direct-marketing tools (Kotler, Armstrong, 2012)

Pelsmacker (2010) sees promotion (marketing communications) as the most visible instrument of the marketing mix. It involves all instruments by means of which a company communicates with its target groups and stakeholders to promote its products or the company as a whole.

According to Kotler and Armstrong (2012) marketers are facing these changes nowadays:

- Customers go digital which empowers them with more information and new ways to communicate
- Markets are becoming less "mass" and more "targeted".

²⁵ One important example of message processing is focusing on providing prospects with information how the product fulfills their needs – instead of promoting a brand (especially if the product is a new innovation). (Pelsmacker, 2010)

²⁶ It is not recognition! (Pelsmacker, 2010)

²⁷ Especially when there was a negative prior experience. (Pelsmacker, 2010)

²⁸ Instead of being solely focused on market penetration. (Pelsmacker, 2010)

And companies adjust to this by doing less broadcasting and more narrowcasting.

Pelsmacker (2010) says that companies have two basic choices as to how to spread their message: the mass and the personal communication. A brief comparison can be seen in the table below:

Tab. 2 Comparison of personal and mass communication

	Personal Communication	Mass Communication
Reach of audience		
Speed	Slow (selling), faster (DM ²⁹)	Fast
Costs/reached person	High	Low
Influence on individual		
Attention value	High	Low
Selective perception	Relatively lower	High
comprehension	High	Moderate-low
Feedback		
Direction	Two-way	One-way
Speed of feedback	High	Low
Measuring effectiveness	Accurate	difficult

Source: Pelsmacker, 2010

Nevertheless the question of efficiency lies nowadays under this simple comparison. A trend is to get marketing communication fully integrated.

As Pelsmacker (2010) goes on, it is about the added value or synergetic effect of all tools working together in the same direction compared to traditional marketing communication, and it requires fluent cross department communication including each of the marketing divisions (PR, advertising, personal selling etc.)

Differences between classic communication and integrated communication as well as the key drivers of the integrated communication can be found in the annex B.

2.5.1 Advertising

It is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. (Kotler, Armstrong, 2012)

The following advantages and disadvantages were identified:

²⁹ Direct marketing

Tab. 3 Advantages and disadvantages of advertising

PROs	CONs
Reaching masses of geographically dispersed buyers, Low cost per exposure, High message repetition, Eliciting something positive about seller's size, popularity, and success, Products seem to be more legitimate, Product dramatizing through the artful use of visuals, print, sound, and color, Build up a long-term image & trigger quick sales (Kotler, Armstrong, 2012)	Lacking direct persuasion, One-way communication ³⁰ ; High total cost; (Kotler, Armstrong, 2012) Consumers perception threshold is due to the advertising clutter very high, Quick message forgetting, Recipients' prejudices and attitudes friction (Vysekalova, 2012)

An important part of an advertising strategy is to create a message and choose the right medium for delivering it. Advertisers want to choose media that will engage consumers rather than simply reach them. (Kotler, Armstrong, 2012) Svetlik (2012) seconds that the right medium choice affects whether the target group will be exposed to a message in the right time and at the right place.

For advertising perception sight and hearing is most important (Vysekalova, 2012)

2.5.2 Sales promotion

Short-term incentives to encourage the purchase or sale of a product or service. (Kotler, Armstrong 2012) Further analysis is beyond the scope of this work.

2.5.3 Personal selling

Personal selling is defined as a personal presentation by the firm's sales force for the purpose of making sales and building customer relationships. (Kotler, Armstrong, 2012)

According to a definition by Pelsmacker (2010) it is a "two-way, face-to-face communication used to inform, give demonstrations to, maintain or establish a long-term relationship with, or persuade specific members of a particular audience."

³⁰ the audience does not feel that it has to pay attention or respond

Tab. 4 Advantages and disadvantages of personal selling

PROs	CONS
The most effective tool (building up buyers' preferences, convictions, and actions), Personal interaction (quick adjustments to the needs and characteristics), Building a long-term relationship (Kotler, Armstrong, 2012); Targeted message (information, demonstration, negotiation), Coverage (Pelsmacker, 2010)	Longer-term commitment, Difficult to make changes to its size, The most expensive promotional tool (Kotler, Armstrong, 2012); Reach and frequency, Control; Inconsistency (Pelsmacker, 2010)

The characteristics of salespeople that can be desired in a podcast host, and those which should be avoided are displayed in the table below:

Tab. 5 Sales person characteristics

Positive	Negative
Intrinsic motivation; Disciplined work style; Ability to close a sale; Ability to build relationship; Good listener; Empathetic; Patient; Caring; Responsive; Explanatory skills; Honest; Dependability; Thoroughness; Follow-through (Kotler, Armstrong, 2012) Interpersonal skills ³¹ , Salesmanship skills ³² , Technical knowledge ³³ , Adaptability, Problem solving capability (Pelsmacker, 2010)	Pushy; Deceitful; Unprepared; Disorganized; Over talkative (Kotler, Armstrong, 2012)

2.5.4 Public relations (PR)

The task of PR is building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events. (Kotler, Armstrong, 2012) Pelsmacker (2010) adds that it is a communication tool that is being used to promote the goodwill of the firm as a whole and is a major component of successful integrated communications activity. Public relation sustains good relations with

³¹ Ability to express oneself non-verbally, speaking skills, etc. (Pelsmacker, 2010)

³² Ability to present the sales message, ability to close the sale, etc. (Pelsmacker, 2010)

³³ Knowledge of the market, of own and competitor products, etc. (Pelsmacker, 2010)

the media³⁴ and lays the groundwork that creates a platform for successful marketing communication.

However, the shift in communication streams is also obvious here. Northern Colorado Business Report (2013) comments that today's PR is not about communicating with editors or broadcasters, but more likely with bloggers and podcasters.

Advantages are displayed in the table below.

Tab. 6 Advantages of PR

PROs
<p>Approaching buyers as "news" rather than as a sales-directed communication; Dramatizing a company or product, Very effective³⁵ and economical (if cleverly integrated), Powerful brand-building tool which resembles more and more with advertising (Kotler, Armstrong, 2012)</p> <p>Secondary target groups reach³⁶, Creation and maintenance of Corporate Identity and Corporate Image³⁷, Improving the company's standing as a good corporate citizen (increasing goodwill), No communication clutter, is not irritating, and financially is more attractive, Sponsored events are highly broadcasted (Pelsmacker, 2010)</p>

One way of doing PR is *Sponsorship*. It is mentioned here because it is an important tool for podcasting.

Sponsorship can be defined as an investment in cash or in-kind in an activity, in return for access to the exploitable commercial potential associated with this activity. Sponsorship works with the association between the sponsor and the sponsee and is based on the congruity theory³⁸ as well as a positive context³⁹ of the sponsored environment. (Pelsmacker, 2010)

³⁴ Yet a weakness of PR are journalists as "gatekeepers". (Pelsmacker, 2010)

³⁵ PR breaks through the communications clutter more effectively because it is not seen as an advertising activity paid by a company in favor of the company. (Pelsmacker, 2010)

³⁶ The company does not try to serve them in the first place but they are perceived as influencing opinions about the company. (Pelsmacker, 2010)

³⁷ Most people seem to believe that a company that has good reputation would never sell bad products. (Pelsmacker, 2010)

³⁸ Sponsorships that are consistent with the expectations of the target groups about the product could be better recalled – people best remember information that is congruent with prior expectations. (Pelsmacker, 2010)

³⁹ It can also enhance the image of the sponsoring brands (positive mood is the key). (Pelsmacker, 2010)

2.5.5 Direct marketing

Direct marketing is a direct connection with carefully targeted individual consumers in order to both obtain an immediate response and cultivate lasting customer relationships. (Kotler, Armstrong, 2012)

Tab. 7 Advantages and disadvantages of direct marketing

PROs	CONS
Immediate and customized, Interactive (allows a dialog), Well suited to highly targeted marketing, Consumers has a greater measure of control, Low-cost, efficient, speedy, flexible ⁴⁰ (Kotler, Armstrong, 2012) Close and personal contact, Excellent after-sales service ⁴¹ , Database (easy segmentation) (Pelsmacker, 2010)	Junk mail/spam ⁴² (when poorly targeted) (Kotler, Armstrong, 2012)

Direct marketing is consistently growing in Europe and the biggest market is Germany. (Pelsmacker, 2010)

Mediums fitting into direct marketing are direct mailing (e-mailing), catalog marketing, and probably one of the most recent additions are **podcasting** and vod-casting. (Kotler, Armstrong, 2012)

Although podcasting will be intensively discussed in the chapters later it can be mentioned already here that podcasting has the potential to enhance and amplify all of the marketing efforts undertaken by a company. (Geoghegan, 2008)

2.6 Media

Podcasting is a part of the media family and it is also the reason why different media will be analyzed here. Firstly, and importantly, aspects of effectiveness are, according to Vysekalova (2012), a *medium's credibility* (trustworthiness and field knowledge), *attractiveness of the message source*, and *relevance towards the theme and field*.

Media can be seen as platforms for spreading different kinds of messages. However, the suitability of a certain program or show for a particular message is a question for further analysis. A very brief idea about possible difficulties is given by Pelsmacker (2010) in the example of advertising placement. There are two aspects:

⁴⁰ All makes it more accessible to all kinds and sizes of companies. (Pelsmacker, 2010)

⁴¹ Resulting in having happy and loyal customers. (Pelsmacker, 2010)

⁴² Accounts for almost 90 percent of all e-mail sent. (Kotler, Armstrong, 2012)

- *Semantic interference* is believed to occur when an advertisement is placed within a program of a similar content. Consequently, elements of the program and the ad merge together in a phenomenon known as meltdown, resulting in impaired recall
- *Congruent context information*, on the other hand may cognitively prime the embedded advertisement, leading to more attention and information processing.

Congruent content is more suitable when the product belongs to a rather low involvement category⁴³ and incongruent if it is a high involvement product⁴⁴.

Another medium attribute which is getting more and more attention is *creativity*. As Pelsmacker (2010) states, it was proven that creativity in medium choice brings following advantages:

- Enhancing brand associations more than the traditional mediums do
- Ad context is processed rather intentionally
- Distinctiveness of the medium increases the associations' transfer from the medium to the brand.

Media planning processes lead to deciding upon the right *frequency*⁴⁵ as well as *reach*⁴⁶, *continuity*⁴⁷ and *cost*.

One example of the right ad frequency decision is the connection with the wear-in and the wear-out effect. It is claimed that too little as well as too much exposure elicits irritation. The former is because people do not know the product well enough; the latter is because the ad is being shown so often that it becomes boring. As Pelsmacker (2010) concludes the right proportion and balance should be found.

The pros and cons of a particular media type are to be seen in the annex C.

2.7 E-communication

An essential prerequisite for any successful and efficient e-communication is Web 2.0 interface. It can be defined as a concept of web-as-participation platform in

⁴³ People use peripheral routes and congruent content in the medium and the ad can help. (Pelsmacker, 2010)

⁴⁴ People follow more likely the central route willing to expend more cognitive resources and appreciate context-incongruent advertising. (Pelsmacker, 2010)

⁴⁵ How many times a consumer of the target group, on average, is expected to be exposed to the advertiser's message within a specified time period. (Pelsmacker, 2010)

⁴⁶ Total reach – the number or percentage of people who are expected to be exposed to the advertiser's message during a specified period; Useful reach – how many consumers from the target group are likely to see the message. (Pelsmacker, 2010)

⁴⁷ E.g. in case of advertising it means continuous advertising, pulsing or flighting. (Pelsmacker, 2010)

which users participate and connect to each other using services as opposed to sites. It can be seen as a collection of emerging technologies enabling social networking by offering internet users the ability to add, edit and tag content of different kinds (text, sound, video, images) and collaborate and share information online. (Pelsmacker, 2010)

Kotler and Armstrong (2012) say that *Internet buyers* differ from traditional offline consumers. The latter are seen as passive audiences. In contrast, the former initiate and control the contact in the Internet exchange process. Customers can “meet” and interact via Internet forums (blogs) and create “word of Web” which is “word of mouth”.

Kotler and Armstrong also emphasize the Web’s PR function as place for Web sites, blogs⁴⁸, and social networks such as YouTube, Facebook, and Twitter offering new ways for people to interact. Sponsoring of a various special online content gives companies extra exposure as well.

The Internet is very different from the other tools. Pelsmacker (2010) explains that consumers can go all the way from awareness to interest to desire to action, all within the same medium and within the same session. Also, daytime has become a primetime⁴⁹ and Internet is a medium of a thousand niches⁵⁰. In addition it can be characterized with substantial accountability⁵¹.

2.8 Podcasting

Podcasting can be defined as a “series of audio (or video) programs delivered through a static URL containing an RSS feed that automatically updates a list of programs on the listener’s computer so that people may download new programs using a desktop application. The content is downloaded automatically or when they wish.” (Mack, Ratcliffe, 2007)

Wikipedia defines a podcast as a “digital medium consisting of an episodic series of audio, video, radio, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device.”

Geoghegan (2008) defines it as “a mean of how a media file could be subscribed to via a RSS feed, automatically downloaded to a user’s computer, and then to a portable media device like the iPod.”

Originally podcasts were MP3 files, however today they include MP4 and other video formats as well. (Mack, Ratcliffe, 2007)

⁴⁸ Companies reach out to bloggers since one third of bloggers have been approached to be brand advocates. (Pelsmacker, 2010)

⁴⁹ Audiences that could never be reached before are now available and attentive. (Pelsmacker, 2010)

⁵⁰ Combines exceptional lifestyle targeting with a mass reach. (Pelsmacker, 2010)

⁵¹ It allows stretching budgets which is a strategic advantage of digital channels. (Pelsmacker, 2010)

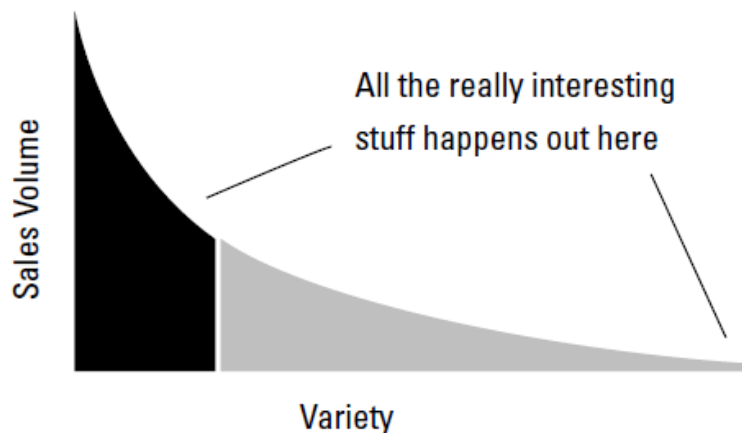
One of the newest definitions comes from the Arbitron Inc. and Edison Research study 2013: “Podcasting is downloading various types of online audio and video programs or shows, in the form of digital files one can listen to or view at any time they choose. Some examples of Podcasting might include a talk show or a hosted music program. Podcasting does NOT refer to the downloading of individual MP3s or songs or movies”.

Kotler and Armstrong (2012) say that podcasting allows consumers to download audio files (podcasts) or video files (vodcasts) via the Internet to a handheld device and then listen to or view them whenever and wherever they wish

The name “podcast” derives from Apple’s now-everywhere iPod (Kotler, Armstrong, 2012) and according to Wikipedia, the name itself has been put together from two words: broadcast(ing) and Pod, which came from the former success of an iPod as a part of portable player’s family.

Flexibility is the unique attribute of podcasting for both producers and the audience. Every niche interest can be served because the cost of program production and delivery is very low. (Mack, Ratcliffe, 2007)

A big advantage and a characteristic of podcasting is called “long tail” means that all the episodes are always accessible in the archives ready to serve the needs of listeners. (Mack, Ratcliffe, 2007)



Pic. 1 The long tail
Source: Mack, Ratcliffe, 2007

This chart above illustrates a distribution of sales in the whole market and stands as analogy for the “long tail”. In the bold black area, the mass marketing of products is located. The grey part represents the goods and services which have difficulties to be distributed among customers because of limited distribution

networks. In the networked market all the titles along the curve have the “same” chances to the equal access to buyers⁵². (Mack, Ratcliffe, 2007)

History of podcasting is dated already to the middle of the 1990's. In 2001 Steve Jobs introduced the Apple company's first iPod, which was followed by the iTunes platform later. When Pod catcher (an RSS feed reader) was developed, podcasting itself was born. (Mack, Ratcliffe, 2007) There are two most important names which stand behind the newborn of podcasting phenomenon in 2004: Dave Winer (a well-known software developer) and Adam Curry (a professional broadcaster and technology entrepreneur). (Geoghegan, 2008)

Geoghegan (2008) defends podcasting as a stable trend, not a fad. Firstly, podcasting has been following general trends in users demand such as *gratification, portability, mobility, customization* and *fashion* which makes it trend⁵³ itself. Secondly, podcasting had gradually emerged so it has time to mature without being abused in the process⁵⁴.

Tim Pritlove (2013) provides four dimension of podcasting: Firstly it can be seen as an audio file distribution method, secondly as a culture phenomenon⁵⁵, then as a victory of the niche⁵⁶, lastly as a hobby⁵⁷ or an urge for exhibitionism or showing off.

2.8.1 Podcasting production

The first step is to identify the reason “why” and the “audience” a company will target, because it will influence the entire concept and distribution. The topic of the podcast should be something company is keen on sharing with its audience, something simple and engaging. (Mack, Ratcliffe, 2007)

The answer to the previously asked question “why” is crucial because of these following aspects: (Mack, Ratcliffe, 2007)

- **Gratification** (even a small but stable growth keeps bringing motivation)
- **Marketing** (a podcast may be the most effective way to engage customers; it is the voice through which the audience is getting something they cannot find in a text, the familiar tones that they came to trust when doing business)

⁵² When all these episodes are not accessible online – ready to be found (with extensive metadata, the information that describes what each show is about) – potential subscribers may be lost because listener can be converted to a subscriber only if introduced to the topic he is interested in. (Mack, Ratcliffe, 2007)

⁵³ Trend is something that merges new and evolving consumer demands into one product or service and will last for a very long time. (Geoghegan, 2008)

⁵⁴ When a technology becomes available to the masses it is often overused and misused before it is completely understood – this can lead to an erosion of trust. (Geoghegan, 2008)

⁵⁵ It allows people to produce their own radio show at low cost with an ease of distribution. (Pritlove, 2013)

⁵⁶ Comparison with Amazon long tail – especially books. (Pritlove, 2013)

⁵⁷ However, with the possibility of developing to the job. (Pritlove, 2013)

- **Evangelizing** (it leads to devoted members and creates loyalty to the product or service)
- **Ad/sponsor revenues**
- **Love** (to catalyze interest in future shows some spot on the company's site should be reserved for listener's comments).

A *format* of a podcast carries certain expectations from the audience, so it must be carefully thought through. There are plenty of formats⁵⁸ available for podcasting. The most suitable primarily for business use are as follows: (Ratcliffe, Mack, 2007)

News, Opinions ⁵⁹	Magazine ⁶⁰
Roundtable discussion ⁶¹	Event coverage ⁶²
Serialized programs	Sound seeing guides ⁶³
Video	Interview
Quiz show	Live presentation ⁶⁴

Pritlove (2010) emphasizes that podcasting brings formats which are not interesting enough for traditional mass media, and also adds that there are no problems with time limits.

The question of *in-house production* or *outsourcing* is truly legitimate. In-house production is indisputably better because it creates better adherence to the corporate image, brand image and overall corporate goals. However, a company must possess competent employees⁶⁵. (Geoghegan, 2008)

⁵⁸ A format is the structure and set up of your podcast - how you present your content and message to your listeners. Being a certain format can help your podcasts to get a reputation and help growth. (Geoghegan, 2008)

⁵⁹ Arguments based on solid information and making a rational case for the position they advocate. (Mack, Ratcliffe, 2007)

⁶⁰ A combination of news and opinions with extra reports - very attractive, offering more place for sponsorships but higher expenses to be produced. (Mack, Ratcliffe, 2007)

⁶¹ A discussion involving many people with the host as a moderator. (Mack, Ratcliffe, 2007)

⁶² Many people will be listening to the show just because they were there. (Mack, Ratcliffe, 2007)

⁶³ An analogy with "sightseeing tours". The podcast is not static and listeners hear what is happening around which keeps his attention. (Geoghegan, 2008)

⁶⁴ E.g. reusing presentations or announcements and making them accessible for the audience. (Geoghegan, 2008)

⁶⁵ A hosting talent, someone knowledgeable in communication and who does not sound as a "commercial". They should possess the following skills and characteristics: a professional voiceover artist, engaging and clear voice, vibrant personality and be likeable (not boring), knowledgeable about the company and products/services and enthusiastic about what the company does; resources to edit, publish and control. (Geoghegan, 2008)

Elements which are critical to listener preference are *strong, topically focused content; fluent, articulate, conversational speech; podcast context; and technical execution*. (Global Conference on Business & Finance Proceedings, 2014)

Podcasting planning also consists of deciding on the *desired perception*, choosing the *right frequency* and creating an *artwork* (a cover/logo of the podcast) (Geoghegan, 2008).

2.8.2 Podcasting encoding

Every podcast file coming from production must go through a process called encoding. It is a process whereby the raw and extremely big audio or video files are converted⁶⁶ to a format that is suitable for Web distribution. However, this conversion comes at the expenses of quality. (Mack, Ratcliffe, 2007)

Encoding is crucial because any data transfer is limited by two attributes, bandwidth⁶⁷ and throughput⁶⁸. With a high speed Internet listeners are not likely to be limited by the file size anymore, however the problem is with storing and accessing of these files. The bigger the total archive is and the more subscribers the subject has, the bigger is the throughput cost and storage costs. (Mack, Ratcliffe, 2007)

If an audio podcast is produced then the most recommended encoding format is *.mp3*. The other formats are useful especially when using the newer media players and computers⁶⁹. These enhanced formats allow including other attributes such as links, chapters, etc. (Mack, Ratcliffe, 2007)

2.8.3 Podcasting distribution

There are three main possibilities where a podcast can be hosted. Each of the pros and cons are given in the table:

Tab. 8 Podcasting distribution possibilities

	PROs	CONs
Own website	Most flexibility and freedom; No competition with directories ⁷⁰ (Geoghegan, 2008); high	Lots of work/costs and possible troubleshooting ⁷¹

⁶⁶ This is achieved by choosing the right codec, which is a software algorithm that determines how to shrink a file to a usable size. (Mack, Ratcliffe, 2007)

⁶⁷ Amount of data that can be transferred in a specified amount of time (monthly). It is measured in megabits per second (mbps) and limited by hosts in gigabytes per month. (Geoghegan, 2008)

⁶⁸ Amount of bandwidth that has been used over a given time period. (Mack, Ratcliffe, 2007)

⁶⁹ The half of all podcasts are actually played on a desktop or laptop computer. (Mack, Ratcliffe, 2007)

⁷⁰ A tool used by listeners to find a podcast within the content they are looking for; hosting is usually free. (Geoghegan, 2008)

⁷¹ Hackers, spammers, sever break downs, etc. (Mack, Ratcliffe, 2007)

	web ranking score = high exposure for the podcast; (Geoghegan, 2008)	
Managed hosting services	Variety of service packages ⁷²	Lacking software installation flexibility; URL registration
Dedicated podcast-hosting services ⁷³	Extended services ⁷⁴ ; Help with podcast sponsoring;	3rd parties' ads in your podcast and on the site; Ownership and fees issue; URL may have the host name;

Source: Mack, Ratcliffe, 2007

Podcasting is a part of the on-line world and therefore should meet *SEO rules* for easier distribution. These rules are: (Geoghegan, 2008)

- Using very descriptive title with high relevant keywords
- Featuring the podcast on the page with the same content
- Providing a rich description
- Including the name/other keywords in podcast's URL
- Including episodes' synopsis, metadata⁷⁵ and show notes⁷⁶.

The necessity for this exists because until now, there is no technique or search engine capable of searching by audio content (scanning the audio file). (Geoghegan, 2008)

2.8.4 Measuring the podcast

Getting any metrics which would be generally acceptable as a standard is yet problematic because until now it has not been agreed upon in the field. The most favorable options are in the table below:

⁷² Regarding free storage, throughput, pre-existing templates, content management system, statistics, etc. (Mack, Ratcliffe, 2007)

⁷³ PodOMatin, Libsyn, Radio Userland, Blogging services with podcasting support e.g. WordPress + PodPress. (Mack, Ratcliffe, 2007)

⁷⁴ e.g. RSS feed creators and RSS management, linking podcasts with other directories etc. (Mack, Ratcliffe, 2007)

⁷⁵ Information stored into a MP3 file - title, author, episode, genre etc. It helps to understand what the podcast is about and what topics are being covered. (Geoghegan, 2008)

⁷⁶ A relevant text about your episode with important keywords. (Geoghegan, 2008)

Tab. 9 The most favored podcasting measurement methods

Average stay on producer's website	Ratio between downloads and listening	Number of user comments per post
Search engine rankings	Engagement ⁷⁷	Monthly traffic
Unique link ⁷⁸ to the special website	Number of downloads ⁷⁹	Number of subscribers ⁸⁰

Source: Geoghegan, 2008

The Advertising Research Foundations provides in the new summary over 190 metrics. For podcasting purposes there were selected metrics from following categories: (D. Rappaport, 2014)

- Consumption metrics, e.g. estimated minute watched, page view, playlist average playing time, streams per unique viewer, time spent viewing (total), views videos
- engagement metrics, e.g. conversation relevant sites, conversations, episode completions, episode starts, program completion rate, program completion, program repeated completion, program repeated starts, program starts, program stops
- Ad effectiveness, e.g. ad awareness, brand awareness
- Audience/traffic: reach, repeat visitors, return visitors, unfollows / unsubscribes, unique program viewers or listeners.

Using any general metrics such as turnover, revenue or profit is not advisable because, as Svetlik (2012) states, they do not offer any further explanation of causes leading to their increase or decrease. They also cannot offer explanation of how each component of the communication mix contributed to the final result or to which extent the final result is affected by previous communication activity.

Of course, using regular web analytics services provides basic necessary information about traffic and users habits such as visits, hits and downloads (geographically, demographically, etc.) and, last but not least, the podcast goal and objective determines the means of its measurement⁸¹. (Geoghegan, 2008)

⁷⁷ Number of post about the podcast, number of blogs linking to producer's site, etc. (Geoghegan, 2008)

⁷⁸ Financial aid podcast case study. (Geoghegan, 2008)

⁷⁹ It is problematic: Downloaders do not need to be listeners; multiple downloads on multiple devices by one person or unfinished downloads which also count. (Geoghegan, 2008)

⁸⁰ It is rather a number of persons interested in the podcast – a subscriber does not need to be a listener. (Geoghegan, 2008)

⁸¹ E.g. for brand awareness - tracking just downloads, for sales 2 possibilities special sale site which you know only through the podcast or a special code mentioned in the podcast. (Geoghegan, 2008)

2.9 RSS technology and podcasting aggregators

Geoghegan (2008) argues that RSS⁸² is the key aspect which makes podcasting something unique and successful. The RSS reader (podcatcher/aggregator) checks every content source the user subscribes to for an update and then downloads any new content.

Thus this technology is an example of a so-called pull model, which is characterized by the server not sending out updated information until it is asked to by an individual client. (Mack, Ratcliffe, 2007)

Mack and Ratcliffe (2007) explain that RSS feed is simply a text file that contains information about the podcast and is written in Extensible Markup Language (XML). Geoghegan (2008) continues saying that it usually includes a title, a description (1-3 sentences), an author, URL, episode title and episode description. To make podcasting truly distinguishable this orange standardized RSS icon has been devised. However, the shapes can slightly differ.



Pic. 2 The RSS logo
Source: Mack, Ratcliffe (2007), Google Pictures

2.10 Podcasting & Business

Podcasting can be used for establishing *regular communication with customers, promoting new products and services, or offering tips* on getting the most from something the company sells, and to *improve post-sale satisfaction* among customers. (Mack, Ratcliffe, 2007)

Geoghegan (2008) determines its use for *education, outreach, marketing, advertising and branding, PR, and internal communication*⁸³. He mentions noted companies such as Disney, General Motors, and Verizon Wireless embracing podcasting already in its early stages. Pelsmacker (2010) adds to this list Volvo, BMW, Bacardi, Stanford University, Maybelline, Amazon and Coke in Germany.

⁸² Real simple syndication

⁸³ Training Journal (2012) talks about the potential of podcasting for employee training, but mentions also obstacles in introducing new trends by top management – if they do not use them neither will the employees, negative past experiences with modern technology adaptation, and costs associated with setting up. At Global Conference on Business & Finance Proceedings (2014), this purpose of podcasting was described as a uniform, economical mode to quickly deliver complex information.

Beside the-above-mentioned possibilities, Geoghegan (2008) emphasizes podcasting's advantages of eliciting the image of an innovator and a pioneer and showing a willingness to participate in a dialog between the company and customers.

A successful business podcast must have clearly defined objectives⁸⁴ and goals⁸⁵. One way to come up with a good „proposal“ is to make the target audience⁸⁶ central. Because podcasts appeal to very niche markets, a better understanding of one's audience (much more than with traditional media) is a must. (Geoghegan, 2008)

Geoghegan (2008) also mentions 5Es for successful podcasting:

- Entertain⁸⁷ (“don't bore”)
- Engage (get attention within the first 20-30 seconds)
- Educate (it cannot sound like a sales pitch)
- Easy to consume (mp3 file quickly approachable, and playable online)
- Encourage action (call for action).

2.10.1 Subscription strategies

Subscribers are the faithful listeners, and to get them requires a lot of work, so there must be a right strategy on how to make the samples available and convenient to listen to (Mack, Ratcliffe, 2007).

A public podcaster has several ways to make the podcast distributed for free or for some fees⁸⁸, however corporate podcasts are expected to go public free of charge.

⁸⁴ Inform and increase awareness? Sell? Motivate? Increase company's credibility in the industry? (Geoghegan, 2008)

⁸⁵ They are: targeted audience, market perception, and purpose. Any specific ones could be increasing sales of a particular product, improving customer service, creating brand awareness, etc. (Geoghegan, 2008)

⁸⁶ “Consumers' demands influence the content of the podcasts being produced, and will generally determine their success”. (Geoghegan, 2008)

⁸⁷ In Accounting today (2013) there was the case of CBIZ, a professional services company which has used podcasting as way of conveying information about “complicated” services in an entertaining way. They even started converting YouTube videos to podcasts. It had a success and created a huge community.

⁸⁸ Price for no commercials, bonuses (gifts) or enhanced services such as special documents coming along with certain/all episodes, free trial use, free streaming option but downloading for a fee, etc. (Mack, Ratcliffe, 2007)

2.10.2 Podcasting and advertising

Podcasting creates communities which appeal to advertisers who are looking for podcasts which would endorse their advertised product or services, or directly place their ads in episodes. (Mack, Ratcliffe, 2007)

For advertising it is crucial to measure the performance. CPM is a starting point, as there is no guarantee these subscribers will hear the message. CPA metric is more accurate and allows demanding higher price⁸⁹ for sponsorship, but getting them is very difficult. In general, CPM in podcasting tends to be much higher than CPM of traditional media which speaks for the producer⁹⁰. (Mack, Ratcliffe, 2007)

TIME INC. NETWORK (2013) announced that advertising is shifting from traditional tools to the Internet, and advertisers are looking for online personalities with loyal followers to reach. It is estimated that the most popular podcasts are bringing in from \$20 to \$80 per 1,000 listeners (banners generate a mere \$2,66 per 1,000 viewers on average). This is further advocated by Michael Goldstein, the head of marketing for Tucows⁹¹, who say podcasts appeal because ads that appear on them work.

Considering a parallel with radio listening, a study⁹² showed that 84 % of radio listeners consider commercials as a fair prize for free radio. Although 34 % of them turn off the radio when the amount of ads becomes too annoying⁹³. This can be warning, but commercials in traditional radio cannot be exactly targeted so the audience is usually being offered something they are not interested in at all. (Geoghegan, 2008)

It was also found out that the source of voice of a commercial placed in a podcast highly influences CTR⁹⁴. When mentioning any other information such as web site, RSS feeds in weekly email newsletter, etc., metrics increases dramatically. (Geoghegan, 2008)

Ellis (2014) also proposes that a commercial performed by a host live is much better than some pre-made ad.

2.10.3 Alternative business models

Sponsoring

Any subject thinking about being sponsored or sponsoring somebody else will often tie with the podcast content (sometimes not in obvious ways). Sponsoring is

⁸⁹ Also depends on the nature of products/services being advertised. (Mack, Ratcliffe, 2007)

⁹⁰ Of course, the same sponsorship fee and rising subscriber rate means decreasing CPM which makes it more attractive but less profitable for the producer as high subscriber base means much higher costs. (Mack, Ratcliffe, 2007)

⁹¹ Internet service provider

⁹² "Spot study" conducted in 2005. (Geoghegan, 2008)

⁹³ The younger audience the less tolerant to ads they are. (Geoghegan, 2008)

⁹⁴ Prerecorded ad (the least effective) -> host -> celebrity -> average Joe (the most effective). (Geoghegan, 2008)

about creating an association between a sponsor and a sponsored subject, so these possible outcomes must be carefully thought through. (Mack, Ratcliffe, 2007)

Selling own sponsorship⁹⁵ is great if a company knows its industry well, and even more importantly, the people within the industry. (Geoghegan, 2008)

High Beam Research (2012) emphasized that mobile apps for podcasting are very appealing to sponsors as the CTR can be as high as 7%, and most campaigns achieve 1% or over. This is significantly higher than the industry standard for online display (0,08 % - 0,12 %).

This was confirmed by TIME INC. NETWORK (2013). It is claimed that sponsors are willing to pay so much because every single person listening is their target audience.

Direct and retail sales

The main point here is to set up an online store or auction where listeners can buy the products or services talked about. (Mack, Ratcliffe, 2007)

2.11 Costs associated with podcasting

The first group of costs associated with podcasting are expenditures for the production devices. A list of important gadgets for production consists of: microphones, monitoring equipment (headphones and speakers), mixing desks, signal processors, audio interfaces, recording devices, audio-editing software (Audacity, Sound Forge, Adobe Audition, etc.) and other accessories. (Mack, Ratcliffe, 2007)

The other costs which come along with podcasting are those which relates to distribution and podcast publishing.

Due to the wide variability of costs resulting from different podcasting approaches, this topic will be not further discussed. However some examples of storage and bandwidth/throughput calculations can be seen in the annex A.

2.12 Podcast and social media

Podcasting is part of social media. It is important to emphasize this because social media have changed the communication model and balance⁹⁶. In connection with podcasting, the most important social medium is the blog. However it is more difficult to convey emotions through written word, and even though one would claim blogs may lose audience share in the future, podcasting has no ambitions to replace them. (Geoghegan, 2008)

⁹⁵ Sponsoring value is not just podcast itself but also the web, newsletter and RRS feed. (Geoghegan, 2008)

⁹⁶ The traditional ways of sharing information give the companies little or no feedback and social medias has given more communication power to customers. (Geoghegan, 2008)

Geri Ellis (2014) says that within social media companies must stay relevant to their audiences and market by talking with them and not to them. It is important to create company advocates who will speak for them to their communities.

Therefore podcasting promotion, while using social media, must not be blatant. Company must create a relevant discussion about a particular topic and show that the content matters. (Geoghegan, 2008)

2.13 Main advantages of podcasting

Podcasting is in many ways revolutionary and very attractive. The most important traits have been summarized below: (Geoghegan, 2008)

1. Offers information in the portable way.
2. Ability to time-shift the consumption when convenient. (Mack, Ratcliffe, 2007)
3. Easy to produce⁹⁷ and distribute, low cost – provides flexible strategies.
4. Higher attention span. (Mack, Ratcliffe, 2007)
5. Builds awareness.
6. Generates traffic to a web site⁹⁸ and generates interest and buzz.⁹⁹
7. Allows getting information to the media without any press release.¹⁰⁰
8. Two way communication (Radio broadcast only one-way).
9. For B2C¹⁰¹ markets: allows not only reaching deeper into the current market but also reaching those consumers on the fringe who do not yet see that a company's business can offer something they desire.
10. For B2B¹⁰² markets: creates a sense of community among businesses, establishes a presence and credibility in the field.
11. Direct reach to audience – no middleman (traditional media), better control over the message and cutting on expenses.
12. Reaches niche markets¹⁰³.
13. Helps a company to become an expert¹⁰⁴ on the topic.

⁹⁷ Basic audio equipment - neither expensive nor hard to obtain (Geoghegan, 2008)

⁹⁸ Potential conversion (Geoghegan, 2008)

⁹⁹ Can go even viral (Geoghegan, 2008)

¹⁰⁰ It means bypassing media and controlling the message being delivered to the audience (Geoghegan, 2008)

¹⁰¹ It is recommended to highlight consumers' interest than directly promote a product or service (Speedo case and interviews with the professionals of the industry, sportsmen, etc.) (Geoghegan, 2008)

¹⁰² Offer tips and insights that allude to the knowledge and expertise of your company – no need to divulge any trade secrets though (Geoghegan, 2008)

¹⁰³ Better customization and therefore reduced "annoyance" factor (Geoghegan, 2008)

14. Humanizing something abstract, and potential to reach the commuter market. (Publishers Weekly, 2012)

2.14 Podcasting in numbers and its perspectives

First of all, the majority of statistics here come from the United States.

Kotler and Armstrong (2012) provide the following guide to the recent past: A study in 2006 showed that 30 % of companies used podcasting for internal communication. It was also estimated that 25 % of the U.S. population had listened to or viewed at least one podcast. A recent study from 2009 predicted that the U.S. podcast audience will reach 38 million by 2013, up from six million in 2005.

Pelsmacker (2010) adds that audio podcast listeners grew from 13% of Americans to 18%, and video podcast consumption increased from 11% to 15%. Furthermore, analysis from 2008 showed 9% of Americans had downloaded and listened to an audio podcast during the last month.

The most up-to-date data are displayed in the table 10.

Tab. 10 Podcasting development in the USA

	Podcasting trends in the USA in %								
	2006	2007	2008	2009	2010	2011	2012	2013	2014
Awareness of the term "podcasting"	22	37	37	43	45	45	46	46	N/A
Usage of audio podcast	11	13	18	22	23	25	29	27	30
Usage of video podcast	10	11	16	18	20	22	26	22	N/A
Usage of audio podcasting the last month	N/A	N/A	9	11	12	12	14	12	15

Source: Edison research study, 2014

In addition, it was found out more than 20 % of weekly podcast users consume six or more podcasts a week, and there was also a remarkable shift in a devices use: in 2013, 64% used PCs and 34% used portable devices: in 2014, used 46% PCs and 51% used portable devices.

In Business Wire (Jul 2012 and Oct 2012), FAB company announced that its podcasting platform Lybsin had achieved a third quarter revenue growth of 186 % in 2012 compared with the same quarter in 2011. According to the company's CEO the reason was the resurgence of podcast advertising, resulting from continued

¹⁰⁴ Generates new leads, prospects, more inbound calling also from "press" – increasing brand awareness and exposure (Geoghegan, 2008)

growth in podcast popularity. The marketing manager of Ting (an advertising agency which had started a cooperation with Libsyn recently) argued that there is a level of engagement between a host/company and his audience that banner advertisements cannot come anywhere close to replicating.

The revenue growth correlates with a growth in signups. In the third quarter 2012 there was a 98% increase in average weekly signups versus the same period for 2011.

TIME INC. NETWORK (2013) also reported a rapid growth in podcasting as a medium is rapidly growing. 17% of Americans regularly download at least one show per month and the majority belong to the demographic group of 12-34-year-olds (at least 50%). Podcast users are slightly more likely to be male (46% female vs. 54% male).

In 2013, Apple surpassed 1 billion subscriptions for podcasts via its iTunes platform. (USA Today, 2013)

However, there was a gap before 2010 where podcasting experienced a period of uncertainty. Download numbers fell and interest waned. In contrast, these days there might be, as indicated above, an opposite problem – too many podcasts. According to Alex Bloomberg, this is due to the on-demand character of podcasting, mixed with the consumption of the medium by commuters in transit. (Ellis 2014)

But there are also other deeper factors behind the renewed growth. Firstly, the quality¹⁰⁵ of podcasts, and secondly economic reasons: cheaper production compared to traditional radio and TV, and CPM¹⁰⁶. (Ellis 2014)

Ellis (2014) also claims that the real explanation behind podcast resurgence is the fact that by 2015, 50 % of all cars are expected to be internet-connected, rising to 100 percent by 2025. And because podcasting was always connected with commuting the streaming industry does not want to fall behind. (car-based listeners are captive).

Pritlove (2013) argues that the fact podcasting has become a strong part of the Internet culture is due to the mobile computing trend – there are more applications available – and proposes better accessibility, transcription, streaming, and real time collaboration, direct connection with other media, creating plugins and standards as the next steps.

¹⁰⁵ There is often a professional crew behind the production

¹⁰⁶ It was between \$20 and \$45. Compare that to a typical radio CPM (roughly \$1 to \$18) or network TV (\$5 to \$20) or even a regular old web ad (\$1 to \$20).

3 Methodology

Before the research itself was started, marketing and podcasting literature sources were read. The literature part gave some secondary data and previously conducted research which either triggered some ideas and research questions or were used directly for comparison in this work. To be as up-to-date as possible the most current articles from the EBSCO database have been used as well as some speeches from recent conferences.

It is also important to state that the Czech sources have been barely used as there is only very fragmented information regarding podcasting, and therefore the majority of secondary data and field in-view come from the United States (the home of podcasting). Considering any direct comparison with existing secondary data from the Czech geographic area, at the time this research was being made there were no (official) statistics about podcasting in the Czech Republic at all¹⁰⁷.

Because podcasting is, no doubt, a very practical tool and phenomenon, the questions used in the research were created as highly practical and field-oriented so they could give an answer and encourage any potential business use in the Czech Republic and Germany.

The research can be separated in three parts. Public research in the Czech Republic, public research in Germany (however German data are used only as supported and supplementary), and business research in the Czech Republic.

The main objective itself can be classified as a descriptive problem. Therefore quantitative research and questionnaires were chosen as the most adequate method. The question characteristics are provided later in this chapter. The primary data was collected by the Mendel University research platform "Umbrella" and edited and analyzed by using Microsoft Excel and Statistica software v.12. Both questionnaires can be seen in the annex H and I.

3.1 Public research

The selected population aggregate for questionnaire was limited only by nationality/permanent residency and the questionnaires' distribution was aimed exclusively to those aged higher than 15.

The Czech version was distributed partly electronically directly using the "Umbrella" platform, and partly in paper version using the 14 days summer unlimited rail pass offered by the company "České dráhy". By this means it was collected about 50% of all Czech questionnaires with the main intention to cover as much from the Czech geography area as possible. More specific information about the routes and kilometers is to be seen below:

¹⁰⁷ Apple representatives as well as "Český rozhlas" representatives have been contacted and asked to provide some country-related numbers. In both cases there was the same response: "This data are of the high confidentiality and there are not publically published".

Tab. 11 The scheme of the physical distribution

	1. Week (18.8 – 22.8.)	2. Week (25.8. – 29.8.)
Routes	Znojmo – Břeclav; Břeclav – Olomouc; 4x Olomouc – Prostějov; Prostějov – Ramzová; Ramzová – Olomouc; 2x Prostějov – Olomouc; Olomouc – Praha; Praha – Havlíčkův Brod – Brno; Brno – Česká Třebová; Česká Třebová – Olomouc; Olomouc – Pardubice; Pardubice – Turnov; Turnov – Praha; Praha – Olomouc;	Prostějov – Olomouc; Olomouc – Praha; Praha – (Plzeň) – Cheb; Cheb – (Plzeň) – Praha; Praha – Olomouc; Olomouc – Prostějov;
Total Km	1830	978

German research was focused exclusively on the Berlin area because of the familiar environment, however during the research the radius was extended to other German centers. German research was conducted merely by e-questionnaires distribution, as it was found the volume of information and the time needed were not suitable for physical distribution comparable with the Czech one.

As mentioned earlier the questions have been designed so that they could help find and develop a framework and a base for podcasting use in the given geographical areas including possible customer segmentation. There were the following question groups in the questionnaire:

- Podcasting awareness
- Population behavior reflecting commuting, lifestyle and advertising approach, and customer's feedback
- Listening habits: media proportion, radio use, portable devices use, loyalty program characteristics, offline listening/ replay (record) listening
- Podcasting associated issues such as promotion, commercials, format choice, right frequency and monetizing podcast options
- IT field: social media, RSS, Internet and PC literacy.

3.1.1 Representatives demography structure

Demography data of the both researches are displayed in the table 12.

Firstly, it must be emphasized the number of the Czech respondents is almost twice higher, and Czech data tend to better reflect the population demography than German data. The main reason is clear. The sizes of these countries are diametrically different and therefore it would be incomparably demanding to get the sufficient database for Germany too. This research is primarily focused on the situation in the Czech Republic and Germany had been chosen as a reference country where podcasting is slightly further developed, but which has started quite recently.

The ratio of men and women is approximately 40%/60% in the Czech Republic, and 45%/55% in Germany. Regarding age structure, the most represented age groups in both countries are 16 – 25 years and 26 – 35 years. However, it can be seen that both criterion are more even spread through German population.

Secondary and university education dominates the Czech Republic reaching together almost 80% of all representatives. Even though the total number in Germany is quite the same, there is a higher proportion of university educated people. The biggest inconsistency can be seen in the criterion of size of the domicile town. The Czech population is represented quiet evenly with the very big cities on the top. In Germany the big cities representatives dominate this criterion, taking 65%.

Field statistics illustrate the high variability of representatives in both countries however students are leaders in both of them representing almost 24% in the Czech Republic and 19% in Germany.

Tab. 12 The public research demography

Number of respondents		The Czech Republic 567		Germany 268	
		Absolute Frequency	Relative Frequency (in %)	Absolute Frequency	Relative Frequency (in %)
Sex	Male	231	40,74	120	44,78
	Female	336	59,26	148	55,22
Age	15 years and below	3	0,53	x	x
	16 - 25 years	272	47,97	80	29,85
	26 - 35 years	189	33,33	125	46,64
	36 - 45 years	44	7,76	36	13,43
	46 - 55 years	38	6,70	20	7,46
	55 - 65 years	15	2,65	7	2,61
	66 years and older	6	1,06	x	x
The highest education level reached	Primary Education	26	4,59	1	0,37
	Apprenticeship without the State Leaving Exam	31	5,47	17	6,34
	Apprenticeship with the State Leaving Exam	28	4,94	16	5,97
	Secondary Education	203	35,80	54	20,15
	Advanced Vocational Training	29	5,11	19	7,09
	University Education	250	44,09	161	60,07
Domicile town inhabitants number	Less than 1000	97	17,11	7	2,61
	1 000 – 5 000	102	17,99	14	5,22
	5 000 – 10 000	45	7,94	15	5,60
	10 000 – 25 000	95	16,75	13	4,85
	25 000 – 50 000	60	10,58	19	7,09

	50 000 – 100 000	33	5,82	25	9,33
	More than 100 000	135	23,81	175	65,30
Occupation field	Student	134	23,63	48	17,91
	IT	27	4,76	28	10,45
	Social Sciences	14	2,47	28	10,45
	Natural Sciences	10	1,76	25	9,33
	Services	47	8,29	24	8,96
	Economy, Business, Administration	84	14,81	21	7,84
	Healthcare, Pharmacy	39	6,88	21	7,84
	Technical Sciences	82	14,46	20	7,46
	Culture and Arts	13	2,29	14	5,22
	Education and Sport	36	6,35	14	5,22
	Law Services and State Administration	19	3,35	11	4,10
	Others	11	1,94	6	2,24
	Gastronomy and Hospitality	21	3,70	4	1,49
	Other Technical Sciences	8	1,41	2	0,75
	Army, Police, Firefighters	7	1,23	1	0,37
	Forestry, Agriculture and Veterinary Medicine	15	2,65	1	0,37

Special attention will be giving to the region representation as the system differs in both countries. Even though attempts were made to gather even data especially for the Czech Republic, the table shows the most representatives are from the region Olomoucky and Jihomoravsky. This fact corresponds with the proposal statement.

On the other hand, the very uneven representation had been expected in the proposal for Germany, and the numbers show that the proportion is actually quite similar to the Czech one. It can be concluded that in this viewpoint the research has overcome the expectation. This was however caused by changing the distribution method, as already stated (on-line communities, groups and forums).

Tab. 13 Demography – regions overview

The Czech Republic			Germany		
Region	Absolute Frequency	Relative Frequency (in %)	Federal State	Absolute Frequency	Relative Frequency (in %)
Olomoucký	141	24,87	Berlin	58	21,64
Jihomoravský	116	20,46	Nordrhein-Westfalen	51	19,03
Prague, the Capital	52	9,17	Baden-Württemberg	41	15,30
Moravskoslezský	44	7,76	Hessen	23	8,58

Pardubický	36	6,35	Rheinland-Pfalz	18	6,72
Kraj Vysočina	32	5,64	Bayern	18	6,72
Středočeský	31	5,47	Niedersachsen	14	5,22
Plzeňský	27	4,76	Mecklenburg - Vorpommern	9	3,36
Zlínský	24	4,23	Bremen	9	3,36
Liberecký	22	3,88	Thüringen	8	2,99
Královéhradecký	17	3,00	Sachsen-Anhalt	7	2,61
Karlovarský	14	2,47	Sachsen	6	2,24
Ústecký	6	1,06	Schleswig-Holstein	3	1,12
Jihočeský	5	0,88	Brandenburg	2	0,75
x	x	x	Hamburg	1	0,37
Sum	567			268	

3.2 Business research

Business environment has been analyzed by quantitative research and questionnaires too, however the question volume was highly reduced. Companies and businesses were selected from the Amadeus – European Company Database accessed from the Mendel University facilities on August 26, 2014, and only Czech data have been filtered.

These following identification data for businesses were chosen: business field, size (number of employees – EU classification), and region of headquarters' or business premises.

Companies' addressing was attempted to make equal with the company's size to be the main factor. To be able to reach the proposed number of 300 companies approximately 12 000 emails had been sent to companies' representatives. "Umbrella" research platform for on-line distribution was used in this case as well.

A summary of companies is displayed in the table below:

Tab. 14 The business research demography

Industry/Business Field	Absolute Frequency	Relative Frequency (in %)	Company Size	Absolute Frequency	Relative Frequency (in %)
Building Industry and Crafts	38	12,06	500 and more	21	6,67
Machines, Apparatus, Instruments and Gadgets	36	11,43	100 – 499	74	23,49

Business and Profession Services	27	8,57	10 – 99	179	56,83
Metal and Metal Products	25	7,94	1 – 9	41	13,02
Food Industry	17	5,40			
Healthcare and Rescue Services	17	5,40			
Other Specialized Production	15	4,76			
Chemistry, Plastic and Rubber	14	4,44			
IT	13	4,13			
Agriculture, Forestry, Breeding, Fishing	13	4,13			
Wood Processing Activities, Paper Industry	11	3,49			
Services in General	11	3,49			
Others	11	3,49	Region	Absolute Frequency	Relative Frequency (in %)
Entertainment, Sport, Travelling, Lifestyle	10	3,17	Prague, the Capital	55	17,46
Electricity, Heating, Glass, Water, Waste	9	2,86	Jihomoravský	39	12,38
Textile, Clothes, Shoes, Leather	8	2,54	Středočeský	30	9,52
Retail, Auctions, Letting	8	2,54	Moravskoslezský	23	7,30
Hospitality	7	2,22	Královéhradecký	21	6,67
Consultancy, Procurement, Pricing	6	1,90	Zlínský	21	6,67
Traffic, Transportation Means, Post and Messenger	5	1,59	Pardubický	21	6,67
Real Estate	5	1,59	Olomoucký	20	6,35
Glass and Ceramic	3	0,95	Vysočina	17	5,40
Personal Services	2	0,63	Jihočeský	17	5,40
Science, Research, Education	1	0,32	Plzeňský	17	5,40
Publishing House, AV Production, News	1	0,32	Ústecký	15	4,76

Security, Health, Persons and Property Protection	1	0,32	Liberecký	12	3,81
Weapons and Explosives	1	0,32	Karlovarský	7	2,22

The total number of companies participating in the research was 315. This reached the full option range. The most common fields are the building industry and crafts, and the machines, apparatus, instrument and gadgets production which scored more than 10 %. The third place is taken by business and professions services, scoring 8,57 %.

Regarding the companies' size, it can be said that the proportion reflects the reality of the very large, big and middle sized companies. The small companies' segment (less than 10 employees) was very hard to reach because the database information were not up-to-date and many contact information was invalid or missing.

The questionnaire was designed to answer the following questions:

- General awareness and current podcasting situation
- Current business needs and challenges
- Staff podcasting competency and free capacities
- Current usage of communication mix
- Communication with customers and modern trends
- On-line marketing tools
- Press relations
- Selected multi-area aspects and its relation to doing business

4 Results

4.1 Podcasting and communication

Podcasting has many general prerequisites to be successful in the Czech Republic and Germany. Beside those explicitly mentioned in the literature overview there are many others which are more or less their consequences.

Firstly, podcasting is a great customer relationship tool which allows a 2 way communication. It also follows to a great extent the 4 Cs and the 4 Es concept and is the on-demand source of information which reflects the users' call for control and functionality. It is digital and targeted.

Podcasting has also big potential regarding the psychological aspects. It is a great way for prospects' persuasion. A use of emotions (originality and creativity) and prospects' interest enhances their recall, and also work with new media as message vehicles. Podcasting could minimize the selective attention problems and can eliminate/decrease buying and cognitive dissonance and because personal interests also serve as a great motivation stimuli, podcasting can directly influence consumption.

Podcasts can be flexible regarding the ELM model (central and peripheral routes) and is great for working with emotions (ESP). Moreover it can better exploit humor with higher communication context potential.

Considering the segmentation, firstly podcasting is a trend companies should follow and secondly podcasting segments highly respect the rule of thumb¹⁰⁸. It is also applicable for the main marketing objectives: brand knowledge, brand attitude, purchase facilitation, satisfaction, and brand loyalty.

When putting podcasting in between the personal and mass communication (it can be viewed as a combination) it eliminates or makes their drawbacks smaller: costs of "personally" reaching the audience (per one customer) are lower; attention value of mass communication is higher, selective perception is relatively lower and comprehension is also relatively higher. It makes the feedback direction of mass communication two-way, the speed of the feedback relatively high, and the effectiveness of measuring relatively better. In addition, podcasting carries all the aspects of integrated communication.

Moreover, among the traditional media there is always the issue of ratio between the total and useful reach. As podcasting tends to be listened by only "targeted" audiences, the total and useful reach should be very narrow.

4.1.1 Eliminating disadvantages in communication mix

When doing the same comparison within the communication mix the following drawbacks of each tool were identified, which could be substituted with podcasting.

¹⁰⁸ They should be measurable, accessible, substantial, differentiable, and actionable.

Advertising suffers with no direct persuasion, one way communication, high total costs, advertising clutter and recipient's prejudices.

Regarding personal selling there is a difficulty to make changes to its size. In addition it is the most expensive promotional tool. Other problems are reach, frequency, control and inconsistency.

PR is presented generally in a very positive manner, however press releases and consequently journalists as the gate keepers are the most problematic.

Direct marketing drawback, when poorly targeted, is junk mail or spam.

4.1.2 Eliminating disadvantages of traditional media

Before the analysis of selected media is done, it is important to recall that advertisers want to choose media that will engage consumers rather than simply reach them, and which deliver the message in the right time and at the right place.

Again, only the disadvantages which could be eliminated or avoided by podcasting will be mentioned.

The shortcomings of newspapers are short life-span, low attention while reading, limited targeting and minimal youth audience. On the other side magazines have these avoidable issues: high cost and the whole-area coverage.

TV drawbacks are high total costs, low attention (too many inputs - clutter), limited targeting, professional production needed and complex buying time. Contrary the downsides of radio are "background" medium, irregular listening, short message lifetime, station switching, "hear-it-now" nature (cannot rewind to hear it again), and stations fragmentation.

Direct mailing delivers a slightly less noticeable image.

Outdoor advertising has problems with targeting, long implementation time, limited information extent, brief message exposure, environmental criticism and physical state (vandalism).

On-line advertising drawbacks are relatively low influence and users' confusion and irritation by ads.

4.2 Podcasting in the Czech republic

As already discussed, podcasting has enjoyed a sporadic glory so far. Below there is a list of radio stations providing an online archive of their broadcasts:

- Český rozhlas (podcasting)
- Kiss Radio jižní Čechy (podcasting)
- Frekvence 1 (an archive only)
- Evropa 2 (an archive only)
- Classic FM (podcasting).

As an example of a podcast which represents a particular business field the podcast called *Apatykář* was found. This show represents the pharmacy field and ac-

ording to their statistics it has 292924 regular listeners and 250 podcasts in the archive¹⁰⁹. (Lékárnický podcast, 2014)

Another example of a podcasting show is podcasting version of the “Odvážné palce” show on Stream.cz. (Odvážné palce, 2014) These are however all the (substantial) examples which have been found.

The text bellow attempts to summarize the development of this medium in the course of time:

- 2005

One of the first articles on this theme was published on March 15 introducing this phenomenon to the Czech population. The title was clear: “Revolution for the Internet broadcasting”. It talks about the challenge of bypassing the traditional media and significant economy potential. It also claims two reasons why podcasting had not experienced the boom comparable with the U.S. Firstly, the price of the iPod, and secondly talk shows as radio format. (Lupa.cz, 2005)

- 2006

On June 1, Czech consulting company H1.cz s.r.o. (internet marketing) announced on their website that the official newsletter will be provided also as a podcasting version. The company also presented podcasting as an alternative and competition to traditional radio and emphasizes a trend of listening preference to reading as well as enjoying podcasts while commuting. (H1.cz, 2006)

Very interesting was the Apple seminar on podcasting on August 22, in Prague which hosted media experts and got attention on Technet.cz (2006), Ikaros.cz (2006) and behej.com (2006). Podcasting technology was explained and some proposal of further usage e.g. in education and advertisement were made. Results of a small test by a media agency *MindShare Interaction* on a particular Nike ad placed in a regular podcasting show was presented. This episode experienced, within 2 weeks, 36000 downloads while only 6000 had been expected.

Interesting presentations were given also by the Czech pioneers in this field: Český Rozhlas, Evropa 2 and Respekt magazine. The podcasting advantages were seen in higher freedom of a favorite shows access, attractiveness for new (young) audience, a better access for listeners from abroad plus better services. Podcasting cons were stated as cost associated with high quality and complex shows, a lack of experience, not existing business model, and a need for good moderators.

- 2007

On November 8 a summary by Strategie.e15.cz was published with another slight update. It reflects the international boom either in business or public use, and features interesting news especially for this paper: so that Angela Merkel was the first prime minister who started communication with the general public with videocasts on the regular basis. The home situation was assessed as promising mention a number of Český rozhlas total listeners¹¹⁰ (12K) and other radio stations such as

¹⁰⁹ This looks very questionable but no confirming answer has been delivered so far.

¹¹⁰ However also says that it is not easy educate people and make them use new technologies

Evropa2, Expresradio and Classic FM. The article mentions again the magazine Reflex as a print representative which started podcasting as well. (Strategie.cz, 2007)

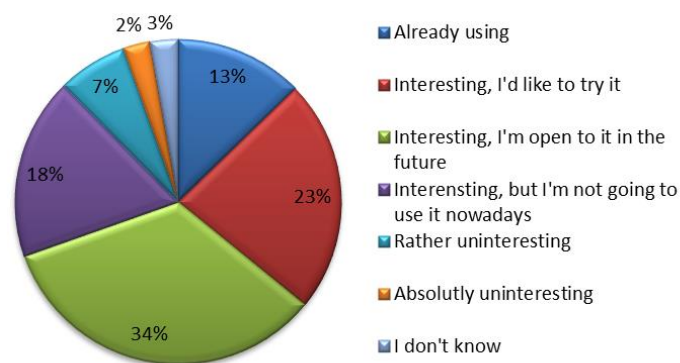
- 2008

On February 9, Lupa.cz (2008) published an article with this title: “Podcasting is a hit in the USA, whereas a hobby in the Czech Republic”. The numbers provided again showed a huge boom in the States, and especially for business and commercial use. The author claims the following reasons for this phenomenal success: easy content management, increasing podcasting awareness, podcasting usage and promotion by traditional radio stations, increasing portable device penetration, and last but not least, the beginning of smartphones and easier and friendlier mobile Internet access. The author claimed that the commercial potential is not probably that big as in the States considering the former mentioned conditions, but he could not find a right explanation as to why the podcasting has started stagnating recently in the Czech Republic.

These are the only articles in relevant sources describing the situation of podcasting that have been found. The last one especially raises a question which was one of the initial primers for this paper: How is it possible that something that is so successful overseas with such potential has been perceived as something non-attractive and unimportant here?

4.2.1 Podcasting awareness

The primary data from the Czech population showed that *recall rate* (the ability to recall something when hearing the term “podcasting”) is about 35 %. The second question tried to find out *how “keen” the people are* on using podcasting now or in the future. A neat definition of the service was provided so they had an idea what podcasting is and what it can be used for.



Pic. 3 The statuses of podcasting in the Czech Republic

The chart 3 shows that the majority of population thinks positively about podcasting. About 36 % is either already using it or would like to start, and 52 % is thinking of starting to use it in the future. Only around 9 % find it negative.

Questions 3 to 6 were focused only on the podcasting users. It was found that 63 % have listened to podcasting in the last 30 days, 66 % use a PC for replay and 47 % use portable devices, and 59 % play the podcasts on-line using the embedded player. The first impulses for listening to podcasts are displayed in the table 15. This question was answered by 76 persons.

Tab. 15 The first impulses for podcasting trial (Czech Rep.)

	Absolute Frequency	% Answers	% Cases
Surfing in the Internet	35	25,93	47,95
Media Interest	30	22,22	41,10
Friends Recommendation	22	16,30	30,14
Means of Education	19	14,07	26,03
Abroad Stay	12	8,89	16,44
Another	12	8,16	15,79
Interest in New Technologies	11	8,15	15,07
Occupation	6	4,44	8,22
Sum	147	108	201

The “other” option covers answers such as (when provided): a way of entertainment, a lack of time, an interest in current fresh information on particular topics, the absence of TV at home and a need for downloaded and stored serial episodes. Especially the last answer raises a question as to which extent the term was correctly understood.

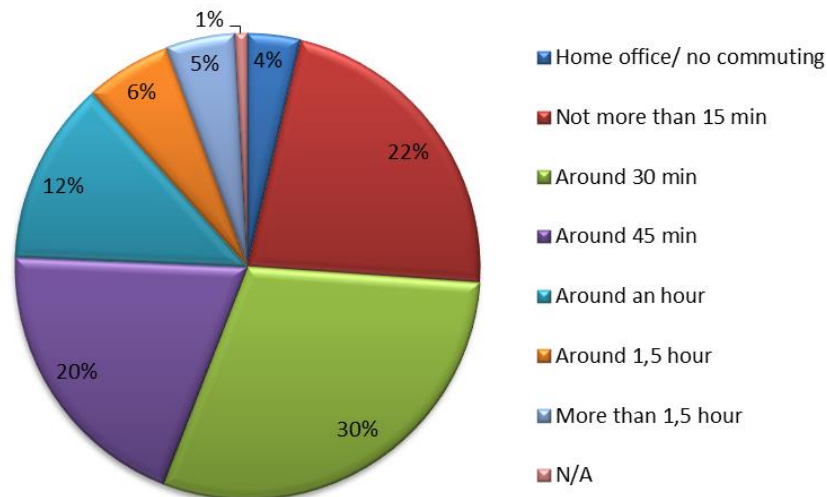
Question 5 was an open one in order to find out the podcasts which people listen to. Despite of being answered hardly ever, the following examples were provided (The Czech ones go first): Týden živě, Frekvence 1, Toulky českou minulostí, Český rozhlas, Evropa 2, Impuls, BBC Learning English, Audio books in foreign languages, Norm MacDonald, Ricky Gervais, Drunken Peasants, Smart Passive Income, Good Job Brain!, The Controversial Truth, Underground Wellness, This Is Your Life, Paleo Solution, Croydon Radio, BBC, BroKen Podcast, Wylsacom Podcast, UFC Podcast, Lifehacker, Happy Tree Friends, iTunes podcasts, Spotify, Soundcloud, Datpiff.com.

Also among these answers there were mentioned either series in general or particular ones and websites like Soundcloud and Spotify which is also very disputable and makes the podcasting users base weaker. From the list above is also very clear that Czech podcasts are only a minority.

4.2.2 Selected population characteristics

This section was supposed to provide details about aspects which are definitely important for podcasting and which are closely connected to the day-to-day living.

One of the situations in which podcasting is or could be used is *commuting* so one of the important attributes is the time spent on it. It was found out that around 72 % of persons do not need more than 45 minutes for a one-way journey to work. The average lies between 30 and 45 minutes, and the modus is 30 minutes, with a frequency of 169 answers.



Pic. 4 The Czech commuting data

Lifestyle and general approaches to advertising can also indicate a suitability and future podcasting performance. Seven approaches have been tested and the results are in the table 16.

Tab. 16 The selected lifestyle and commercials' approaches evaluation (Czech Republic)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation	Not able to judge
I like functionality	541	1,65	1	1	298	0,89	13
I like having control over the things round me	539	1,82	2	1	260	0,99	16
I appreciate comfortableness	540	1,99	2	2	199	0,98	12
I am using every opportunity to make my work easier	520	2,45	2	3	164	1,11	36
I am not afraid of changes and I like new trends	542	2,54	3	3	182	1,10	12
I do not buy any products and services which are advertised	514	3,32	3	3	187	1,15	41
Traditional commercials have no impact on me	526	3,45	4	5	145	1,35	27

The scale range was from 1 to 5, where 1 means “absolutely agree” and 5 “absolutely disagree”. It is clear that people identified themselves with functionality, having control and comfort. Also the variability of this attributes is the smallest. Making things easier to deal with and being positive about trends and changes is still positive on average, however the modus and median values for changes and trends signalize rather neutrality. On average people tend to not exclude products which are advertised, however the median and modus signalize being neutral. Considering the impact of commercials on people’s buying behavior, people let themselves be influenced strongly, disclaiming no impact in most cases.

As mentioned earlier in the literature overview, the customer must be central and a company must get known the customer very closely. This is not possible without having any *feedback*, though. Podcasting as a part of the social media family rises and falls with the knowledge of the customer and therefore the right channel to get feedback must be set. In the following table the most common methods for potential audience are rated.

Tab. 17 The feedback methods (Czech Rep.)

	Absolute Frequency	% Answers	% Cases
E-mail	283	21,17	50,72
Social media	266	19,90	47,67
Contact form on the website	238	17,80	42,65
Opportunity to make a comment on the company's web or blog	190	14,21	34,05
Personal contact	136	10,17	24,37
Contact via phone	89	6,66	15,95
Traditional post mail	52	3,89	9,32
Audio record send out to a company	46	3,44	8,24
Other ¹¹¹	37	2,77	6,63
Sum	1054	79	189

This question was answered by 558 persons. Every 2nd person has chosen email as the way to convey feedback. Almost the same applies to social media. A contact form and the opportunity to make a comment on the web or blog were chosen in 43 % and 34 % of cases. Personal contact received more than 20 %.

Although sending the audio recording “only” measured slightly more than 8 %, it can be assessed as a significant number when it comes to the unique character of this method. The possibility of placing audio recordings in a podcasting epi-

¹¹¹ Specific possibilities were provided very seldom. Those few are as follows: Review on Heureka.cz, web survey, questionnaire, “Like” button, at the event or presentation,

sode helps to reach a higher level of authenticity, and the fact that there are “almost” 10 % of people who would be willing to contribute this way is already great.

4.2.3 Listening habits

Because podcasting is about listening in the first place, several questions covered it extensively.

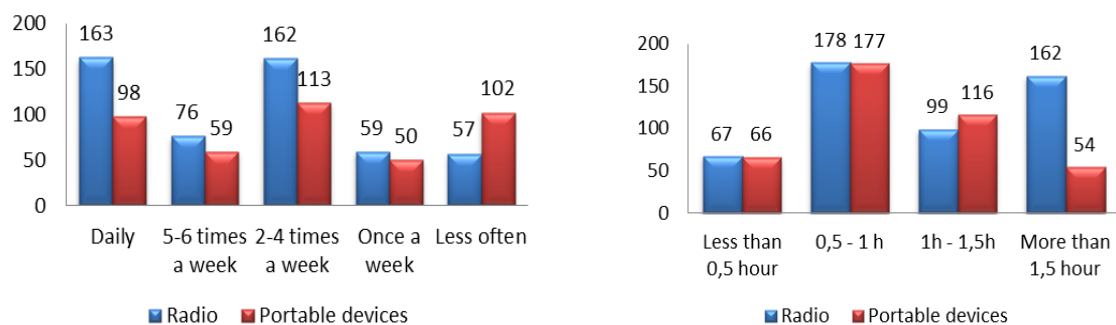
People may opt for many gadgets for listening. Some of them are more or less suitable for podcasting, but the problem can be put the other way around, as podcasting could be adjusted according to the device it is usually played on. The table below shows the data about the most common devices. It is based on the scale 1 to 7, where 1 stands for the exclusive usage and 7 for not using at all.

Tab. 18 The evaluation of different devices used for listening (Czech Rep.)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation
PCs	549	2,25	2	1	253	1,63
Mobile phones	543	3,29	3	1	193	2,30
Radios	550	3,67	4	4	101	1,87
Portable players	529	4,67	5	7	192	2,30
CD players	530	5,46	6	7	242	1,93
Book readers	522	6,23	7	7	410	1,71

The most commonly used devices for listening are PC, also with the smallest deviation. Other favored devices are mobile phones, but with one of the biggest volatility. Radios are used normally, and portable players experience already less favorable use. CD players are definitely not popular and book readers are used very seldom.

Because it had been presumed that radios and portable devices including mobile (smart) phones would reach the top the further 2 groups of questions were created to analyze behavior connected to these devices.



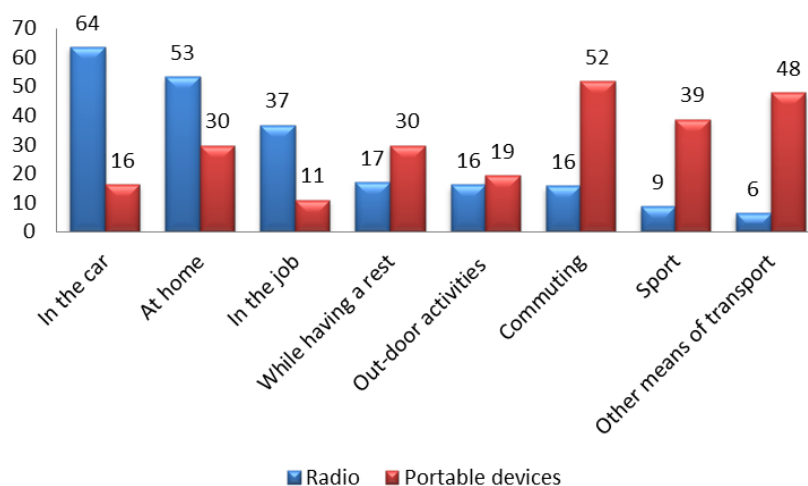
Pic. 5 The radio and portable devices frequency of use and length of listening (Czech Rep.)

Based upon the result it can be claimed that 91 % of the population listens to radio and around 74 % listens to portable devices. The graphs in the picture 5 show the

differences in use (the numbers represent the absolute values). It was found out that at least five times per week the radio is used by 42 %. If the criterion goes softer to the usage of at least 2 times per week, then the percentage rises up to 70 %. Looking at the same portable devices attributes, at least 5 times a week they are used by 28 % of the population and the softer criterion applied to 48 %. There were 517 valid answers for radios and 422 for portable devices.

The average estimated *length of a listening interval* is shown in the graph on the top right side. It was very interesting to find out that the device plays almost no part. The only significant different comes in cases of long listening – more than 1,5 hours. This may be caused by the different use (opportunities, activities) of radios and portable devices. Otherwise no matter which device is being used, most people listen for between 30 min and 1 hour (31 %), and between 1 and 1,5 hours (17 %). Less than 30 min was chosen by 12 %. There were 506 valid answers for radios and 413 for portable devices.

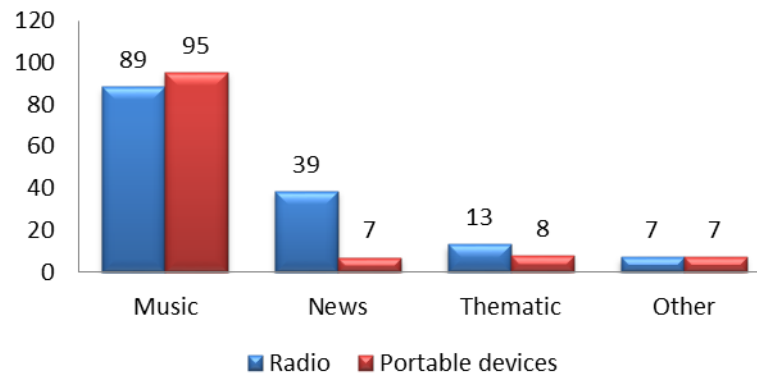
Beside how long and how often people listen to certain programs, it is not less important to identify in which situations they do so and what they listen to. The former is displayed in the first chart (picture 6). Numbers represent a ratio to a number of persons who responded to these questions. There were 505 people who responded to the radio characteristics, and 411 to the portable devices.



Pic. 6 The occasions of use of radio and portable devices (Czech Rep.)

The chart shows a pretty clear difference in use. Whereas radio is used preferably in the car, at home or on the job (that also explains the length of listening exceeding 1.5 hours), portable devices are used while commuting, doing sports or while using another means of transport apart from car. 30 % of people use them while having a rest, in contrast to only 17 % who use radio for the same purpose. The narrowest results are for out-door activities. However, at this point it could be

claimed that people use radios for gardening whereas they use portable devices for trips¹¹² etc.



Pic. 7 The topics being listened in the radio and portable devices (Czech Rep.)

The last comparison of these two devices deals with the theme people mostly listen to on each devices. Radio attributes were answered by 505 persons and portable devices attributes by 388 people. From the chart 7 above it is obvious that portable devices are mostly used for music as this was stated in 95% of cases. On the other hand radio is, apart from the music programs, used as a source of news (39 %) and 13 % of people also listened to special thematic focused programs.

A successful program which has a big audience usually possesses some special characteristics which make the audience loyal. The *loyalty issue* was another attribute which had been probed. The findings are displayed in the table below.

Tab. 19 The importance of chosen characteristics for podcasting (Czech Rep.)

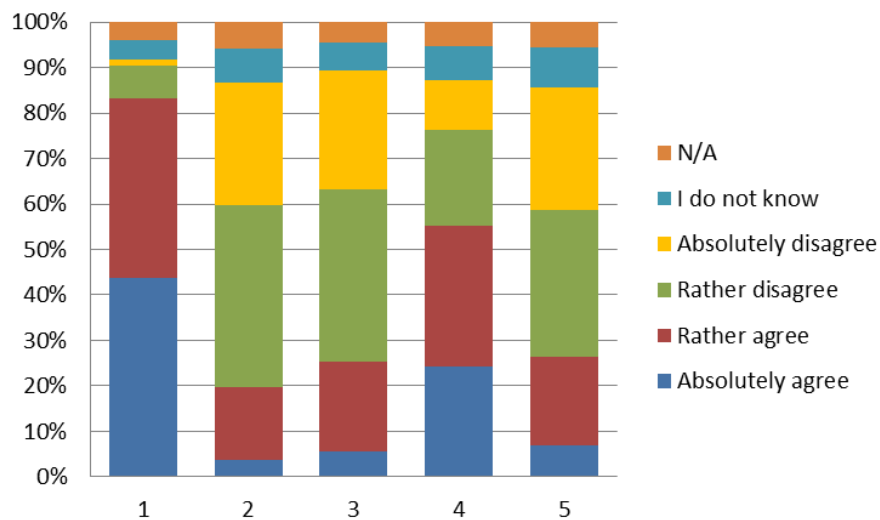
	N	Average	Median	Mode	Mode Frequency	Standard Deviation	Answers 1 and 2 in total (%)
Information quality	555	1,50	1	1	353	0,79	88,18
"Ginger"	551	1,75	2	1	272	0,93	80,25
Humor	551	1,84	2	1	262	1,02	76,37
Sound quality	547	1,96	2	1	222	1,00	70,02
Course of the program	548	2,28	2	2	197	1,05	59,61
Education Character	555	2,28	2	2	179	1,11	59,26
Frequency	547	2,72	3	3	178	1,17	42,68
Consistency	543	2,72	3	3	176	1,22	41,62

¹¹² Gardening and trips were proposed as the examples in the questionnaire.

The scale was from 1 to 5 – 1 very important, 5 absolutely unimportant. All the factors were assessed, based on the average values, as more or less important but neither has been evaluated as unimportant. All the first four factors are quite important (received in total more than 70 % of answers 1 and 2), and information quality was rated as the most important. At the bottom are frequency and consistency, which have been assessed as neutral, yet with the positive importance touch. To sum up, all the tested factors are relevant for podcasting production and they should be considered.

Offline listening is the last aspect in this subchapter. Podcasts are not broadcasted live (with only minor exceptions) and considering the potential use companies must know how people handle the audio files. The answers regarding these problems are visualized in the chart 8. Each problem was characterized by a statement and got a number from 1 to 5. Number 1 stands for “I usually listen to the whole track”¹¹³, 2 means “I usually go through the track and therefore unintentionally skip certain parts”, 3 means “I listen to the certain parts only”, 4 indicates “I listen to the track right once I get it”, and 5 means “I often forget about the track and listen to them with long delay”.

It was found that 83 % of people absolutely or rather agree with the first statement. People seldom start to listen to a track and then go through the track in some intervals while skipping unintentionally some parts. This is usually done by a maximum of 20% of respondents. The 3rd statement applies to up to 25 %. Up to 32 % admits there might be some delay (statement 4) and this delay can be significant for up to 27 % of respondents (statement 5).

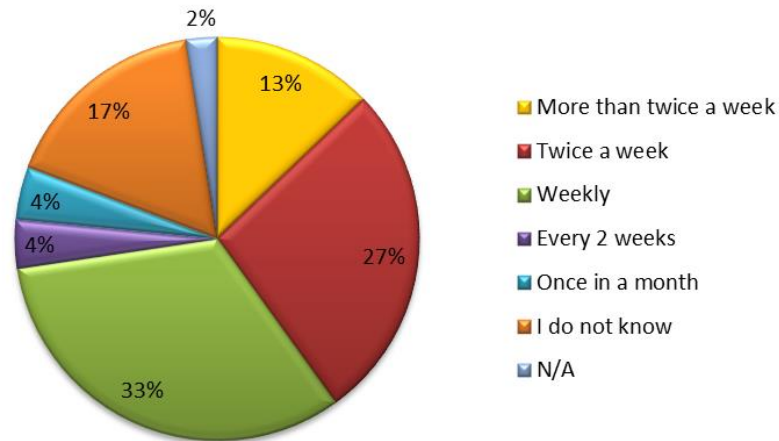


Pic. 8 The habits connected to the “offline” listening (Czech Rep.)

¹¹³ 88 % of podcast audiences listen or view the entire broadcast. (Mack, Ratcliffe)

4.2.4 Issues associated directly with podcasting

The ideal *frequency* of the particular program production is shown in the following graph:



Pic. 9 The ideal podcasting frequency (Czech Rep.)

Question 6 considered this issue, and the results indicate that the ideal frequency would be either weekly or twice a week. The former was selected by 33 % of respondents, and the later by 27 %.

Format is another attribute which must be a part of thorough planning. The formats provided in the literature overview have been tested with these results:

Tab. 20 The podcasting formats evaluation (Czech Rep.)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation
Interview	553	2,68	2	2	158	1,64
News	553	2,72	2	1	152	1,65
2 hosts in the studio	546	2,85	2	2	164	1,64
Recording outside studio with the atmosphere around	547	3,59	3	4	105	1,83
Only 1 host in the studio	547	3,79	4	4	166	1,63
Round table discussion	546	4,18	4	7	94	1,96
Serial	549	4,27	4	7	125	2,08
Top management performance	543	4,46	4	4	105	1,82
Quiz show	545	4,47	5	7	113	1,96
New product presentation	547	5,13	6	7	169	1,86

Organized by the average it can be stated that the best format for a podcast show is interviews and news. It can be said that generally having more people in the studio better appeals to the audience (the 2-hosts option received almost 1 scale-point higher ranking than the only 1-host option; interviews also cannot be conducted alone). Recording outside the studio took 4th place. Roundtable discussions, serials and top management participation received neutral assessment, with a negative tendency. The worst evaluated are quiz show and new product presentations. The mode value for both of them is 7 (“I do not like it at all”).

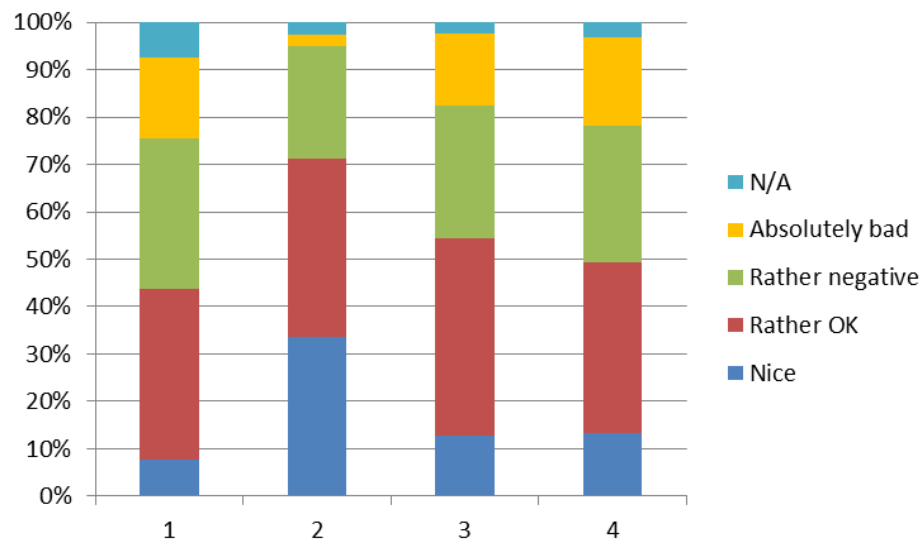
Another big issue in podcasting is the placement of *commercials* and also promotion of the show itself. General attitudes to commercials placed in the podcasts was covered by question 17. The findings are shown in the table 21 (scale 1-5: 1 absolutely agree, 5 absolutely disagree):

Tab. 21 The attitudes to commercials and podcasts promotion (Czech Rep.)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation	Not able to judge
When too many commercials I drop the listening	540	1,85	1	1	341	1,33	4
A short commercial (max 30 sec) with a close topic relation is bearable	538	2,26	2	1	186	1,26	8
They always bother me	548	2,63	3	1	155	1,34	3
I do not mind advertising - it is a fair price for having free broadcast	535	3,44	3	5	152	1,28	5

To summarize these results is rather simple. The Czech population has a negative attitude to advertising, but it is also tolerant to a certain extent. It cannot be firmly stated that advertising is always annoying and bothering, but results speak a slightly in this direction. For business purposes it should be substantially important that people do not mind short commercials when they are close to the topic but when there are too many of them they stop listening.

In the literature overview it has been mentioned that listeners perceive the *commercial's source of information*. This was tested in question 19 and the results are shown in the chart below. Number 1 represents externally made audio commercials placed in a particular podcast show, 2 stands for commercials which are being read by the host (in studio), 3 represents externally made audio commercials featuring a celebrity, and 4 stands for a commercial using an average “Joe”.



Pic. 10 The message source in commercials (Czech Rep.)

The graph shows that none of these options are necessarily wrong because all of them reached at least 40 % on the likeability scale. However, the best way to make a commercial likable seems to be simply using the host of a particular show (using his/her charisma and skills). This method reached the top, with more than 70 % positive responses. Other options are a celebrity indorsment and “average Joe” style – both reached around 50 %. The truly artificiant externally made commercial will be accepted the least.

Promotion of the podcast itself can, and probably will be, challenging. In the literature there was mentiond one way to get attention for your podcast, which involves distributing it on some portable devices or CDs. Similar question has been asked, and 44 % of people answered that they would be impressed by a podcast episode which would be distributed as gift on some portable device to the extent that they would check the company’s website also for other episodes.

The last part of this block will be dedicated to podcasting *monitization options*, and particularly the subcription possiblities. The table bellow shows answers to the question: “Would you be willing to accept a paid podcast?” (this question was answered by 527 persons).

Tab. 22 The monetizing options (Czech Rep.)

	Absolute Frequency	% Answers	% Cases
No, even with no commercials	216	33,54	40,99
Yes, in case of free streaming and paid downloading	112	17,39	21,25
Yes, voluntary donation	86	13,35	16,32

Yes, lump fee (monthly) in case of high quality information	82	12,73	15,56
Time to time for premium episodes	61	9,47	11,57
Yes, for "best of" selections	58	9,01	11,01
Yes, against a present (T-shirt, hat, extra documents, statistics, etc.)	29	4,50	5,50

Although 41 % of respondents are not willing to pay any fee, the rest of them claims the opposite. The most favoured options are free streaming and paid downloads which was chosen in 21 % of cases, voluntary donations in 16 %, and lump fees, which received almost 16% too. The gift option interested only 5,5 % of people.

4.2.5 IT and social media literacy

It has been mentioned that podcasting is a part of the social media family and it therefore would be interesting to have some *social media statistics* available.

Tab. 23 The social media behavior statistics (Czech Rep.)

Statement	N	Average	Median	Mode	Mode Frequency	Standard Deviation	I do not understand
I have a Facebook profile and I use it frequently	556	2,46	1	1	321	2,17	2
I browse the YouTube videos several times a week	554	3,24	3	1	186	2,16	1
I use also other social media (Twitter, LinkedIn, Google +, etc.)	547	5,05	7	7	285	2,40	4
I have several favorite blogs. I watch them carefully and participate in conversations.	551	5,46	6	7	275	1,97	2
I have my own blog	546	6,57	7	7	485	1,39	7

The table 23 provides quite interesting facts. Firstly, the general awareness of social media is almost 100% (the absolute numbers of "I do not understand" are rather negligible). Secondly, the standard deviation is rather high which signals a high variety of given answers on the first two places. In spite of this, the number one social medium is Facebook. YouTube is also claimed to be used very often. In

contrast, people tend not to use any other social media and also no to read any blogs. People who have their own blog represents only 7 %.

The common denominator for social media is the Internet, and for podcasting one must also possess *PC literacy*. The graph in the annex F shows the knowledge distribution in the population. It is pleasant to see that basic or no PC knowledge applies only to 5% of people.

The *RSS technology* makes from podcasting something unique and allows for full comfort. The awareness of this technology was an objective of questions 14 and 23.

Tab. 24 The RSS awareness and knowledge (Czech Rep.)

	Absolute Frequency	% Answers	% Cases
I have no idea what it is	307	43,61	55,62
I recognize the logo	112	15,91	20,29
I am aware of it but have never tried it	111	15,77	20,11
I know it - I have already used it	67	9,52	12,14
I have iTunes on my PC	55	7,81	9,96
I use RSS "(feed)reader	27	3,84	4,89
I am able to insert the RSS code into the website	25	3,55	4,53

People answered the question "I have no idea what it is" the most at 56 %. In contrast, only 12 % have already used it. In 20 % of cases people are able to recognize the logo, and about the same number is aware of it but have never tried it. About 5 % of people use (feed)reader, and 4,5 % are able to insert RSS in the website structure. Because iTunes is of great importance when distributing a podcasting, and itself requires a special RSS, it was found around 10 % of persons have iTunes installed on their PC. (522 answered)

As expected, this RSS part could have been "tricky" and thus a test control question was added. The question 23 dealt with the RSS logo. The results show that 40 % percent of people were able the identify the picture provided (RSS logo), 48 % stated that they had already seen it but were not able to identify the meaning, and only 11 % had seen it for the first time and had no clue what it is. About 1% did not answer this question (567 answered). This issue will get also attention a bit later.

4.3 Czech public wrap up

Although the current situation in the podcasting industry is complicated and not transparent, the general podcasting mood in the population is rather positive.

35 % can recall something under the term podcasting, 36 % either use it or would like to start immediately, and only 9 % of the population finds podcasting uninteresting. Regarding the connection of podcasting and commuting, almost $\frac{3}{4}$ of Czechs do not need more than 45 minutes to get to their occupation.

Czech people identify themselves fully with functionality, having control and comfort. Although they let themselves be influenced by commercials they have a negative relationship with them. However, at the same time they are to a certain extent tolerant when commercials are short and to the topic. When there are too many of them they stop listening though.

The most favorite gadgets for listening are in general PCs, radio and mobile phones. And data shows that 91 % of the population listens to radio and 74 % to portable devices. The most common length of single listening applicable to both devices is 0,5 – 1 hour. Radio is mostly used at home, in the car and on the job. Portable devices are used while commuting, doing sports and in other modes of transportation apart from the car. Portable devices are used exclusively for listening to music whereas radio is used for music, news and thematic content.

For broadcasting itself, information quality, ginger, humor and sound quality are important. 83 % of the population claim to listen to the whole track, and up to 32 % admit some delay in listening. The ideal podcasting frequency would be once or twice a week, and the best format is probably news or interviews. For commercials, the best format would be host- or celebrity-read content. Around 60 % of people would be willing to financially contribute to podcasting production. The best options are paid download and free streaming, donations, and lump fee.

Social media awareness is almost 100 %, with Facebook and YouTube being used the most. Basic IT knowledge or less applies only to 5 % of people. RSS technology is totally new for about 56 % of people and only 12 % have already used it.

4.4 Czech public segments

Segmentation proposal for Czech Republic as well as for Germany was made based upon the correlation analysis. The correlations which have information capability are those with sex, age, education and domicile town size. The correlation intensity was in majority of cases low. The exact values are to be seen in the annex D.

4.4.1 Correlation with sex

Men have better awareness of the term podcasting than women (45 % vs. 29 %). There are also more male users than female (18 % vs. 9 %) but women thinks more positively about future podcasting usage. Women also tend to use mobile phones for listening more than men.

Women listen to radio at home more than men and also listen more to music than men. On the other hand, men listen to news and theme broadcasts on their portable devices more than women. The serial format is definitely more appreciated by women. And women also appreciate comfortableness slightly more than men (goes hand in hand with being open for future podcasting usage).

Regarding the RSS issue men are more aware and ready to cope with RSS. The same definitely applies to the general IT/PC literacy as well. (The RSS logo was able to be identified by 57 % of men and 29 % of women, however 36 % of men had already seen but were not able to tell what that means compared to 57 % of women.)

Sound quality is more important for women. When scoping the listening habits, men tend to listen to the whole track more than women and women also tend to listen to tracks with a huge delay.

4.4.2 Correlation with age

Correlation with age was the most common, and thus it can be claimed that lots of tested aspects are influenced directly by age. However, the intensity was also quite small.

Younger people are more aware of the term podcasting and also there are more users in this category. They are also keener on trying it now or in the future. Young people also prefer higher publishing/production frequency. Regarding the gadgets, they find PCs and mobile phones more attractive for listening. Radios are more favored by older people, and the older one is, the less negatively one thinks about using CD players.

When looking closer at radio and portable devices usage, it can be concluded that radio is used daily more by the older age groups and once a week by younger people. The older one is, the higher the chances to listen more than 1.5 hour. Regarding the place or activity while listening, the older age groups listen more at home and less in the car. In contrast, younger people listen more at work.

Regarding content, music is more popular by younger age groups news and themed content by older groups. Portable devices are the absolute sphere of younger age groups. The younger people are, the more the following cases apply to them: listening daily, listening interval of 0,5 – 1 hour, and also 1 to 1,5 hours, listening at home, while commuting (also in other means of transportation beside a car), while doing sport, and having rest. There was also a correlation between music content and young age.

One moderator in the studio is more appealing to older age groups and they also appreciate functionality more. In contrast, control over the things around them is more important for younger age groups.

Regarding the IT field, younger age generations have deeper knowledge. They have, in more cases, installed iTunes (however it is only 11 %). They have also created the Facebook accounts and use them more often, as well as browsing YouTube videos. This also made an impact on the feedback choices. The younger age groups held more favorable opinions about social media or leaving a comment on a website. RSS logo recognition was also higher among younger people.

Commercials are in general more unpopular for younger age groups. They are less tolerant and admit dropping out when there are too many of them (as well as seniors). The shorter and on-topic commercials are more likely to hold the attention of an older audience. Regarding the nature of the commercials, there is a cor-

relation between younger age groups and an externally-made ad placed in the podcast – the younger the audience the more unfavorable. On the other hand, the younger groups are also less against paid podcasts.

Education character and course of the program are more important for older age groups. They also admit listening to tracks with a big delay whereas younger generations claim that they listen to the track right after “getting” them and also tend to listen to the whole track.

Overall, the younger the audience is the more they were impressed by the trial podcast episode distributed with an mp3 player.

4.4.3 Correlation with education

In general, positive feelings about podcast use, either now or in the future, is more frequent among those with a higher education level. However, the most users by percentage (as well the possible future users) are in the basic education group.

Listening to radio, especially the news content is more popular among groups with higher level of education. Portable devices are rather used at home by lower education groups, but the exceptional peak (positive) is found in the middle school population. The opposite correlation was found within the use case of “having a rest” – the higher education, the greater the likelihood (however peaking with the basic school education level group).

Regarding the format and possibility of new product presentation, this option is less bearable for those with a higher education level. The higher educated people also state that functionality is very important for them, but in contrast there are less bloggers among them.

Talking about commercials, higher educated groups tend to drop listening more often if there is a high number of commercials, whereas the lower educated groups favor commercials performed by a host.

Quality information is a generally important attribute, but it seems that more educated people appreciate it more. Consistency and humor is appreciated more by lower educated people, however humor is important in general.

Contact form possibility is more important for higher educated people.

4.4.4 Correlation with domicile town size

It can be argued the radio listening depends to some extent on the domicile town size. The smaller the town is, the more popular listening in the car or during outside activities becomes.

The podcasting format of “interview” is more popular in bigger towns, as well as the importance of information quality (however only slightly).

4.4.5 Correlation with occupation

There are also correlation regarding this area however, it must be emphasized that the relevance is very questionable because the number of representatives in each category is of high volatility, and some fields have only a few respondents. Howev-

er, for the right conclusion it can be quite important to follow these numbers. Not all the correlation cases were taken into account, though.

The occupations where podcasting awareness is higher than 30% are as follows: students, technical sciences, services, IT, culture and art, gastronomy and hospitality, pharmacy and healthcare, and other technical sciences. Only the IT field scored more than 50% (67%).

The following section analyzes the preferences of different devices being used for listening. The following occupation fields scored more than 50 % (when sum of the answers 1, 2 and 3 on the scale 1 – 7 was made)

- Radio: education and sport; economy and business; agriculture, forestry and vets; natural sciences; law services and state administration; gastronomy and hospitality; pharmacy and healthcare; other technical sciences; army, police and firefighters
- Mobile phones: students; technical sciences; economy and business; services; culture and education; law services and state administration; gastronomy and hospitality; pharmacy and healthcare; other technical sciences and social studies
- PC: all the occupation fields pass the selected criterion.

Radio news is listened to in less than 30 % of cases in these fields: students; IT; natural sciences; gastronomy and hospitality; pharmacy and health care;

Special themed broadcasting was selected in more than 30 % of cases in these fields: education and sport; army, police and firefighters;

Music content is listened to on portable devices in less than 50 % of cases in these fields: education and sport; and agriculture forestry and veterinary. News content was chosen in more than 10 % of cases in the fields of army, police and firefighters, and other technical sciences.

RSS knowledge/awareness (in less than 30 %) is only found in the fields of law services and state administration.

The most tolerant fields regarding commercials (less than 40 % against when making sum of 1 and 2 answers on the scale 1-5) are: services; culture and art; gastronomy and hospitality; and pharmacy and healthcare.

4.4.6 Further testing

It was also found out that there is a positive correlation between English-speaking audiences and the current use or future use of podcasting. Also people who listen more to radio are more willing to try podcasting now or in the future. The same was found for PC users who used a PC for listening. The correlation with portable devices also exists, but it is quite questionable for interpretation. It was found to be increasing from the center of the scale to the sides, so people who either use them a lot or seldom showed higher positive attitudes to podcasting.

Also verified was the RSS logo recognition, with and without the picture (aided vs. unaided). There was a medium positive intensity and the results said that only about 85 % of people, who had answered “I can recognize the RSS logo” ques-

tion positively, actually recognized the logo on the picture, so 15 % basically had thought they knew, but the logo in their heads was simply different and wrong. On the other hand, as already mentioned, 40 % of people claimed they recognized the picture provided but as some of them added it represents “Wi-Fi”. The accurate number arising from question 14 would probably be closer to 20%. However the summary could be that even though 20 % people claim they can recognize the logo, it can be actually around 17 % when reducing it by 15 %.

4.4.7 Segments with 2 and more correlations

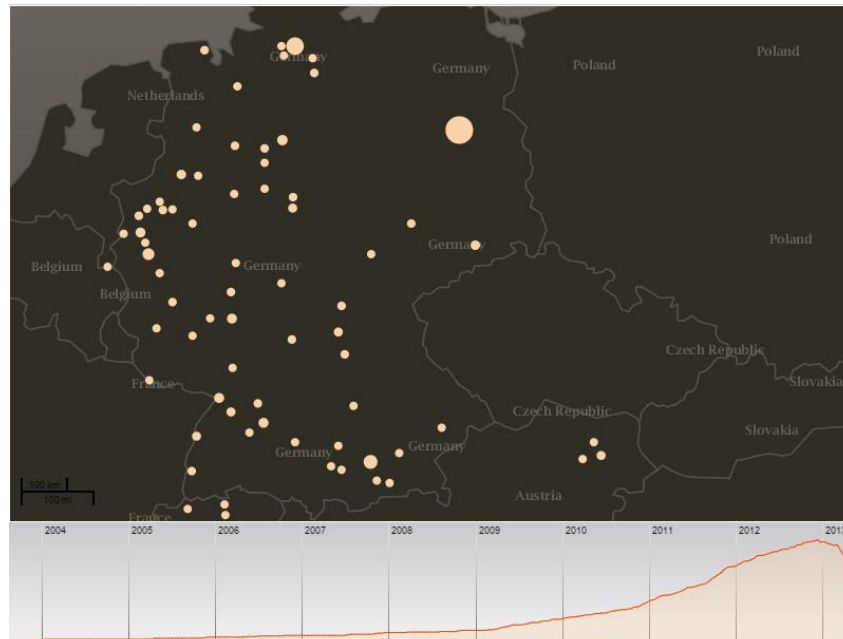
It is impossible to provide every single segment characteristic as every field and industry or even company may be in certain points unique and thus require a very specific approach to their audience because they might have a specific audience (related to their products). This proposal is a summary of correlations which have been found within the same question:

- Younger men are more aware of podcasting and better in IT skills. They also tend to listen to the whole track and have the highest RSS logo recognition
- Younger men with higher or just basic education are lead podcasting users group
- Younger women with a higher educational background showed more willingness for future podcasting use
- Younger women tend to use mobile phones more for listening (that could also explain the big standard deviation in this case)
- The younger and more educated people are (or those with basic education) the more they use portable devices, and tend to drop listening faster when a certain level of commercial is reached
- Older women with lower education backgrounds prefer CD player usage
- Women, and older women in particular, are more likely to listen to radio at home, and also tend to forget about the track and listen to it after a significant delay
- Younger women listen more to music programs
- Radio news programs preferred more by older and higher educated audience
- The younger audiences from smaller towns are more likely to listen to radio in the car.
- Functionality is preferred by older and more educated people
- Higher educated audiences from bigger cities are more sensitive to information quality.

4.5 Podcasting in Germany

It was already mentioned that a deep analysis of the German data is not an aim of this work, and Germany will be considered mostly as a reference country. Thus the background information has not been thoroughly scrutinized.

The current podcasting situation is much better in Germany, and the biggest centers in Germany, including time series, can be seen at the picture 11. The data come from the year 2013.



Pic. 11 The German podcasting history and expansion
Source: Pritlove, 2013

The biggest podcasting centers are: Berlin (59), Hamburg (24), Munich (13) and Cologne (9). In total there are around 223 German podcasts.

Tab. 25 Podcasting expansion in the course of time (Germany)

Year	2004-2009	2010	2011	2012	2013
Number of podcasts	19	37	68	127	171

Source: Pritlove, 2013

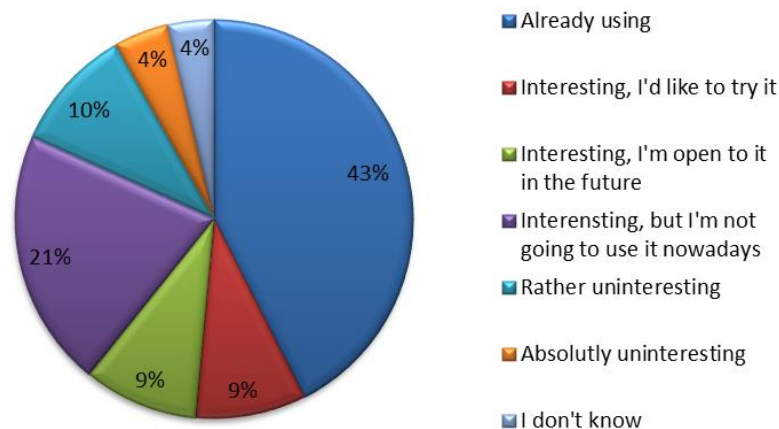
The first podcast was produced in 2004 in Berlin, and until 2009 there were only 19 podcasts in the whole of Germany. Pritlove (2013) says that after podcasting was born it created a hype which faded away. In 2010 there was the second wave. He assumes it was caused by high-speed (mobile) Internet, variety of music players, the smartphones boom and applications. Moreover he argues that podcasting

in general was developed quite well but without getting any substantial attention from the environment – people have not noticed it.

Pritlove (2013) also mentions several prejudices about podcasting especially that podcasts are too long and mostly never-ending discussion, they are not neutral, and useful only for niches (general public would be not interested). This data come from the presentation given by Pritlove¹¹⁴, who is claimed to be a pioneer of this field in Germany, at Re:publika 2013 conference.

4.5.1 Podcasting awareness

The German population can recall something when hearing the term “podcasting” in about 80 % of cases, and the attitude to podcasting is shown in the graph below:



Pic. 12 The statuses of podcasting in Germany

Around 52 % of Germans are either podcast users, or they would like to immediately try it. Another 30 % intend to use it in the future. Only 14 % do not find podcasting interesting.

Podcasting users' analysis provided the following results: it was found that 52 % have listened to podcasts in last 30 days, 55 % use a PC for replay and 39 % use portable devices, and 49 % play the podcasts on-line using embedded players.

The first impulses for accessing a podcast are displayed in the table below. This question was answered by 120 persons (however only 112 said that they already use podcasting).

¹¹⁴ He started a project called Podlove which is aimed to taking podcasting seriously, coming up with new publishing tools and standards. Other projects: Auphonic (podcast production), Poodle (podcast search-engine). (Pritlove, 2013)

Tab. 26 The first impulses for podcasting trial (Germany)

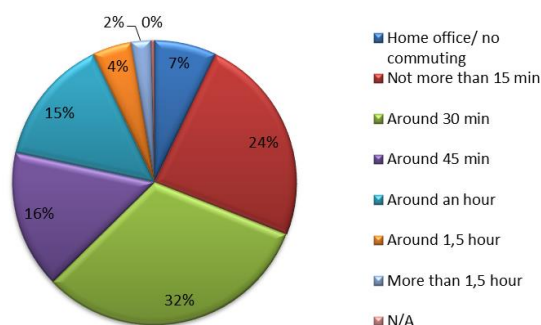
	Absolute Frequency	% Answers	% Cases
Media Interest	54	20,85	39,71
Surfing in the Internet	45	17,37	33,09
Other	35	13,51	25,74
Means of Education	31	11,97	22,79
Friends Recommendation	29	11,20	21,32
Interest in New Technologies	25	9,65	18,38
Occupation	22	8,49	16,18
Abroad Stay	18	6,95	13,24
Sum	259	100,00	190,44

Media interest and Internet surfing are the first two most popular responses. The most frequent answers in the “other” option were: interest in thematic broadcasting, information, and opportunity to listen radio programs missed.

Question 5, which was open, received a huge amount of podcasting examples, however detailed analysis is beyond the scope of this work.

4.5.2 Selected population characteristics

This section begins again with commuting habits and duration. It was found that the most people (32 %) need around 30 minutes to get to work. 24 % need not more than 15 min, contrasted with 16 % who need around 45 min, and 15 % who need around an hour. Altogether around 72 % of persons do not need more than 45 minutes to travel to work. The average length can be determined at 30 minutes - modus and median values propose the same. The data distribution is shown in the chart below.



Pic. 13 The German commuting data

The lifestyle section is summarized in the same manner as the Czech data in the table below:

Tab. 27 The selected lifestyle and commercials' approaches evaluation (Germany)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation	Not able to judge
I like having control over the things round me	193	2,61	2	2	69	1,33	63
Traditional commercials have no impact on me	207	2,65	3	2	56	1,28	50
I like functionality	181	2,76	2	2	61	1,36	74
I do not buy any products and services which are advertised	220	2,95	3	3	57	1,37	36
I appreciate comfortableness	181	3,03	3	2	52	1,26	73
I am using every opportunity to make my work easier	156	3,38	3	5	48	1,35	100
I am not afraid of changes and I like new trends	214	3,43	3	5	61	1,27	41

The first interesting aspect is that people were very often not able to judge these statements. The reason can be a wrong understanding of the statements themselves. Besides, they like having control over the things around them and tend to be more independent from traditional advertising. Functionality is also popular, however this tendency is only small. Germans have a neutral opinion about purchasing products and services being advertised. They do not need to use every opportunity to make things easier, and perception of changes and new trends is rather unpleasant, which is signaled by the average, median and mode.

The feedback option summary is in the table below:

Tab. 28 The feedback methods (Germany)

	Absolute Frequency	% Answers	% Cases
Contact form on the website	124	20,88	49,40
Social media	119	20,03	47,41
Email	116	19,53	46,22
Opportunity to make a comment on the company's web or blog	88	14,81	35,06
Personal contact	38	6,40	15,14
Audio record send out to a company	34	5,72	13,55
Contact via phone	29	4,88	11,55
Traditional post mail	24	4,04	9,56
Other	22	3,70	8,76
Sum	594	100	237

It is clear that the German population prefers personal contact, email and social media. These options have been selected in almost every second case. A contact form and the possibility to make a comment on the website were chosen by a relatively small percentage of people. 15 % for audio recording is however a very good result. The option other, if provided, contains answers like forum, poll or evaluation on iTunes.

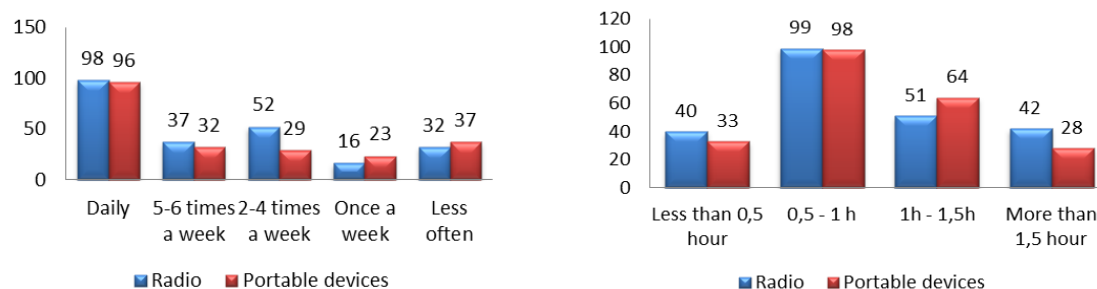
4.5.3 Listening habits

This chapter begins again with the devices being used for listening. According to the table below, the most favorable devices for listening are computers. Mobile phones and radios are being used normally. Portable players tend to be used less often. The mostly negative answers were given to CD players and book readers which are used hardly ever.

Tab. 29 The evaluation of different devices used for listening (Germany)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation
PCs	258	2,84	2	2	74	1,80
Mobile phones	258	4,14	4	7	92	2,48
Radios	258	4,26	4	7	59	2,12
Portable players	255	4,86	6	7	103	2,19
CD players	255	5,72	7	7	149	1,87
Book readers (Kindle, etc.)	251	6,14	7	7	196	1,82

Portable players and radios, again, get more attention now. It was found that about 87 % of persons listen to radio and 81 % use portable devices. The proportion of persons who listen to radio at least twice a week is 70 %, compared to 59 % for portable devices. Daily use has almost the same values in both cases, and the proportion is around 36 %. There were 235 valid answers for radios and 219 for portable devices.

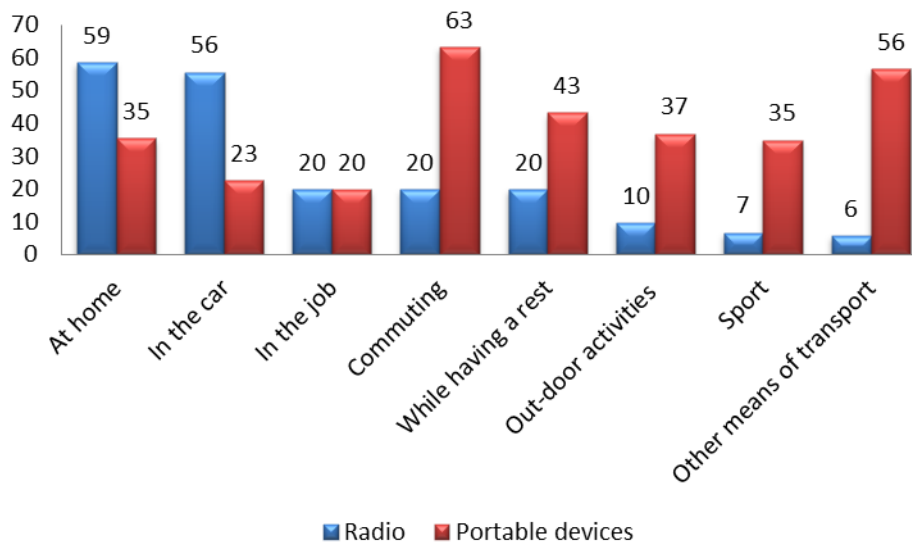


Pic. 14 The radio and portable devices frequency of use and length of listening (Germany)

Regarding the length of one interval of listening, the values do not differ a lot. The largest group, 36 % of persons, chose the interval of 0,5 – 1 hour for both devices. More than an hour-long interval was chosen for radio listening by 19 %, and for

portable devices by 24 %. For durations of less than 30 min, people preferred to listen to radio (15 %) and use less portable devices 12 %. There were 232 valid answers for radios and 223 for portable devices.

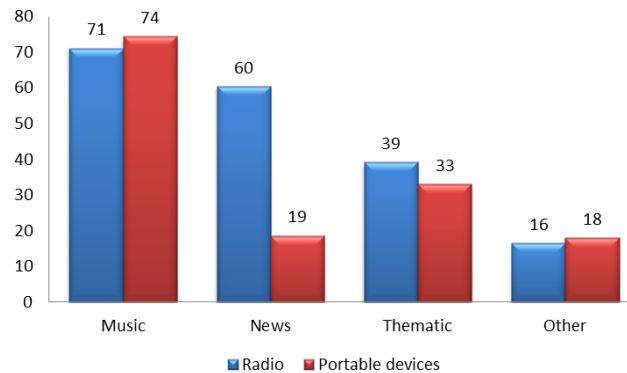
The usage situations are compared in the chart below. There were 227 respondents to the radio characteristics and 204 to portable devices.



Pic. 15 The occasions of use of radio and portable devices (Germany)

Radio is used significantly in two cases only: At home (59% of people) and in the car (56%). Exactly the same ratio between radio and portable devices applies for “in the job” category, however portable devices considerably dominate the rest of categories.

The difference in content, listened to on radios or portable devices (or PD), is shown in the picture 16. Radio attributes were answered by 225 persons, and portable devices attributes by 188 people. More than 70 % of people use both devices for listening to music. 33 % for PD and 39 % for radio applies in case of thematic listening. Only 19 % of people use PD for news listening compared to 60 % who use radio.



Pic. 16 The topics being listened to on radios and portable devices (Germany)

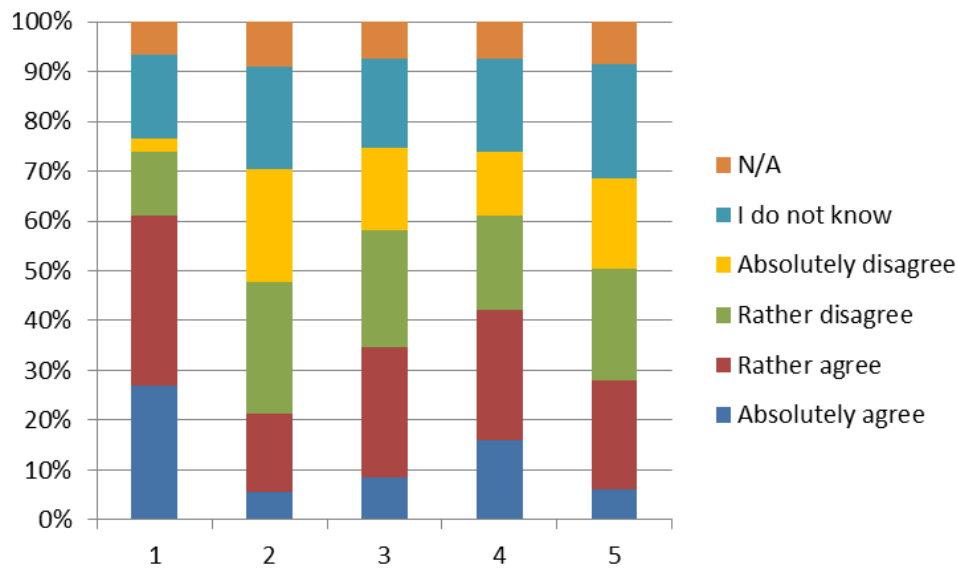
Returning to general listening habits, last but not one the loyalty factors will be analyzed. All of the tested factors are listed in the table 30:

Tab. 30 Importance of the chosen characteristics for podcasting (Germany)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation	Answers 1 and 2 in total (%)
Information quality	254	1,73	1	1	137	1,04	80,97
Humor	250	2,23	2	2	100	1,09	62,69
"Ginger"	249	2,27	2	2	97	1,14	61,57
Sound quality	250	2,32	2	2	80	1,20	57,84
Course of the program	247	2,78	3	3	86	1,15	39,55
Education Character	248	2,80	3	2	71	1,32	42,91
Frequency	252	2,84	3	2	73	1,27	42,16
Consistency	249	3,07	3	3	63	1,32	32,84

The most important factor is the quality of provided information, which was selected by 81 % of respondents. Humor, "ginger" and sound quality are very important as well. Course of the program, education character, and frequency are perceived as important but very close to be neutral. Consistency is an indifferent factor on average.

The last subchapter is offline listening. The statements are marked in the same manner as in the Czech case.

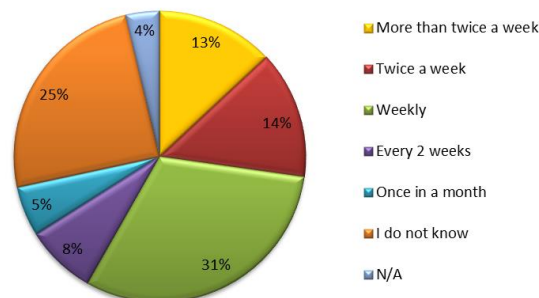


Pic. 17 The habits connected to the “offline” listening (Germany)

It was found out that people absolutely or rather agree with the first statement, which received together 61 %. People seldom start to listen to a track and then go through the track while skipping unintentionally some parts. This is usually done by maximum of 21 % of respondents. Only selected parts are listened by up to 35 % of respondents. Up to 32 % admit there is some delay (statement 4) and this delay can be significant for up to 28 % (statement 5).

4.5.4 Issues associated directly with podcasting

The ideal frequency of audio show in Germany seems to be a weekly production. About the same number of people (13 and 14 %) would appreciate higher frequency. Almost 25 % of persons could not decide.



Pic. 18 The ideal podcasting frequency (Germany)

Format options have been tested in the table 31. The best assessment was given to news and interviews. There is only a slight different between one or two hosts in

the studio in favor of the former. Both of them are perceived as positively as an audio track recorded outside the studio. Top management performance and round table discussion formats are rated neutrally. Serial concept is seen rather negative and totally negative assessments were given to new product presentation and quiz show formats.

Tab. 31 The podcasting formats evaluation (Germany)

Format	N	Average	Median	Mode	Mode Frequency	Standard Deviation
News	261	2,87	2	2	72	1,81
Interview	262	2,94	2	2	85	1,71
Only 1 host in the studio	259	3,55	3	4	60	1,71
2 hosts in the studio	260	3,58	3	2	59	1,83
Recording outside studio with the atmosphere around	259	3,61	3	3	63	1,70
Top management performance	256	3,95	4	3	58	1,82
Round table discussion	259	4,01	4	4	49	1,88
Serial	260	4,43	5	7	52	2,00
New product presentation	256	5,27	6	7	90	1,79
Quiz show	257	5,28	6	7	86	1,75

The attitude to commercials in general, and when being a part of an audio track, is displayed in the table 32.

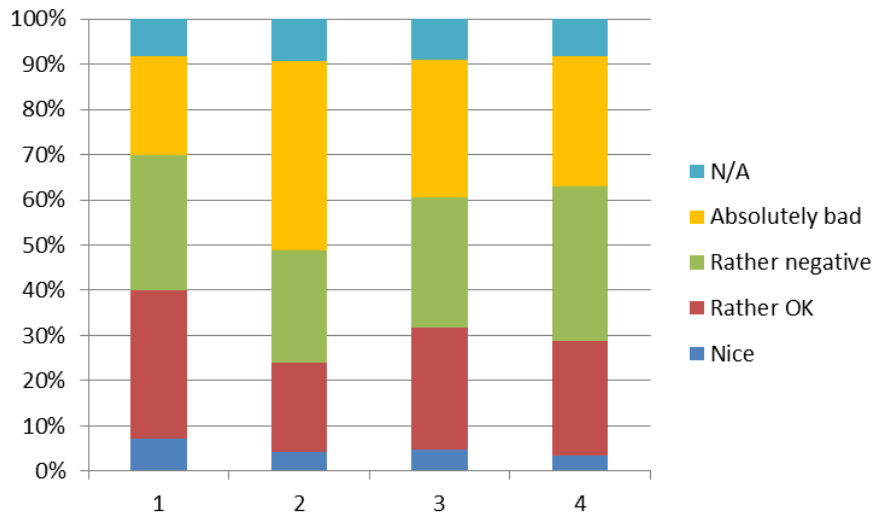
Tab. 32 The attitude to commercials and podcasts promotion (Germany)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation	Not able to judge
When too many commercials I dropped the listening	250	1,52	1	1	182	1,05	13
It always bothers me	254	2,43	2	1	94	1,40	6
Short commercial (max 30 sec) with close topic relation is bearable	244	3,12	3	2	66	1,38	16
I do not mind advertising - it is a fair price for having free podcast	252	3,78	4	5	98	1,23	8

The numbers say that majority of people are very sensitive to the volume of commercials and when the threshold is broken they drop out from listening. Even though the number is not so clear judging by median and mode value, it can be

stated the people see commercials as something bothering. There is a neutral opinion towards short commercials related closely to a certain topic. German people tend not to see advertising as a legitimate compensation for having podcasting for free. This opinion is stated in 58 % of cases.

In the chart below there are assessed the different message sources of podcasting commercial placement.



Pic. 19 The message source in commercials (Germany)

On the face of it none of the examples has been evaluated positively by more than 50 % of people. The best results (40 %) were scored by the externally-made advertisement; the least appealing seems to be an ad read on-air by a host (24 %). Commercials which are made with the contribution of celebrity or average “Joe” are perceived approximately with the same attractiveness of 32/28 %.

Regarding podcasting promotion itself, 29 % of people answered that they would be impressed by a podcast episode which would be distributed as a gift on some portable device, to the extent that they would check the company’s web for other episodes as well.

The last part of this block will be dedicated again to podcasting monetization options and paid subscription possibilities. The results are summarized in the table below (this question was answered by 256 persons).

Tab. 33 The monetizing options (Germany)

Would you be willing to accept a paid podcasting?	Absolute Frequency	% Answers	% Cases
No, even with no commercials	119	32,08	46,48
Yes, voluntary donation	82	22,10	32,03
Yes, lump fee (monthly) in case of high quality information	62	16,71	24,22
Yes, in case of free streaming and paid download	57	15,36	22,27

Time to time for premium episodes	22	5,93	8,59
Yes, against a present (T-shirt, hut, extra documents, statistics, etc.)	15	4,04	5,86
Yes, for "best of" selection	14	3,77	5,47

46 % of people are not willing to pay any fee. Every third person would consider making a voluntary donation, and every fourth one would pay a lump fee. 22 % would also accept free streaming and paid downloading. The less interesting motive is paying for a "best of" selection.

4.5.5 IT and social media literacy

Social media statistics about Germany are displayed in the table 34:

Tab. 34 The social media behavior statistics (Germany)

	N	Average	Median	Mode	Mode Frequency	Standard Deviation	I do not understand
I have a Facebook profile and I use it frequently	262	2,65	1	1	140	2,35	1
I browse the YouTube videos several times a week	264	3,11	2	1	94	2,13	2
I use also other social media (Twitter, LinkedIn, Google +, etc.)	261	4,62	6	7	112	2,47	5
I have several favorite blogs. I watch them carefully and participate in conversations.	258	5,17	6	7	100	2,02	5
I have my own blog	257	5,80	7	7	182	2,11	7

The numbers show that the majority of people in Germany do understand the terms behind social media. On the other hand, the answers themselves differ, a lot which is shown in the standard deviation. Facebook is the most frequently used medium (67% for answers 1 and 2), followed by YouTube (50%). Based on the table the other media are far that popular in the population. Blogging seems to be a very niche topic in Germany. Most people do not have many favorite blogs and also do not make any comment activity. The people who are also active bloggers are represented by only 15%.

The general level of IT skills is presented in the chart in the Annex F. No single person has chosen the "It's all Greek to me" option, and basic knowledge was chosen only by 1% of the people. In contrast almost 50 % see themselves as intermediate users, and 35% claim to be advanced users.

Following questions deals with RSS technology.

Tab. 35 The RSS awareness and knowledge (Germany)

	Absolute Frequency	% Answers	% Cases
I recognize the logo	126	25,77	48,28
I have no idea what it is	84	17,18	32,18
I know it - I have already used it	79	16,16	30,27
I have iTunes on my PC	61	12,47	23,37
I use RSS "(feed)reader	58	11,86	22,22
I am aware of it but have never tried it	41	8,38	15,71
I am able to insert the RSS code into the website	40	8,18	15,33

The logo recognition is at almost 50 %. However, 32 % have no idea what RSS is. In contrast 30 % know it and already use it. Around 23 % have installed iTunes on their PC and also claim to be using RSS reader. 15% have some RSS awareness but never used it and about the same percentage is able to insert RSS code into the website (261 answered)

Answers on the controlled question 23 are: 63% percent of people were able to identify the picture provided (RSS logo), 34% stated that they had already seen it but were not able to add the right meaning and only 3% had seen it for the first time. (266 answered).

4.6 German segmentation

4.6.1 Correlation with sex

Women prefer using radio more than men and when they listen to it they do so more than men in following cases: daily, at home, by sports, and they prefer music programs. In contrast men use more portable devices in following cases: frequency 5-6 days a week (so more often than women), in the job, while commuting, and for news programs. The only category where women use them more than men is for listening to music.

Regarding the lifestyle category, the only correlation was found with the "having control attribute", and that men like it more than women.

In the IT area, men are more likely to be called experts. This was confirmed not just by the general question 16, but also by the other questions regarding RSS technology and RSS logo recognition (83 % of men vs. 47 % who know it)

The following aspects of podcasting are more important for women: education character, information quality, and ginger. Also podcasting commercials performed by a celebrity are more favorable for women and they tend to listen to a podcasting track straight away when they get it.

Considering any monetization options, men feel more favorable about the lump fee and voluntary donations, whereas women like free streaming and paid downloads more.

There is also a correlation between email feedback and gender, as men like it more than women.

4.6.2 Correlation with age

The correlation with age has been found when regarding three age groups, those from 16 – 45 years. After that, the dependence might drop in intensity or be questionable.

The trend of podcast use or the willingness to use now or then, is rising. The older the people are, the higher the number of podcasting users there is. Then there is a 20% drop but still the same tendency.

Regarding radio use, the older an audience is the more likely it listens for more than an hour, and also feels more favorable about themed programs. In contrast, the younger the audience, the more they listen while doing sport (however, the sport option also received a high percentage in the age category of 45-55).

The certain categories of the portable devices use are also more favorable the younger people are; these are: listening daily and between 0,5 and 1 hour, in other means of transport beside cars, while doing sport, and music content. News and themed content has the other trend, the older the audience is the more favorable they are.

The podcasting format of a roundtable discussion is more interesting for a younger audience, and the younger people agreed that traditional commercials have no impact on them (up to 45 years).

Although younger audiences have better IT knowledge (however the best it is in the age category of 36 – 45), RSS use and knowledge go in the opposite direction –older audiences have better knowledge and usage.

Regarding the attributes of a podcast program, there is a correlation between the quality of information (the older the more important) and sound quality and humor (the older the less important for both).

An externally-made ad placed in a podcast is not favorable for younger people. Regarding the monetization options, a correlation was found for these options: lump fee, voluntary donation, and premium episodes. For the former two it can be agreed that older age groups are the more favorable, but after the age of 45 there is a reverse run.

Younger audiences claim to listen more to the whole tracks. The trend of using social media for giving feedback is rising with age, but drops after the age of 45.

4.6.3 Correlation with education

It is not very representative due to the high number of university educated people involved in the research.

It can be claimed that the higher education, the better the podcasting awareness. The same also applies for listening on portable devices in following categories: interval 0,5 hour – 1 hour, while commuting and other means of transportation.

Regarding the format “interview”, it is also the more favorable for higher educated people. These categories also like to control the things around them and have better knowledge about RSS technology.

The older the population is the more negatively it feels about the possibility of having a commercial being performed by a host.

4.6.4 Correlation with domicile town

It will not be covered because it is questionable due to the majority of people from the cities over 100 000 people involved in the research.

4.7 Czech and German data comparison

4.7.1 Podcasting awareness

Germany has an advantage from an early start, and therefore these statistics are often better in favor of Germany. Only just the first question, regarding the recall rate for the term “podcasting”, has experienced a great difference in answers – 35 % in the Czech population and German 80 %.

Tab. 36 The podcasting statuses comparison

How do you find podcasting in your day to day use?	Czech Republic	Germany
	Relative Frequency	
Already using	13	43
Interesting, I'd like to try it	23	10
Interesting, I'm open to it in the future	34	9
Interesting, but I'm not going to use it nowadays	18	21
Rather uninteresting	7	10
Absolutely uninteresting	3	5
I don't know	3	4
N/A	0,2	0

The attitudes have been summarized in the in the table 36. Although the Czech population is generally open to podcasting sooner or later, the German population is either already using it (43 %) or will use it in the future. In other words, there are not too big changes to be seen in Germany soon, whereas this opportunity definitely exist in the Czech Republic (only 10 % are not really interested in it)

Tab. 37 The podcasting users comparison

	Czech Republic	Germany
	Relative Frequency	
I have listened to podcasting in the last 30 days	63	52

I use PC for replay	66	55
I use portable devices for replay	47	39
I listen to podcasts on-line using the embedded player	59	49

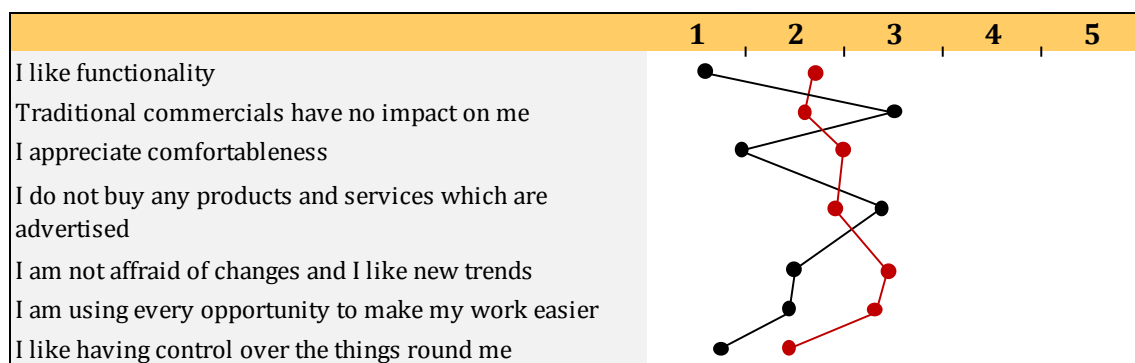
The table 37 shows the behavior of podcasting users. Although the Czech Republic has much lower numbers of users, they seem to be more active. They also use more PCs and portable devices, and also more often use the embedded player while listening on-line. All numbers are approximately about 10 % points higher in the Czech Republic.

4.7.2 Selected population characteristics

The table shows (black color always stands for the Czech Rep., red for Germany) that the diversity in the level of feelings is higher within the Czech population whereas the German population tends to be more indifferent in their attitude. The smallest difference is between “not buying advertised product or services”, where Germans are more radical than Czechs. This goes even further by the impact-of-commercials statement. Germans claim that the traditional commercials do not have a big impact on them, however Czechs, gave a neutral opinion.

It is also interesting that Czechs like much more functionality than Germans and the same distance can be seen in the comfort statement. The Czech population also tends to use every opportunity to make their work easier, whereas Germans do not feel that enthusiastic. Although Germans like having control, Czechs like it even more.

Tab. 38 The lifestyle and commercials' approaches comparison



When talking about giving feedback, the differences between the two nationalities are not big (at least on the first four places). Personal and phone contact would be used by a Czech person more. Surprisingly, around 14% of Germans would send an audio recording, compared to only 8% of Czechs

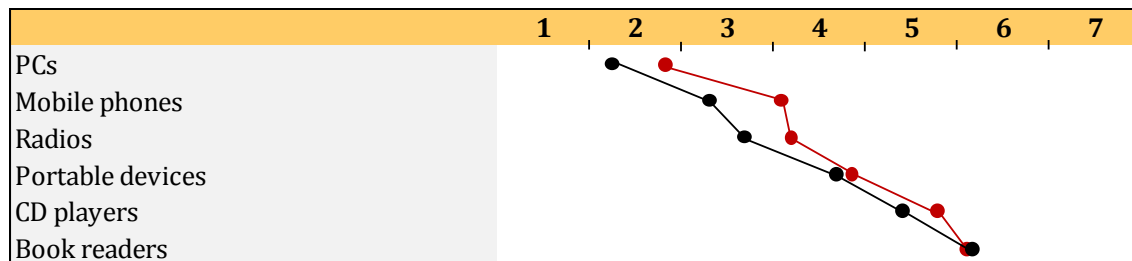
Tab. 39 The Feedback comparison

	Czech Republic	Germany
	% Cases	
E-mail	50,72	46,22
Social media	47,67	47,41
Contact form on the website	42,65	49,40
Opportunity to make a comment on the company's web or blog	34,05	35,06
Personal contact	24,37	15,14
Contact via phone	15,95	11,55
Traditional post mail	9,32	9,56
Audio record send out to a company	8,24	13,55
Other	6,63	8,76

4.7.3 Listening habits

Comparing the selected devices, it can be concluded that Czechs use all the devices more favorable, and this difference is the biggest by PCs, radios and mobile phones. However in general the order made by the average values is same in the both countries. The most favorable are PCs and mobile phones and the least CD players and book readers.

Tab. 40 The comparison of devices used for listening



It was already mentioned that 91 % of Czechs listen to radios. In Germany it is 87 %. Regarding the portable devices, then we talk about 74 % of Czech users and 81% of German ones. The further comparison is displayed in the table.

The numbers show that even though there are fewer of the German listeners, they tend to listen more often. In the portable devices category this difference is even bigger.

Tab. 41 The frequency and length comparison of radio and portable devices use

Frequency	Czech Republic	Germany	Czech Republic	Germany
	Radio		Portable devices	
Daily	31,53	41,70	23,22	43,84
5-6 times a week	14,70	15,74	13,98	14,61
2-4 times a week	31,33	22,13	26,78	13,24
Once a week	11,41	6,81	11,85	10,50
Less often	11,03	13,62	24,17	16,89
Length	Radio		Portable devices	
Less than 0,5 hour	13,24	17,24	15,98	14,80
0,5 - 1 h	35,18	42,67	42,86	43,95
1h - 1,5h	19,57	21,98	28,09	28,70
More than 1,5 hour	32,02	18,10	13,08	12,56

When the interval lengths are compared, Germans representation is higher in every category except the really long periods, in which case Germans trail Czechs by 14%. Looking at portable devices, there is a very interesting situation; the groups' proportion in both countries is basically the same.

The Czech radio users are more likely than Germans listen to radio in the car, at work, during out-door activities and sports. German users, on the other hand, use radio more at home, while having rest and commuting. The difference in both cases is just minimum (except for listening at work). In the sector of portable devices, there is a different situation. Germans use it for most activities more than Czechs. The only activity where Czechs win is during sport.

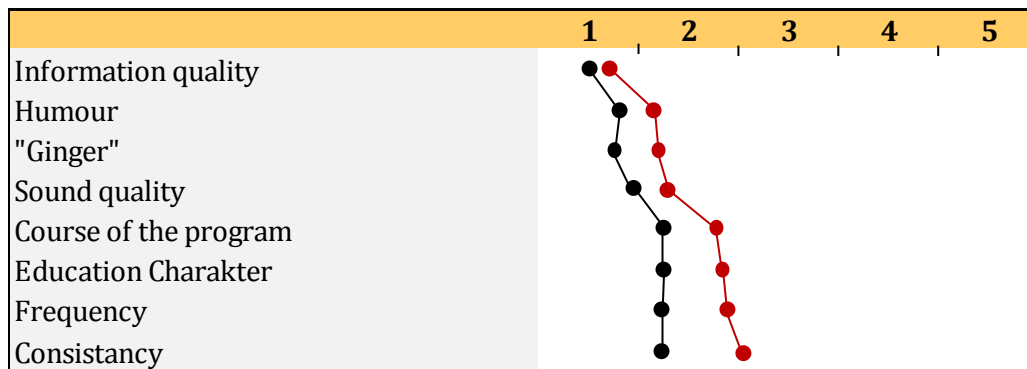
Tab. 42 The comparison of listening occasions and content

Where/While	Czech Republic	Germany	Czech Republic	Germany
	Radio		Portable devices	
In the car	64	56	16	23
At home	53	59	30	35
In the job	37	20	11	20
Having a rest	17	20	30	43
Out-door activities	16	10	19	37
Commuting	16	20	52	63
Sport	9	7	39	35
Other means of transport	6	6	48	56
What	Radio		Portable devices	
Music	89	71	95	74
News	39	60	7	19
Thematic	13	39	8	33
Other	7	16	7	18

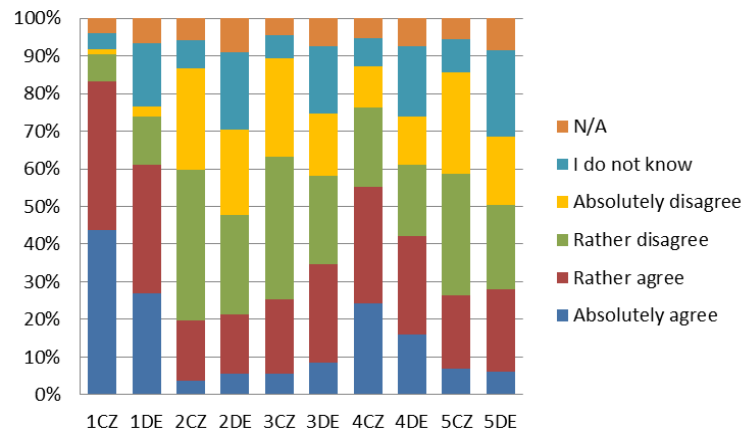
The table 42 also shows that German radio users listen less to music and much more to news or special thematic programs. The situation differs even more by portable devices. 95 % of Czechs listen to music in compare with 74 % of Germans. The following numbers are however more interesting. 19 % of Germans listen to news and 33 % to thematic programs. Czechs use portable devices, apart from music, for news and thematic programs in 7(8) % of cases only.

Important factors for loyalty are shown in the table 43. It is clear that information quality is the most important factor for both nationalities, and the difference in between is also the smallest. In general, all the factors provided are more important for Czech people and this is very obvious. The course of the program, education character, frequency and consistency are seen rather neutral by Germans but they are still quite important for Czechs.

Tab. 43 The loyalty factors' importance comparison



The last chart in this section shows the differences in listening duration. The Czechs are 20% more likely to listen to the whole track than Germans. There is almost no difference in positive answers on the "going through the track and skipping unintentionally some parts" question. According to the fifth and sixth column, Germans tend to listen to particular parts of audio tracks more, and the difference is about 10 percentage points (it does not absolutely correspond with the first two columns). They are also laxer when it comes to listening at the time of getting the audio track – the difference is around 13 percentage points. The ratio of delayed listening is the quite the same in both countries. The last comment applies to "I do not know" answers – Germans have at least double as many of them as Czechs.



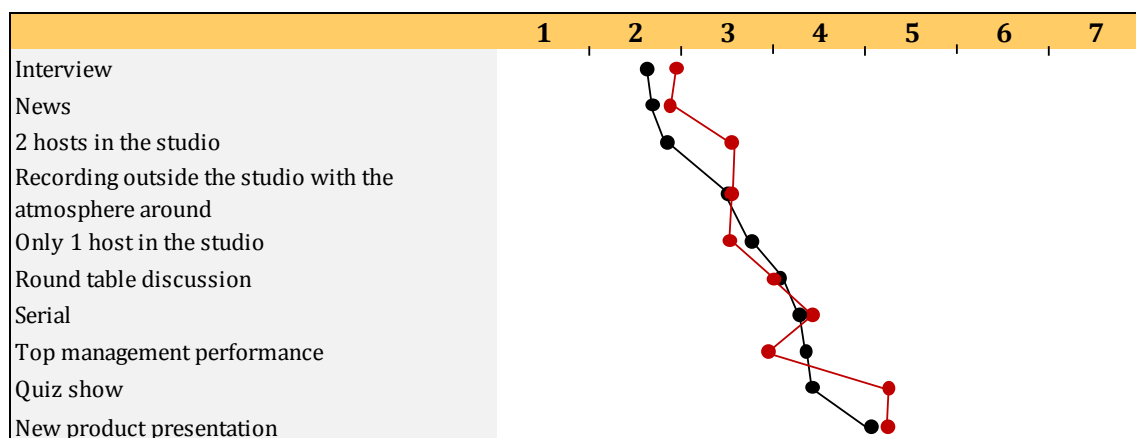
Pic. 20 The comparison of habits connected to the “offline” listening

4.7.4 Issues associated directly with podcasting

The ideal frequency opinion is distributed as follows: more than twice a week would be appreciated by the same number of Czech and Germans, 13 %. Twice a week is the ideal frequency for 27 % of Czechs but only 14 % of Germans. Only one episode per week would be appreciated by 33 % of Czechs and almost the same number of Germans – 31 %. 17% of Czechs and 25% of Germans did not have the frequency preference.

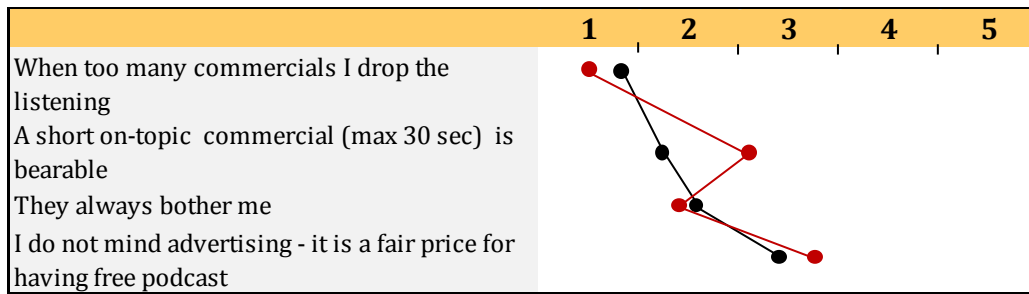
From the table below, it is quite obvious that the attractiveness of various podcast formats takes the same trend in both countries, and the differences are minimal. The most significant difference, which is almost one scale point large, was observed for the “2 hosts in studio” format which is more attractive in the Czech Republic; the same applies for the “quiz show” format. The German preference for only one person in the studio is slightly higher, and Germans would be more open to having somebody from top management in the studio, while Czechs find this option neutral. A presentation of new products is seen by both nationalities rather negatively.

Tab. 44 The format attractiveness comparison

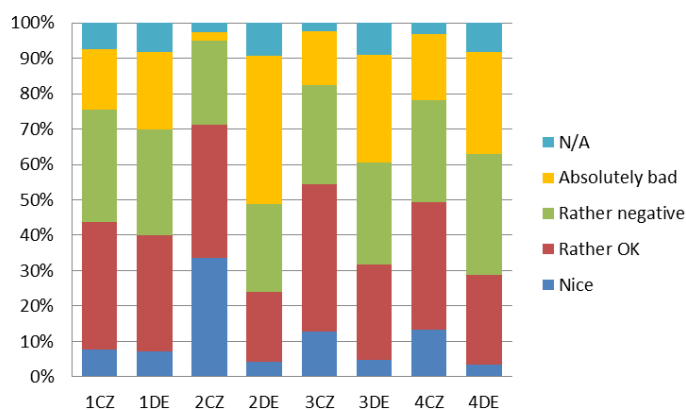


Regarding the attitude to ads in podcasting, Germans are more sensitive and less tolerant to having commercials in their shows. However, on average they feel the same bother as Czechs do. Connecting this to podcasting, it must be stressed here that Germans tend to not see advertising as something which delivers free podcasts to them.

Tab. 45 The comparison of attitudes to commercials



The message source is also perceived differently. According to the chart, an externally-made commercial placed in a program is viewed similarly by both nationalities, and in both cases scored around 40 %. Other options, however, were scored much higher by Czechs. Commercials which are announced and interpreted by the host are viewed by Czechs as 45 percentage points more positively than by Germans. The same trend, though not as significant, also applies to the other options. Both of them – a celebrity placement and the average “Joe” delivery – interpretation received around 20 more percentage points a more from Czechs. This can be explained by the former commentary – so that Germans simply do not like commercials much.



Pic. 21 The message source comparison

Promoting podcasting by handing out a trial episode on e.g. mp3 players would be appreciated by 29 % of Germans, but 44 % of Czechs.

The last issue relates to the potential *monetizing options* aside from advertising, which is easy to use and very common. Germans would like to have podcasting free of charge more than Czechs. The idea of free streaming and paid downloading is acceptable for both nationalities at around the same rate. Twice as many Germans (30 %) than Czechs would like to use voluntary donations. A lump fee is also more doable for Germans. This option was chosen in 24 % of cases by Germans, but only 16 % of cases by Czechs. Premium episodes and “best of” selections are more popular in the Czech Republic, however only in about 11 % of cases. Any gift as a reward against any subscription fee would be appreciated by only 6% of people in both countries.

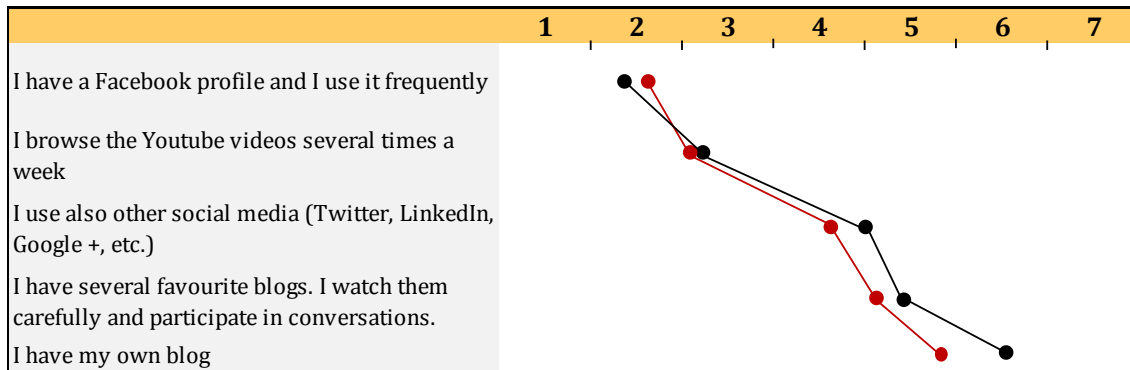
Tab. 46 The comparison of the willingness to pay

	Czech Republic	Germany
	% Cases	
No, even with no commercials	40,99	46,48
Yes, in case of free streaming and paid download	21,25	22,27
Yes, voluntary donation	16,32	32,03
Yes, lump fee (monthly) in case of high quality information	15,56	24,22
Time to time for premium episodes	11,57	8,59
Yes, for "best of" selection	11,01	5,47
Yes, against a present (T-shirt, hut, extra documents, statistics, etc.)	5,50	5,86

4.7.5 IT and social media literacy

Attitudes to social media is approximately the same in both countries. Facebook is used slightly more in the Czech Republic, whereas YouTube more in Germany. In general, YouTube is used about one scale point less often than Facebook. Considering other social media, Germany is more engaged in this area. They use them sometimes, but Czechs in comparison tend to feel less enthusiastic about the other possibilities. Regarding blogging the situation is better in Germany. The difference is even more obvious for people who find themselves actively blogging, but it is fair to say that there are not many of them in Germany either.

Tab. 47 The social media knowledge comparison



PC literacy is also not too different, as is shown in the table. The only and rather big difference is by the “expert” category. But this could be also caused by the sample characteristics (10 % of Germans selected the IT field, compared to only 5 % of Czechs).

Tab. 48 The comparison of IT literacy

IT literacy	Czech Republic	Germany
	Relative Frequency	
It's all "Greek" to me	0,71	0,00
Basic PC knowledge	4,41	1,12
Intermediate User	55,91	47,01
Advanced User	32,80	34,70
IT expert	5,11	16,04
RSS knowledge		% Cases
I have no idea what it is	55,62	32,18
I recognize the logo	20,29	48,28
I am aware of it but have never tried it	20,11	15,71
I know it - I have already used it	12,14	30,27
I have iTunes on my PC	9,96	23,37
I use RSS "(feed)reader	4,89	22,22
I am able to insert the RSS code into the website	4,53	15,33

RSS technology is more familiar among Germans and the differences are quite big. But again, podcasting in Germany is already more developed so it is not surprising. Regarding the control question, 40 % of Czechs were able to identify the RSS logo, however in Germany it was 64 %. 48 % of Czechs stated that they had already seen it but were not able to add the right meaning, compared to 34% of Germans. While 11 % of Czech had seen it for the first time and had no clue what it is, there were only 3 % of Germans answering in the same manner.

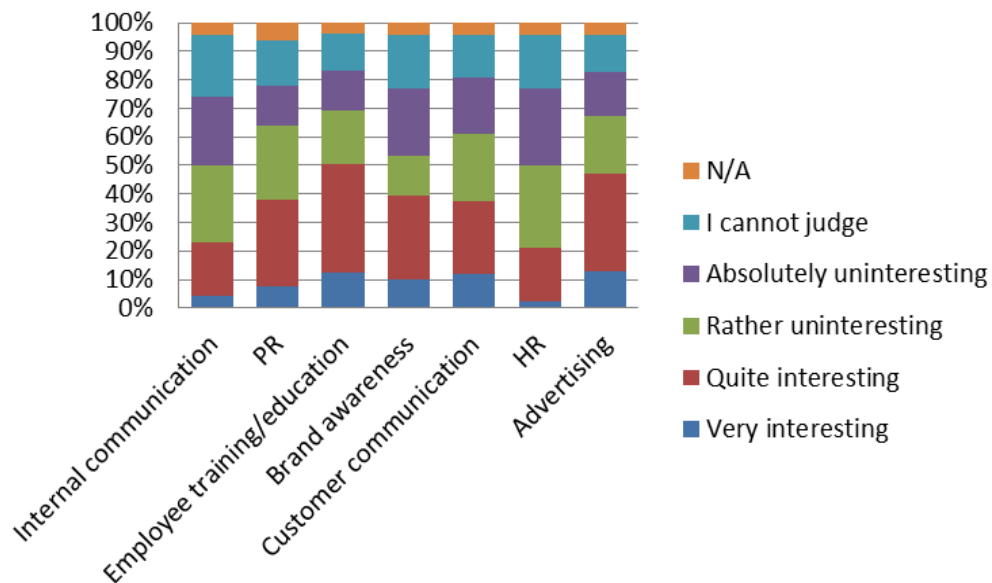
4.8 Podcasting and business environment

4.8.1 General knowledge

The first question already showed that around 66% of company representatives do not know the term “podcasting”. This confirmed precisely the public data.

The second question was an open question and was supposed to get specific information from companies which have already been using podcasting. Answers were as follows: listening to radio, music, internal and external communication, internal training, information gathering, product presentation, corporate website, employees’ stories, language learning and teaching, advertising and recommendations, education, news in English (BBC), corporate E-learning, and business offers to clients. Such information was provided by just over 5 % of the total number of companies. On the other hand, the answers are relevant and have at least some information value. They correspond the with literature overview.

The attractiveness of possible usage in given categories is displayed in the chart below:



Pic. 22 The options of business use and their evaluation

Around 50 % of companies find podcasting interesting for employee training and education, and for advertising. Around 40 % like it as a means of doing PR, building brand awareness and communication with customers. Approximately 20 % find it interesting for internal communication and HR (hiring).

4.8.2 Current business needs and challenges

This topic was covered by the fourth question and the results are displayed in the table 49. The scale descriptions for this and the other questions are available also in the annex H.

Tab. 49 The business needs & challenges

	N	Average	Median	Mode	Mode Frequency	Standard Deviation
Increasing sales/ROI/turnover	307	2,72	2	1	110	1,97
Brand building	312	3,02	3	1	78	1,87
Customers' targeting	310	3,20	3	2	77	1,95
Increasing traffic to the web, shops, etc.	310	3,22	3	1	82	2,00
Increasing credibility and trustworthiness in the field	307	3,22	3	1	70	1,92
Employee motivation	312	3,24	3	1	76	2,01
Improving the information flow outside the company	309	3,29	3	3	74	1,83
Increasing the public interest about the company	311	3,36	3	1	73	2,04
Savings on promotion	308	3,63	3	4	57	1,97
Economy in time (in communication with customers / partners)	310	3,75	3	3	71	1,81

The brief summary is that all the needs and challenges are legitimate. Increasing sales, ROI or turnover is the most actual. The next one is brand building, followed by the others, which differ absolutely minimally. Savings on promotion and time saving by communication are close to neutral. The volatility of answers is quite big though.

4.8.3 Staff podcasting competency / free capacities

This section should provide an answer if companies have free capacities for podcasting production, and if they employ competent staff.

According to the table 50 companies usually possess employees who are skillful in communication, however the situation is much worse when considering editing and publishing. Companies very seldom have the required audio recording equipment and absolutely no time and physical capacities for podcast production. In contrast with this situation, companies mostly prefer doing things in-house and do not use outsourcing. This is especially clear by mode value and its frequency.

Tab. 50 The manpower and capacity overview

Statement	N	Average	Median	Mode	Mode Frequency	Standard Deviation
We do have employees who are skillful in communication	309	2,82	2	2	80	1,65
Outsourcing is used hardly ever.	309	3,03	3	1	80	1,81
Outsourcing is used on daily basis.	309	4,69	5	7	83	2,06
We do have employees who are technically skillful and able to edit and publish podcasting	308	4,69	5	7	84	2,04
We possess the required audio equipment for podcasting recording	308	5,67	6	7	149	1,77
There is free capacities (time, staff) for podcasting production	306	6,17	7	7	194	1,45

4.8.4 Communication

The first analysis was focused on current use of the communication mix. In general, volatility between answers was very high. It is obvious that on-line advertising is more less the only advertising method used quite normally. Sponsoring scored quite neutrally. Even though personal selling received better assessment than sponsoring, according to mode frequency and value (7) it can be viewed as a less frequent tool. Flyers and posters scored quite neutral frequency levels.

Tab. 51 The communication mix use evaluation

	N	Average	Median	Mode	Mode Frequency	Standard Deviation
Advertisement on the Internet	309	3,70	3	1	65	2,18
Personal selling	310	4,14	4	7	106	2,50
Sponsoring (active or passive)	311	4,34	4	4	65	1,90
Flyers / posters	308	4,50	4	7	96	2,18
Advertisement on TV, radio, press, outdoor	310	4,78	5	7	97	2,12
Press releases	310	4,92	5	7	103	2,02
Direct marketing	308	4,93	6	7	131	2,26
Events, roadshows, conferences	309	5,00	5	7	119	2,00
Loyalty programs	307	5,16	6	7	140	2,09
Sales promotion	311	5,20	6	7	142	2,09

The other parts of the communication mix are used infrequently or in cases of loyalty programs and sales promotion, rather very rarely.

Regarding the customers' relation and general communication characteristics, the results show that a dialog with the customer is very important for most com-

panies and the most company also claim that they actively demand customers' feedback (table 52).

Tab. 52 The approach to customers and general communication statistics

Statement	N	Average	Median	Mode	Mode Frequency	Standard Deviation
Dialog with a customer is very important	307	1,73	1	1	177	1,20
Customer's feedback is actively demanded	311	2,67	2	1	101	1,73
Our consumers represent a narrowly defined segment	312	2,69	2	1	124	1,96
Communication inside and outside the company is actively stimulated	311	3,02	3	2	75	1,64
We are a dynamic company which follows modern trends	311	3,26	3	4	75	1,63
We started using social media as we felt it was a must	311	4,39	4	7	93	2,25
Our company monitor WOM	309	4,59	5	7	98	2,11
Special software is used for WOM monitoring	306	6,20	7	7	208	1,44

Most of the companies also claim that their consumers represent rather a narrowly defined segment and are easily distinguishable. Companies also try to actively stimulate the communication inside and outside, but this initiative is not seen as a number one priority. Even less companies view themselves as dynamic and new trends followers. Yet on average there is an agreement with this statement.

The social media embrace was not seen as a must by most companies and they also tend not to monitor the WOM. An absolute disagreement was expressed towards special software or services being used for such monitoring.

A problematic relationship with press was acknowledged by 26 % of companies. The most frequent problem stated in every second case was that the content of press release had been altered. In 45 % of cases the press releases had not been noticed.

Online marketing tools are used as displayed in the table 53:

Tab. 53 The online marketing tools

	Absolute Frequency	% Answers	% Cases
Web pages	217	27,96	71,15
SEO optimization	152	19,59	49,84
Social medias	93	11,98	30,49
Web analytics	75	9,66	24,59
I do not use any	75	9,66	24,59

Business blog	69	8,89	22,62
PPC campaigns	57	7,35	18,69
Others	38	4,90	12,46

The results show that the most simple online tool is a website. Although it is used in 71 % of cases, it is quite questionable if this is nowadays a huge number. Every second company claims to use SEO, and every third company uses social media. Web analytics tools are used by ¼ of companies, however some claim to not use any online marketing tool. PPC campaigns are used by 19 % of companies. Beside these given options companies also use YouTube, direct mailing, LinkedIn, re-marketing, and retargeting. The actual number of “other” option results is smaller because companies did not always mention online marketing tools.

4.8.5 Selected multi-area aspects and its relation to doing business

The most important parameter for companies in assessing their marketing efforts is “effectiveness”, as shown in the table below. Low cost and customer service follow with both ranked as very important. Expert status and targeting are close behind. These two have the same average values. Companies also rate as important the pull principle, niche (when understood what it means), and advertising.

Tab. 54 The selected aspects related to business

	N	Average	Median	Mode	Mode Frequency	I do not understand
Effectiveness	301	1,94	2	1	149	1,27
Low cost	308	2,25	2	1	124	0,32
Customer services	304	2,36	2	1	132	0,63
Expert status	278	2,95	2	1	96	8,89
Targeting	293	2,96	3	2	73	4,44
Pull principle (market listening)	287	3,40	3	2	67	6,03
Niche	86	3,84	4	4	24	68,25
Advertising	307	3,95	4	3	61	0,32
Involving a customer in the production process	292	4,02	4	7	57	4,76
Update of communication channels	285	4,20	4	7	51	6,67
Following trends/fashion	294	4,31	4	7	81	4,13
Copyright	276	4,43	5	7	75	7,94
Long tail	285	4,45	4	7	66	6,35
Community building	286	4,77	5	7	85	6,03
Sponsoring	303	4,84	5	7	73	1,27
Blogging	251	5,84	7	7	127	16,51

Involving customers in the production process is seen as not that important. Following trends in communication scored neutrally with a slightly negative tendency. Other categories ranked as rather unimportant include following trends in general, the copyright, an on-line archive of accessible information, community building and sponsoring. Blogging is definitely the least important activity in companies' business activity.

4.9 Business wrap up

Summarizing the findings above, one third of companies are aware of podcasting, and it can be stated with certainty that 5% do use podcasts properly for business. The least interesting areas of podcasting use are for internal communication and HR. The other areas received more positive than negative evaluations. Companies also view podcasting as helpful in the present or near.

The internal capacities of most companies for producing podcasts are highly questionable. The only positive thing is they do possess staff skillful in communication. However, they would have to find a "willingness" to outsource if they want to start podcast production (or find the internal capacities and invest in production equipment).

Analyzing the communication mix, the most frequently used channel are on-line advertising, and the least frequent events, loyalty programs and sales promotions. Generally, it is very positive that companies do not want to save on promotion expenditures, and they want to increasing sales and ROI. Events and loyalty programs could be well covered by a podcast, so they could get more out of these channels if they launched them. Podcasting could also assist for direct marketing, which is used less even though it is a strong tool. To conclude this section, companies usually use a variety of promotional tools, so it can be claimed that they are quite experienced. However, following trends, being dynamic, and introducing new communication channels is seen slightly negatively.

From the list of aspects which companies could find important, is obvious that although companies highly value customer service, involving costumers in the process, community building and blogging are not so important or rather unimportant. The question is "why". It could be possible that companies did not have the motivation or tools so far. Referring back to using podcasting for PR, podcasting could be the tool that helps fill this gap.

It is positive that companies have in many cases integrated SEO and social media to their on-line communication strategies, so any experiment with podcasting might be already easier.

Some correlations with a company's size have been identified. Using podcasting for PR is the more attractive the bigger the company is. The same trend applies for increasing public interest in a company. Outsourcing is more common for bigger companies – the smaller ones tend to rely more on their own abilities. Although it was said that events, roadshows and conferences are not popular, there is

a correlation. The bigger the company is, the more they are used. Trend in social media have quite the same resemblance, however the 10-99 employee group uses them the least. The field and region correlation were not included.

5 Discussion

This whole paper deals with podcasting by testing existing data from abroad against the Czech and German populations, and also creating new statistics which were not previously available.

First, there will be a quick review of the business market. In the literature section it was claimed that customer relationship is of the greatest importance, as well as finding the customer's solution prior the product. This was mostly confirmed and proven by Czech companies, which reported that having a dialog with customers and customer feedback, are very important, as well as the customer service and pull principle. On the other hand, involving customers directly in the product development process and building a community of customers are seen as neutral or slightly unimportant.

Following the association rule, podcasting could help present a company as being modern. However, classifying themselves as a dynamic, and following modern trends, was mentioned in about 50 % of cases.

Another trend is moving to digital and targeting. The results showed 70 % of the companies have a business website, 50 % use SEO, 30 % use social media, and more than 50 % of companies use online advertising. That is already a very good starting point. Moreover, one of the easiest ways to monitor podcasting is using web analytics services, and this is already used by 25 % of companies. Targeting is perceived as quite an important issue, and around 60 % of companies claim to have very narrow segments.

At the very beginning of the literature overview, the importance of the long tail was mentioned. This is however seen by Czech company as a rather unimportant aspect.

Journalists as gatekeepers were stated in the literature as a big problem, and this is supported by 26 % of Czech companies reporting problems with media. This provides an opportunity for podcasting to serve a useful purpose. Assessing Czech companies regarding their general PR connection with bloggers and podcasters, as well as the web's PR function returns questionable results. Every third company uses social media, but the question is if, in this modern era, this number is high enough. Moreover, companies mostly do not think social media use is a must, and they seldom monitor the WOM. On top of it all, they do not feel like building a community. (This situation also reflects the quite uncommon use of direct marketing). All of this looks pretty negative for podcasting, however PR was evaluated as one of the areas with quite a big potential.

The literary survey gives objectives which can be covered successfully by podcasting. These include the spreading of information, increasing awareness, credibility (expert status) and trustworthiness, and sales, creating brand awareness, and motivating employees, increasing traffic to the websites, and stores. It was found out that increasing sales and brand building are at the top of companies' current needs. Other highly ranked categories included credibility, public interests, and general traffic. The expert status was evaluated as very important.

Secondly, selected Czech public data are compared with the literary overview. It was claimed that users (customers or consumers) long for functionality and control, and only media which provide these can survive. This turned to be absolutely true.

The Czech population is generally IT literate enough to be able to successfully manage the podcast-related operation issues. Moreover, it is very experienced in Facebook use, and YouTube is not unknown. Altogether, it is a good prerequisite for, as mentioned in the literary overview, the high level of interactivity which influences the persuasive effect positively.

Humor has been mentioned as an important part in the communication effort and in the previous research it had been found out that humor is best for young, educated and successful men. This research however found only a very small correlation with education, but in favor of a lower educated audience.

On the other hand, it reflects the same tone of the characteristics of the younger people mentioned in the overview (these were: well-oriented in new technologies, teenagers prefer less and less tradition media in favor of the Internet; they are open to unusually creative advertising and to messages delivered via uncommon means). They are well-oriented in new technologies including podcasting, and use radio quite rarely. They prefer portable devices and PCs. Traditional advertising is very unfavorable for them.

Generally, it is claimed that half of the all podcasts are listened to on desktops or laptops. Czech podcast listeners claim that they use PC even more – in 66 % of cases. In the literature survey, it was also mentioned that up to 50 % of people listen to podcast online. In the Czech Republic it is 59 % of people.

It had been found out that 84 % of radio listeners consider commercials as a fair price for free radio. However, within the Czech population only up to 22 % of people say they do not mind commercials while enjoying free content. It had been also claimed that 34% of listeners turn off the radio when the amount of ads becomes too annoying. However, 73% of Czechs make this claim. The same earlier research found that younger audiences are more intolerant of ads, and this was proven true in this research as well. The existing research also claimed that brief and relevant commercials are fine, and this was proven also by this research.

In the literature survey it was claimed that 88 % of podcast audiences listen or view the entire broadcast. This was claimed by 83 % of Czechs.

Regarding the different types of ad formats, the literature authors claim that their effectiveness is as follows: prerecorded ad (the least effective) -> host -> celebrity -> average Joe (the most effective). Czech research showed that the likability of these formats are: prerecorded ad (the least likable) -> average Joe ->celebrity -> host (the most favorable). A prerecorded ad, which is supposed to be the least effective, is also least favorable. Host-read ads, which should be the most favorable ad format in the Czech Republic, had been claimed unfortunately as the second least effective.

It was also claimed that consistency of delivery is very important. However, Czech listeners view delivery frequency neutrally.

The right length of a podcast is also a matter of discussion. In the literature survey it was stated that: 1) the ideal length is between 15 – 20 minutes 2) it should be determined by how much content is ready to be conveyed 3) it should correspond with commuting time.

In the U.S. the ratio between male and female podcasts listeners is 54 % vs. 46 %, in the Czech Republic it is 57 % vs. 43 %.

6 Summary

While the podcasting phenomenon is nothing new overseas, it remains an untapped communication resource in the Czech Republic. To be absolutely fair podcasting development abroad has been, at least at the beginning, rocky. It experienced stagnation and then a rebirth in both in the United States and Germany, but it is now fully developed and on the growth again. In contrast, podcasting in the Czech Republic is still awaiting some impulse which would see it develop into an effective marketing tool.

Literature survey has shown that podcasting has undisputable potential for business use for several reasons. First, it follows the modern trends in communication: it is a digital medium, allows for customization and segmentation, is customer oriented and provides on-demand information. Second, it eliminates some disadvantages of classical media for example newspapers' life span, limited targeting and limited exposure to young audiences; magazines' high cost; TVs' clutter, high cost and targeting; Radio's background listening, life span, station switching; irritation and confusion by online advertising; and outdoors' long implementation and quick message exposure. The same applies for certain parts of the communication mix such as no direct persuasion and one way communication of advertising, flexibility and costs of personal selling, press issues in PR, spam risk of direct mailing, etc. In addition, the nature of podcasting allows companies to involve and influence customers.

The research shows that the Czech population has an interest in listening to podcasts (23 % of those interviewed said they want to try it now, and more than 50 % said they want to try it in the future). Although this medium can be more easily to be introduced to younger people because of their existing relationship with digital media and information technology, it would no doubt be accessible for older age groups too.

According to the survey responses, it can be concluded that companies have a great chance to take advantage of this situation. It must be noted that Czechs long for comfort, functionality and control, and they commute a lot. These behavioral factors coupled with information technology and social media knowledge, as well as a rather tolerant attitude to advertising make podcasting a great tool for advertising and sponsorship. This is supported also by the fact that more than 80 % of people usually listen to the whole track and only slightly more than 30 % tend to listen with a delay.

Czech companies themselves see large potential for podcasting not just for advertising, but also for internal communications, PR, brand awareness, and communication with the customer in general. It was also found that companies want to work on brand building and better targeting. They want increase traffic to their sites, build credibility, and enhance their image. In addition, they try to make the customer of central importance and wish to engage in meaningful dialog as well as receiving customer feedback.

The above factors show that podcasting in a business environment has high potential to succeed and help businesses fulfill their goals, but in order to reach this potential, companies must be willing to make changes in their communication strategies. According to the business survey upgrading or updating communication channels is considered unimportant to them. In addition, to reach the full potential of podcasting, there should be a possibility for companies to outsource podcasting services. Many companies stated they do not have skillful staff capable to deal with podcasting production and distribution, or, more significantly, almost all companies stated that there is not enough manpower or time. This indicates a necessity of creating some sort of “podcasting industry”, which could offer podcasting related services to companies with the aim of facilitating the connection between companies and their customers or public.

Lastly, there are almost no private podcasts – public representatives – which could create the trend and space exclusively for advertising and sponsoring. In the US, there is already a well-established private sector of podcast shows, covering a range of industries and topics that companies can sponsor or use to plant advertisements. The latter is also the reason why companies have to start their new podcasting era themselves, and cannot rely on “public help”. Although the natural and slow public-to-public introduction looks logical, companies must keep in mind that they do not have time to wait for this long distance race in the public sphere. It takes a long time to establish a high quality and successful podcast show, unless the host is real voice artist who has a great command to market his podcast (and of course the show’s content). Thus only way of nowadays business use which comes into account is creating a brand new corporate podcast which would follow some of the ideas mentioned in the previous paragraphs and spreading the message to the target audience directly in this manner.

When companies manage to produce podcasts of high quality that attract listeners, they receive a great competitive advantage of being absolutely unique combined with no clutter, so every single attracted listener will pay attention solely to the company’s podcast. Moreover podcasts may also attract listeners who are not their target audience but who might thereby be converted.

Although the costs associated with podcasting have not been further discussed, it was mentioned it is an inexpensive way of spreading information. A quick equipment survey among Czech audio stores showed that the value scale¹¹⁵ quoted by Mack and Ratcliffe (2008) is more or less comparable, so that the price for the high quality equipment is less than 20 000 CZK. It reflects the need for purchase of the equipment found in the survey. The basic equipment can be purchased for around 5000 CZK which poses no huge financial risk for company of all sizes. As one minute of good quality audio file¹¹⁶ represents approximately 1 MB, an episode around 15 minutes published twice a week, would require a stor-

¹¹⁵ 4 categories: “Cheapskate” (\$0), “Novice” (<\$250), “Enthusiast” (~\$600), “Professional” (\$1,000 +)

¹¹⁶ 128 Kbits/sec, MP3 file

age volume of 120 MB for 30 days. For example the already-mentioned-podcast-hosting company Libsyn provides several hosting packages on their website. In the above example, spending 15 USD monthly is truly sufficient. On the other hand, if a company prefers a total control and flexibility, the web hosting service active24 offers 30 GB server possibility with unlimited throughput¹¹⁷ for around 600 CZK (incl. VAT) per month. However, these examples have only shown how the operating costs can look like. The full range of possibilities with exact calculations is beyond the scale of this work and differs obviously with a specific format, hosting solution and provider.

In summary, companies have never had so many opportunities and tools to communicate and, as mentioned in the introduction, this can either be an advantage - reaching their audience more easily and more efficiently, or a burden that has the potential to cause damage if mismanaged or left unchecked. Podcasting is no doubt a powerful tool which can become extraordinary, and to increase the chances of creating a good podcast, companies should engage closely with customers even in these early stages in order to modify the podcast according to their customers' wishes.

Last but not least, podcasting production and distribution itself is comparatively simple technology that is cheap to execute. Moreover companies already have employees skillful in communication at disposal so any try of podcasting incorporation might be only well rewarded.

¹¹⁷ Again, while respecting our case of a 15 minutes podcast show published twice a week needs almost 1,5 GB of long tail data per year.

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Annex

A Cost calculation tables

	Subscriber Bandwidth	Number of Subscribers	Total Bandwidth	Monthly Bandwidth Cost
Month 1				
<i>Steve & Mitch Hour Your Show</i>	173 MB	500	86.5 GB	\$65
			_____ x \$0.75	_____
Month 2				
<i>Steve & Mitch Hour Your Show</i>	173 MB	1,250	216.25 GB	\$162
			_____ x \$0.75	_____
Month 3				
<i>Steve & Mitch Hour Your Show</i>	173 MB	1,750	302.75 GB	\$227
			_____ x \$0.75	_____
Month 4				
<i>Steve & Mitch Hour Your Show</i>	173 MB	2,500	432.5 GB	\$324
			_____ x \$0.75	_____
Month 5				
<i>Steve & Mitch Hour Your Show</i>	173 MB	3,400	588.2 GB	\$441
			_____ x \$0.75	_____
Month 6				
<i>Steve & Mitch Hour Your Show</i>	173 MB	4,300	743.90 GB	\$558
			_____ x \$0.75	_____
Month 7				
<i>Steve & Mitch Hour Your Show</i>	173 MB	5,400	943.2 GB	\$700
			_____ x \$0.75	_____
Month 8				
<i>Steve & Mitch Hour Your Show</i>	173 MB	6,600	1,141.2 GB	\$855
			_____ x \$0.75	_____
Month 9				
<i>Steve & Mitch Hour Your Show</i>	173 MB	7,800	1,394.4 GB	\$1,046
			_____ x \$0.75	_____
Month 10				
<i>Steve & Mitch Hour Your Show</i>	173 MB	9,000	1,557 GB	\$1,168
			_____ x \$0.75	_____
Month 11				
<i>Steve & Mitch Hour Your Show</i>	173 MB	10,000	1,730 GB	\$1,298
			_____ x \$0.75	_____
Month 12				
<i>Steve & Mitch Hour Your Show</i>	173 MB	12,000	2,076 GB	\$1,557
			_____ x \$0.75	_____
Total			11,202.9 GB	\$8,401

Pic. 23 Calculation of the monthly bandwidth requirements for the first year of production
 Source: Mack, Ratcliffe, 2007

	Total Storage	Steve & Mitch Monthly Hosting	Your Total Storage	Your Show's Monthly Hosting
Month 1	173 MB	\$10	MB	\$
<i>Add previous month to total monthly storage</i>	<i>+173 MB</i>			
Month 2	346 MB	\$20	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 3	519 MB	\$20	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 4	692 MB	\$30	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 5	865 MB	\$39	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 6	1038 MB	\$39	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 7	1211 MB	\$48	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 8	1384 MB	\$57	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 9	1557 MB	\$66	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 10	1730 MB	\$66	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 11	1903 MB	\$75	MB	\$
<i>Add previous month to total monthly storage</i>				
Month 12	2076 MB	\$84	MB	\$
Total		\$554		

Pic. 24 Storage costs over the first full year of production
Source: Mack, Ratcliffe, 2007

B Classic and integrated communication & Key drivers

Tab. 55 Classic and integrated communication

Classic communications	Integrated communication
Aimed at acquisition	Aimed at retention, relationship manag.
Mass communications	Selective communications
Monologue	Dialogue
Information is sent	Information is requested
Information provision	Information – self serviced
Sender takes initiative	Receiver takes initiative
Persuasive “hold up”	Provide information
Effect through repetition	Effect through relevance
Offensive	Defensive
Hard sell	Soft sell
Salience of brand	Confidence in brand
Transaction-oriented	Relationship-oriented
Attitude change	Satisfaction
Modern: linear, massive	Postmodern: cyclical, fragmented

Source: Pelsmacker, 2010

Tab. 56 Key drivers of integrated communication

Key drivers of integrated communication
Loss of faith in mass media advertising
Media cost inflation
Need for more impact
Need for more cost-effectiveness and efficiency
Media fragmentation
Audience fragmentation
Increased reliance on highly targeted communication methods
Low levels of brand differentiation
Increased need for greater levels of accountability
Technological evolutions
Greater levels of audience communications literacy
Over lapping audiences
More complex decision-making units
Need to build more customer loyalty
Move-towards relationship marketing
Globalization of marketing strategies

Source: Pelsmacker, 2010

C Pros and cons of selected medias

	Pros	Cons
Newspapers	Flexibility, Consistency, Good local coverage, Addressing of wide variety of readers, High trustworthiness, Storage possibility (Vašítková, 2014); Low cost of production and placement, Predictable timing (Schenck, 2005); Timeliness, Ads theme choice (Kac, 2006)	Short life, Low information quality, Low attention while reading, (Vašítková, 2014); Limited targeting, minimal youth audience, bad ads on-page organization (Schenck, 2005)
TV	Wide market coverage, Low cost per customer addressing, Audio, video, Emotional impact - true to life (Vašítková, 2014) The most pervasive medium, mass reach (Kac, 2006);	High total cost, Low attention (too many inputs clutter), Limited targeting; (Vašítková, 2014); Professional production, complex buying time (Schenck, 2005)
Direct mailing	Targeted addressing, Low cost per customer addressing, No direct contact with competition, Eliciting of the personal contact impression (Vašítková, 2014)	Less noticeable image (Vašítková, 2014)
Radio	Local appeal, Imagery transfer (from the same TV ad) (Kac, 2006); Targeted, Low cost, (Vašítková, 2014); Big reach (Pelsmacker, 2010); Flexible in rate, length, message content, immediate reach, involving (Schenck, 2005)	Only audio, "Background" medium, Low listeners' attention, Irregular listening (Vašítková, 2014); Short message lifespan (Pelsmacker, 2010); Station switching, Hear-it-now (cannot rewind to hear it again) (Schenck, 2005); Stations fragmentation (Kac, 2006)
Magazines	Targeted, Trustworthiness, prestige, High quality information, Long life; High readers' attention, (Vašítková, 2014); Large audience (Pelsmacker, 2010); Merchandising materials, targeted editions - regional adjustments (Schenck, 2005)	Low flexibility - long planning cycle (Kac, 2006); High cost, Possible positioning problems, Whole-area coverage (Vašítková, 2014); Slow - delay in reach (Pelsmacker, 2010)

Outdoor	Unavoidable, Geographically pinpointed (Schenck, 2005); Flexibility, types variety, Frequent contact, Low direct competition, Adjustment to positioning, Lower price (Vašítková, 2014) Size, Ethnic groups reach, reinforcing message (of other medias) (Kac, 2006);	Difficult targeting, Long implementation time, Limited information extent (Vašítková, 2014); Brief message exposure, environmental criticism (Kac, 2006); Physical state (vandalism) (Schenck, 2005);
On-line advertising	Targeted, Low cost, Interactivity, Quick contact (Vašítková, 2014)	Low number of approached visitors, Geographically uneven audience, Relative low influence (Vašítková, 2014); Users confusion and irritation by ads, nonstandard metrics (Kac, 2006);
Cinema	Audio/video (longer than 2 minutes); Sensual affect - emotions; Good targeting; Cannot be skipped (Vašítková, 2014)	High expenses to get listed in the film materials and copies (Vašítková, 2014)
Internet	Nonstop and fast information channel, Wide reach, Low cost, Feedback, easy metrics, Selectivity, Easy data processing, Multimedia, hypertext links (Vašítková, 2014); Flexibility (Kac, 2006);	Technical limitations (connection speed, etc.), Non-personal communication, Internet access (Vašítková, 2014)

D Correlation tables of the Czech public

Tab. 57 Correlations with sex (Czech Rep.)

No.	Question	p value	Pearson's coefficient
1	Do you recall anything under the term "podcasting"?	p=,00019	,1817352
2	How do you feel about future podcasting using	p=,00000	,1663228
6	Ideal frequency	p=,03023	,1291572
7.1	Radio use preferences	p=,00226	,1401407
7.3	Mobile phones use preference	p=,00020	,1505615
7.4	PC use preference	p=,00000	,1853782
7.5	CD players use preference	p=,00021	,1522330
8	Radio listening – daily	p=,00002	,2363886
8	Radio listening - once a week	p=,01461	,1671678
8	Radio listening - 0,5 - 1 hour	p=,01828	,1640924
8	Radio listening - more than 1 hour	p=,03934	,1528237
8	Radio listening - at home	p=,04394	,1510910
8	Radio listening - in the job	p=,02982	,1570419
8	Radio listening - in the car	p=,03441	,1548881
8	Radio listening - music programs	p=,00011	,2205746
8	Radio listening – news	p=,00078	,2016311
8	Radio listening – themed	p=,00000	,2495153
9	Portable devices listening – daily	p=,00001	,2445227
9	Portable devices listening -0,5 - 1 hour	p=,01846	,1639553
9	Portable devices listening - 1 hour - 1,5 hour	p=,03285	,1555897
9	Portable devices listening - at home	p=,00159	,1939979
9	Portable devices listening – commuting	p=,00000	,3235689
9	Portable devices listening - means of transportation others from cars	p=,00000	,2585661
9	Portable devices listening – sport	p=,00000	,2481456
9	Portable devices listening - having a rest	p=,00025	,2128589
9	Portable devices listening – music	p=,00000	,3153089
10.1	Podcasting format - 1 moderator in the studio	p=,00195	,1411654
13.2	I do like functionality	p=,00176	,1508598
13.4	I do like control over the things surrounding me	p=,00013	,1637535
14	I do have iTunes installed on my PC	p=,04109	,1541993
15.1	I do have Facebook account	p=0,0000	,2232157
15.3	I do sometimes browse YouTube videos	p=,00000	,1807027
16	IT & Internet knowledge	p=0,0000	,2418732
17.1	Short add is bearable	p=,00014	,1636613
17.3	I do always mind commercials	p=,00817	,1412659
17.4	When there is too much commercials I dropped the listening	p=,00817	,1412659
18.1	Education character	p=,00333	,1455318

18.6	Course of the program	p=,01439	,1377217
19.1	Externally made add placed to the broadcasting	p=,00024	,1677220
20	Monetizing options – NO	p=,01690	,1713340
21.1	I so usually listen to the whole track	p=,03133	,1327679
21.2	I do unintentionally skip some parts	p=,00481	,1462735
21.4	I listen directly after "getting" the track	p=,01774	,1377348
21.5	I often forget about it and listening to it with a big delay	p=,00687	,1438925
22	Mp3 as a gift?	p=,00873	,1754917
23	RSS logo recognition	p=,00000	,2353442
24	Social media	p=,00000	,2950608
24	Comment on the websites	p=,00187	,1937941

Tab. 58 Correlations with age (Czech Rep.)

No.	Question	p value	Pearson's coefficient
1	Do you recall anything under the term "podcasting"?	p=,00035	,1675634
2	How do you feel about future podcasting using	p=,01816	,1643260
7.3	Mobile phones use preference	p=,01654	,1690942
7.5	CD players use preference	p=,04707	,1551407
8	Radio listening - at home	p=,00028	,1508977
8	Radio listening - music programs	p=,00315	,1230583
9	Portable devices using – news	p=,00496	,1171722
9	Portable devices using - themed broadcasting	p=,01662	,1508977
10.10	Podcasting format – serial	p=,00174	,1961730
13.3	I appreciate comfortableness	p=,04246	,1352792
14	I know RSS logo	p=,00003	,1765349
14	I already used RSS	p=,00000	,2078755
14	I am aware of RSS but never used it	p=,00000	,2238800
14	I have no idea what RSS is	p=,00000	,3205883
14	I do use RSS (feed)reader	p=,00000	,2017640
14	I am able to place RSS feed in the web structure	p=,00000	,2058292
16	IT & Internet knowledge	p=0,0000	,3935755
18.4	Importance of sound quality	p=,00054	,1904329
20	Monetizing options - lump fee	p=,01552	,1048377
21.1	I so usually listen to the whole track	p=,01536	,1501351
21.5	I often forget about it and listen to it with a big delay	p=,02511	,1441170
23	RSS logo recognition	p=,00000	,2746150

Tab. 59 Correlations with education (Czech Rep.)

No.	Question	p value	Pearson's coefficient
2	How do you feel about future podcasting using	p=,00193	,1422996
7.1	Radio use preferences	p=,02483	,1307454
7.5	CD players use preference	p=,00079	,1511492
7.6	Book readers use preference	p=,04924	,1296134
8	Radio listening – news	p=,01692	,1560151
9	Portable devices listening - at home	p=,01891	,1544557
9	Portable devices listening – commuting	p=,01173	,1610118
9	Portable devices listening - having a rest	p=,02269	,1518526
9	Portable devices listening – outdoor	p=,02036	,1534077
10.8	New product presentation	p=,00195	,1411654
13.2	I do like functionality	p=,01241	,1303798
15.5	I am an active blogger	p=,04723	,1270205
17.4	When there is too much commercials I dropped the listening	p=,02870	,1247869
18.2	Information quality	p=,00020	,1504658
18.5	Consistency	p=,01251	,1300919
18.7	Humor	p=,01231	,1292431
19.2	Commercial performed by a host	p=,00060	,1535208
24	Contact form	p=,00187	,1955380

Tab. 60 Correlations with education (Czech Rep.)

No.	Question	p value	Pearson's coefficient
7.1	Radio use preferences	p=,03384	,1266938
7.4	PC use preference	p=,03618	,1264133
8	Radio listening - in the car	p=,04314	,1513820
8	Radio listening - outdoor activity	p=,02816	,1578916
8	Radio listening – music	p=,03574	,1543078
10.3	Podcasting format – interview	p=,03195	,1266865
15.3	I do sometimes browse YouTube videos	p=,02206	,1286680
18.2	Information quality	p=,03431	,1309097
19.4	Average Joe	p=,01183	,1441456
21.3	I so usually listen to the whole track	p=,03725	,1318589

Tab. 61 Mutual correlations (Czech Rep.)

No.	Question	p value	Pearson's coefficient
2 + 12	Language skills and podcasting potential use	p=,00034	,1537790
2 + 7	Radio use and podcasting potential	p=,00821	,1343744
2 + 7	Portable devices use and podcasting potential	p=,00541	,1390458
2 + 7	PC use and podcasting potential	p=,00001	,1599012
14 + 23	RSS logo picture and RSS logo knowledge	p=0,0000	,4555663

E Correlation tables of the German public

Tab. 62 Correlations with sex (Germany)

No.	Question	p value	Pearson's coefficient
7.1	Radio preferences	p=,02308	,2383687
8	Radio listening – sport	p=,04702	,1204368
8	Radio listening – daily	p=,04443	,1218669
8	Radio listening - at home	p=,00035	,2133695
8	Radio listening - music programs	p=,00315	,1230583
9	Portable devices using - 5-6 days a week	p=,03166	,1301315
9	Portable devices using - in the job	p=,03579	,1271919
9	Portable devices using – commuting	p=,02312	,1374315
9	Portable devices using – music	p=,01721	,1440005
9	Portable devices using – news	p=,00755	,1610647
13.4	I like having control	p=,01306	,2561288
14	I know RSS logo	p=,00000	,2745215
14	I already used RSS	p=,00000	,2828656
14	I have no idea what RSS is	p=,00000	,3083359
14	I do use RSS (feed)reader	p=,00000	,2842676
14	I am able to place RSS feed in the web structure	p=,00003	,2499222
15.4	I have several favorite blocks and contribute to discussions	p=,00317	,2761024
16	IT & Internet knowledge	p=,00000	,4249883
18.1	Education character	p=,03359	,2052068
18.2	Information quality	p=,03233	,2036471
18.8	Ginger	p=,00008	,3110506
19.3	Celebrity placement	p=,01386	,2087995
20	Monetizing options - lump fee	p=,00179	,1915781
20	Voluntary Donations	p=,02191	,1417955
20	Free Streaming and paid download	p=,01519	,1500273
21.4	I listen to it right after getting it	p=,03365	,2051609
23	RSS logo recognition	p=,00000	,3681916
24	feedback – email	p=,00977	,1597310

Tab. 63 Correlations with age (Germany)

No.	Question	p value	Pearson's coefficient
2	How do you feel about future podcasting using	p=,00009	,2342831
7.6	Book readers	p=,00571	,2118833
8	Radio listening - more than 1 hour	p=,02980	,2000703
8	Radio listening – sport	p=,00197	,2515765

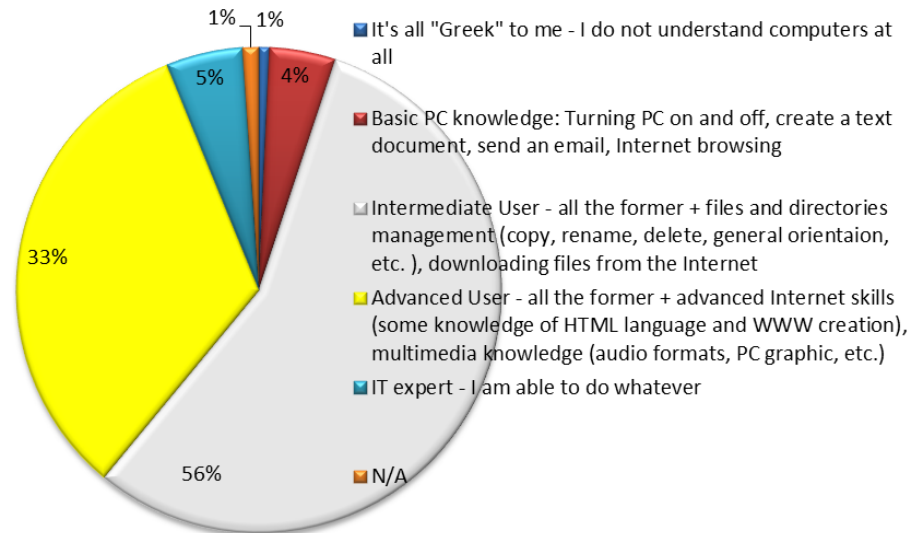
8	Radio listening - music programs	p=,01172	,2194801
8	Radio listening – themed	p=,01847	,2103090
9	Portable devices listening - daily	p=,01195	,2191074
9	Portable devices listening -0,5 - 1 hour	p=,02396	,2048274
9	Portable devices listening – other means of transportation	p=,00026	,2828344
9	Portable devices listening - sport	p=,03534	,1962508
9	Portable devices listening - music	p=,00001	,3337524
9	Portable devices listening - news	p=,00739	,2283110
9	Portable devices listening - themed	p=,00590	,2324729
10.6	Roundtable discussion	p=,00984	,1935086
13.6	Traditional advertising have no impact on me	p=,04851	,1785987
14	I already used RSS	p=,00799	,2298840
14	I have no idea what RSS is	p=,02021	,2112118
14	I do use RSS (feed)reader	p=,00005	,3097743
14	I am able to insert a RRS code in the website	p=,00170	,2573273
15.2	Other social media	p=,00452	,2097285
15.4	I have several favorite blocks and contribute to discussions	p=,03550	,1916365
16	IT & Internet knowledge	p=,01184	,1797891
18.2	Information quality	p=,01858	,1715222
18.4	Sound quality	p=,00286	,1898323
18.7	Humor	p=,02721	,1689448
18.8	Ginger	p=,03921	,1652855
19.1	Externally made add placed to the broadcasting	p=,00024	,1677220
20	Monetizing options - lump fee	p=,01260	,2231186
20	Voluntary Donations	p=,02806	,2060611
20	Premium Episode	p=,00591	,2378358
21.1	I so usually listen to the whole track	p=,02258	,1709013
23	RSS logo recognition	p=,00214	,2131676
24	Social media	p=,00828	,2318836
24	Audio Track	p=,01968	,2142551

Tab. 64 Correlations with education (Germany)

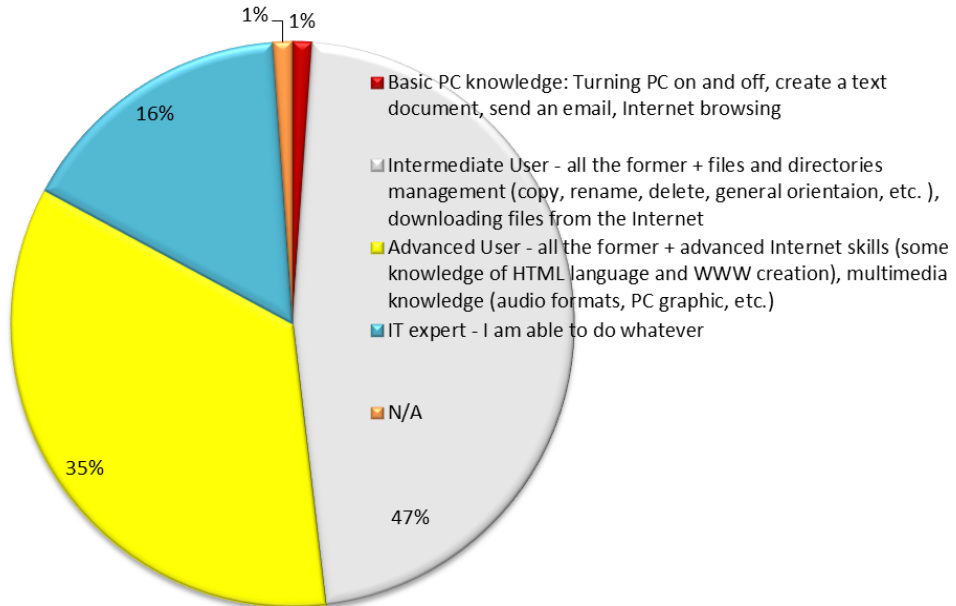
No.	Question	p value	Pearson's coefficient
1	Do you recall anything under the term podcasting	p=,02213	,2218141
8	Radio listening - less than 0,5 hour	p=,03066	,2144009
8	Radio listening - 0,5 - 1 hour	p=,00283	,2598217
8	Radio listening - in the job	p=,01301	,2321729
8	Radio listening – music	p=,00086	,2789859
9	Portable devices listening – commuting	p=,01816	,2254952
9	Portable devices listening - 0,5 - 1 hour	p=,00324	,2575601

9	Portable devices listening - other means of transport	p=,02683	,2173094
10.3	Interview	p=,04732	,1833490
13.4	I like having control over the things around me	p=,01545	,2158926
14	I have no idea what it is	p=,02136	,2251024
19.1	Externally made ad placed in the podcast	p=,01406	,1997717
19.2	Commercial performed by a host	p=,01386	,2011568

F Czech and German public IT knowledge



Pic. 25 The Czech IT knowledge overview



Pic. 26 The German IT knowledge overview

G Other practical tips for successful podcasting

- Examples of pod catchers: Windows Media Player, iTunes, (Mack, Ratcliffe, 2007)
- Google Adwords¹¹⁸ can provide an idea for right topic and name as well as possible traffic and the associated costs. (Mack, Ratcliffe, 2007)
- Up to 50% people listen to podcast online. To satisfy their needs embedded (for short podcasts) or popup players (for longer ones) should be a standard. They are especially useful when there are many references in the podcast to the company's site. (Mack, Ratcliffe, 2007)
- Unlimited throughput is a safer option as it can affect your cost unexpectedly. (Mack, Ratcliffe, 2007)
- Podcast can be added as a part of brand image (Geoghegan, 2008)
- "Sale" objective should not come first, be entertaining, engaging, educational instead (Geoghegan, 2008)
- It is to recommend to break stereotypes around the field whereby providing viewers with a new outlook on the field (Wine Library) (Geoghegan, 2008)
- Using a redeemable code for special events in the podcast (Geoghegan, 2008)
- When ads are brief and relevant listeners does mind (proved by studies) (Geoghegan, 2008)
- Provide consistent podcast. (Geoghegan, 2008)
- Podcasting requires a close cooperation of the web and marketing dept. at least but also the others like PR. (Geoghegan, 2008)
- The podcast length¹¹⁹ should be determined by how much can be conveyed not by some predetermined length e.g. 30 min or such. (Geoghegan, 2008)
- Schedule (frequency) - general advice not more than 1 a week and at least 1 a month. (Geoghegan, 2008)
- Building a community and relationship comes along with podcasting. It is advisable to create the space for comments on your web and engage the listeners from very beginning¹²⁰. (Geoghegan, 2008)
- Cover in the podcast what is important for the customers in day to day life instead what is important for the company¹²¹. (Geoghegan, 2008)
- Being authentic (door bell, etc.) (Publishers weekly, 2012)

¹¹⁸ Keyword planner tool and Traffic estimator (Mack, Ratcliffe, 2007)

¹¹⁹ Generally, shorter podcasts are more successful a "sweet spot" something around 15-20 min. (Geoghegan, 2008)

¹²⁰ E.g. audio comments – if getting an approval they can be a part of the podcast; online comments as testimonials (Geoghegan, 2008)

¹²¹ This indirect pitch means one big advantage - a top of mind awareness when your listeners decide to go shopping (Geoghegan, 2008)

- Keep it short - in general, less is more - It should correspond with commuting (Lawyers USA, 2012)
- Get more people behind the mike - Otherwise boring and one can lose the audience. (Lawyers USA, 2012)
- Cover also the own field experiences - discuss your practice area (pick topics "you" are interested in - if you do not care, listeners won't care), (Lawyers USA, 2012)
- Take the time before starting (early quitting is worse than not starting at all) (Lawyers USA, 2012)
- Consistency is important (Lawyers USA, 2012).

H Business questionnaire

Dear Mr. /Ms.,

As a representative of your company/business I would like to ask you to fill this 13-questions questionnaire which is a cornerstone of my diploma thesis which deals with the phenomenon of podcasting. The questionnaire is absolutely anonymous and the received information will be used only for the purposes of the thesis. Completing the questionnaire takes about 5 min. Thank you very much in advance.

Question 1 Do you know the term "podcasting"?

Choose only 1 answer from the options below

- Yes
- No

Question 2 If you already use podcasting for business purposes, provide, please, with some examples: _____

Podcasting definition: **The term „podcasting“ is a name for a specific way of receiving any media file (e.g. an audio/video record of one’s favorite show) from the Internet via a special PC software which automatically downloads any new files (episodes) to the PC and users can play the file anytime they want either in your PC or on any portable device (player).**

Question 3 How do you find podcasting in connection with these following options for your day-to-day use in your company?

Choose only 1 answer from the options below

	Very interesting	Quite interesting	Rather uninteresting	Absolutely uninteresting	I do not know
Internal communication					
PR					
Employee training					
Brand awareness					
HR - hiring					
Communication with customers					
Advertising					

Question 4 How current is for your business the following aspects?

Rate on a scale from 1 to 7: 1 top importance / we are currently working on it - 7 totally unimportant / out of question.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	6	7
Increasing sales/ROI/turnover							
Brand building							
Customers' targeting							
Increasing traffic to the web, shops, etc.							
Increasing credibility and trustworthiness in the field							
Employee motivation							
Improving the information flow outside the company							
Increasing the public interest about the company							
Savings on promotion							
Economy in time (in communication with customers / partners)							

Question 5 How do you find the following statements?

Rate on a scale from 1 to 7: 1 absolutely agree - 7 absolutely disagree.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	6	7
We do have employees who are skillful in communication							
Outsourcing is used hardly ever							
Outsourcing is used on daily basis							
We do have employees who are technically skillful and able to edit and publish podcasting							
We possess the required audio equipment for podcasting re-cording							
We have free capacities (time, staff) for podcasting production							

Question 6 How much do you use the following communication tools?

Rate on a scale from 1 to 7: 1 on the regular basis and often - 7 do not use at all.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	6	7
Advertisement on the Internet							
Personal selling							
Sponsoring (active or passive)							
Flyers / posters							
Advertisement on TV, radio, press, outdoor							
Press releases							
Direct marketing							
Events, roadshows, conferences							
Loyalty programs							
Sales promotion							
Sponsoring (active or passive)							

Question 7 To which extent do you agree upon the following statements?

Rate on a scale from 1 to 7: 1 absolutely agree - 7 absolutely disagree.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	6	7
Dialog with a customer is very important							
Customer's feedback is actively demanded							
Our consumers represent a narrowly defined segment							
Communication inside and outside the company is actively stimulated							
We are a dynamic company which follows modern trends							
We started using social media as we felt it was a must							
Our company monitor WOM							
Special software is used for WOM monitoring							

Question 8 Which on-line marketing tools do you use?

You can choose several, all, one or none from the answers below or add your own.

- Web Pages
- Social medias
- SEO optimization
- Web analytics
- I do not use any
- Business blog
- PPC campaigns
- Others: _____

Question 9 Has your company experienced any below mentioned troubles with traditional media?

You can choose several, all, one or none from the answers below or add your own

- Press release has not been noticed
- The content of the press release has been changed
- Others: _____

Question 10 How important are the following terms from your business point of view?

Rate on a scale from 1 to 7: 1 absolutely important – 7 absolutely unimportant.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	6	7
Effectiveness							
Low cost							
Customer services							
Expert status							
Targeting							
Pull principal (market listening)							
Niche							
Advertising							
Involving a customer in the production process							
Update of communication channels							
Following trends/fashion							
Copyright							
Long tail							
Community building							
Sponsoring							
Blogging							

Question 11 What is your field?

Choose only 1 answer from the options below

- Building Industry and Crafts
- Machines, Apparatus, Instruments and Gadgets
- Business and Profession Services
- Metal and Metal Products
- Food Industry
- Healthcare and Rescue Services
- Other Specialized Production
- Chemistry, Plastic and Rubber
- IT
- Agriculture, Forestry, Breeding, Fishing
- Wood Processing Activities, Paper Industry
- Services in General
- Others
- Entertainment, Sport, Travelling, Lifestyle
- Electricity, Heating, Glass, Water, Waste
- Textile, Clothes, Shoes, Leather
- Retail, Auctions, Letting
- Hospitality
- Consultancy, Procurement, Pricing
- Traffic, Transportation Means, Post and Messenger
- Real Estate
- Glass and Ceramic
- Personal Services
- Science, Research, Education
- Publishing House, AV Production, News
- Security, Health, Persons and Property Protection
- Weapons and Explosives

Question 12 What size is your company?

Choose only 1 answer from the options below.

- 500 and more employees
- 100 – 499 employees
- 10 – 99 employees
- 1 – 9 employees

Question 13 In which region do You have company's headquarter or business premise?
Choose only 1 answer from the options below.

- Prague, the Capital
- Středočeský
- Jihočeský
- Plzeňský
- Karlovarský
- Ústecký
- Liberecký
- Královéhradecký
- Pardubický
- Kraj Vysočina
- Jihomoravský
- Olomoucký
- Zlínský
- Moravskoslezský

You can leave any comments here: _____

Thank you very much and here is a small reward ☺

A boss stops his employee on the corridor:
"How come you are here 2 hours late today?"
"You told me yourself yesterday I should better read newspapers at home!"

I Public questionnaire

Dear Mr./Ms.

I would like to ask you to fill this questionnaire which is a cornerstone of my diploma thesis which deals with the phenomenon of podcasting. The questionnaire is absolutely anonymous and the received information will be used only for the purposes of the thesis. Completing the questionnaire takes about 10 min. Thank you very much in advance.

Question 1 Can you recall anything under the term „podcasting“?

Choose only 1 answer from the options below

- Yes
- No

Podcasting definition: **The term „podcasting“ is a name for a specific way of receiving any media file (e.g. an audio/video record of one’s favorite show) from the Internet via a special PC software which automatically downloads any new files (episodes) to the PC and You as a user can play the file anytime you want either in your PC or on any portable device (player).**

Question 2 How do you find this option for your day to day use?

Choose only 1 answer from the options below

- I’ve been already using it
- Interesting, I would like to try it
- Interesting, but I am not going to use it now
- Interesting, I am open to it in the future
- Rather uninteresting
- Absolutely uninteresting
- I do not know

Question 3 In case you are already a podcasting user (**otherwise go on with the question no. 6**), answer the following question. *Choose YES or NO for each row*

- Have you listened to any podcast within the last 30 days? **YES / NO**
- Do you listen to podcasts on your PC? **YES / NO**
- Do you listen to podcasts on your portable music players? **YES / NO**
- Do you listen to podcasts online using the embedded player in the particular browser?
YES / NO

Question 4 What was the first impulse for your podcasting trial?

You can choose several, all, one, or add your own.

- Interest in new technologies
- Interest in media
- Recommendation of your friends
- Abroad stay/visit

- Internet browsing
- Studying / education purposes
- Occupation
- Others, please, give some examples: _____

Question 5 Provide examples of podcasts you listen to, please:

Question 6 What is / would be the ideal frequency of your favorite podcast or radio show?
Choose only 1 answer from the options below

- More than twice a week
- Twice a week
- Once a week
- Once in 14 days
- Once a month
- I do not know

Question 7 To which extent do you use the following devices for listening?

Rate on a scale from 1 to 7: 1 – I use it solely, 7 – I do not use it at all.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	6	7
Radio							
Portable music players							
CD players							
Mobile phones							
PC							
Book readers (Kindle etc.)							

Question 8 Answer the following questions dealing with your radio listening habits.

In case you do **NOT** listen to radio go on with following question.

By question no. 1 and 2 circle one cell per each row only.

By question no. 3 and 4 you can choose as many cells as you want.

1. How often do you listen to radio?	Daily	5-6 times a week	2-4 times a week	Once a week	Less often			
2. How much takes on average 1 interval of your listening?	Less than 0,5 hour	0,5 – 1h	1h - 1,5h	More than 1,5 hour				
3. On which occasions do you listen to radio?	At home	In the job	While commuting	In modes of transportation others from car	In the car	Sport	While having a rest	Outdoor activities (gardening, trips, etc.)
4. Which programs do you listen to?	Music	News	Themed	Others				

Question 9 Answer the following questions dealing with your portable devices listening habits.

In case you do **NOT** listen to radio go on with following question.

By question no. 1 and 2 circle one cell per each row only.

By question no. 3 and 4 you can choose as many cells as you want.

1. How often do you listen to these devices?	Daily	5-6 times a week	2-4 times a week	Once a week	Less often			
2. How much takes on average 1 interval of your listening?	Less than 0,5 hour	0,5 - 1h	1h - 1,5h	More than 1,5 hour				
3. On which occasions do you listen to radio?	At home	In the job	While commuting	In modes of transportation others from car	In the car	Sport	While having a rest	Outdoor activities (gardening, trips, etc.)
4. Which programs do you listen to?	Music	News	Themed	Others				

Question 10 Imagine an audio broadcasting (e.g. radio program). Evaluate the attractiveness of the following broadcasting formats.

Rate on a scale from 1 to 7: 1 - I like it/ I find it interesting, 7 - I do not like it at all/ I find it completely uninteresting.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	6	7
One person in the studio							
Two hosts in the studio							
Interview (a host and a guest in the studio)							
Record made outside the studio (fairs, events, concerts, etc.)							
Quiz show							
Roundtable discussion							
Top management performance							
New product presentation							
News							
Serial ("to be continued" format)							

Question 11 How much does it take you **daily** to get to your job or school, etc.

Please, consider only one way. (If you are unemployed consider your last occupation or studying)

Choose only 1 answer from the options below

- I have a home office / do not commute
- Max 15 min
- Max 30 min
- Max 45 min
- About an hour
- Max 1,5 hour
- More than 1,5 hour

Question 12 How many foreign languages can you speak on the intermediate level or higher?

Choose only 1 answer from the options below.

- None
- 1 - English
- 1 - another from English
- 2 - One of them is English
- 2 - others from English
- More, English included
- More, but none of them is English

Question 13 How do you find the following statements about lifestyle and attitude to advertising?

Rate on a scale from 1 to 5: 1 - absolutely agree, 5 - absolutely disagree.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	I am not able to say
I am taking every opportunity to make my job easier						
I like functionality						
I appreciate comfortableness						
I like having control over the things around me						
I am not afraid of changes and I follow new trends						
Traditional advertising has an influence on me						
I do not use any products or services which are being advertised						

Question 14 What do you know about RSS technology?

You can choose several, all, or one answer from the answers below.

- I know the logo
- I know it and have already used it
- I know it but have never tried myself
- I do not know it at all

- I use RSS “(feed)reader”
- I am able to place an RSS code to the website
- I have installed iTunes on my PC

Question 15 How much do you agree with the following statements about social media?

Rate on scale from 1 to 7: 1 – absolutely agree, 7 – absolutely disagree, or I do not understand.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	6	7	I do not understand
I have Facebook account and I am an active Facebook user								
I use also other social medias (e.g. Twitter, LinkedIn, G+ ,etc.)								
I use YouTube several times a week								
I follow several favorite blogs and actively participate in discussions								
I am a blogger myself (I do have my own blog)								

Question 16 How would you evaluate your PC/IT knowledge?

Choose only 1 answer from the options below.

- The PC world is Greek to me – I am not able to control anything
- I am able to do basic tasks such as turn the PC on and off, write a text document, send an email, browse the Internet
- I am able to all from the above plus operation with files and directories (copy, save, re-name, delete) orientation among directories and downloading files from the Internet
- I am an advanced user – I can do everything stated above plus I do have advanced Internet knowledge (web and WWW creating awareness, HTML code,), multimedia knowledge (PC graphic, music formats, etc.)
- I am an IT expert – I am able to do everything.

Question 17 If there was a commercial in your favorite radio program/ show how would you consider the following statements?

Rate on a scale from 1 to 5: 1 – absolutely agree, 5 – absolutely disagree.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5	I cannot judge
A short commercial (max 30 sec) closely related to the topic is bearable						
I do not mind commercials - it is a "fair" price for free content						
They always bother me						
If there are too many of them, I drop the listening						

Question 18 How important are the following characteristics of a commercial (radio) show for you to stay loyal and tuned for next episodes?

Rate on scale from 1 to 5: 1 - absolutely important, 5 - completely unimportant.

Indicate your answer with a cross. For each row one cross only.

	1	2	3	4	5
Educational character					
Information quality					
Right publishing frequency					
Sound quality					
Consistency (no delay, etc.)					
Course of the show					
Humor					
Ginger					

Question 19 How do you judge the following sources of advertising message? (the performance)

Indicate your answer with a cross. For each row one cross only.

	I like it	Quite OK	Rather unpleasant	Absolutely bad
An externally made ad placed in the broadcasted episode				
Advertising message performed by a host of the show				
Commercial performed by a celebrity				
Promotion made by an average Joe				

Question 20 Would you be willing to accept paid podcasting?

You can choose several, all, one or none from the answers below.

- Yes, (monthly) lump fee in case of high quality information
- Yes, for "best of" selections

- Yes, time to time for premium episodes
- Yes, voluntary donation
- Yes, against a present (T-shirt, hut, extra documents, statistics, etc.)
- Yes, in case of free streaming and paid downloading
- No, even with no commercials

Question 21 If you listen to a recorded track, what do you think about following statements?

Indicate your answer with a cross. For each row one cross only.

	Absolutely agree	Quite agree	Rather disagree	Absolutely disagree	I do not know
I usually listen to the whole track					
I usually go through the track unintentionally skipping certain parts					
I listen to the certain parts only					
I listen to the track straight away when I get it					
I often forget about the track and listen to them with long delay					

Question 22 Would you be impressed by a present in shape of e.g. mp3 player with a trial podcast episode about the product on it to that extent you would look for other episodes?

Choose only 1 answer from the options below.

- Yes
- No

Question 23 What would you say about this picture?



Choose only 1 answer from the options below.

- I see it for the first time – I have no idea what it means
- I have already seen it but do not know what it means
- I know the meaning

Question 24 How would you give feedback to a product manufacturer or service provider? (e.g. level of satisfaction, recommendation, comments, etc.)

You can choose several, all, one or add your own answer.

- Personal contact
- Contact via phone
- Audio record send out to a company
- Social media
- E-mail
- Traditional post mail
- Contact form on the website
- Make a comment on the company's web or blog
- Others: _____

Question 25 What is your sex? *Choose only 1 answer from the options below.*

- Male
- Female

Question 26 What is your age group? *Choose only 1 answer from the options below.*

- 15 years and below
- 16 - 25 years
- 26 - 35 years
- 36 - 45 years
- 46 - 55 years
- 55 - 65 years
- 66 years and more

Question 27 What is your highest education level reached ? *Choose only 1 answer from the options below.*

- Primary Education
- Apprenticeship without the State Leaving Exam
- Apprenticeship with the State Leaving Exam
- Secondary Education
- Advanced Vocational Training
- University Education

Question 28 What is your dominical region? *Choose only 1 answer from the options below.*

- Prague, the Capital
- Středočeský
- Jihočeský
- Plzeňský
- Karlovarský
- Ústecký
- Liberecký
- Královéhradecký
- Pardubický

- Kraj Vysočina
- Jihomoravský
- Olomoucký
- Zlínský
- Moravskoslezský

Question 29 Dominical town size?

Choose only 1 answer from the options below.

- Less than 1000
- 1 000 – 5 000 inhabitants
- 5 000 – 10 000 inhabitants
- 10 001 – 25 000 inhabitants
- 25 001 – 50 000 inhabitants
- 50 001 – 100 000 inhabitants
- 100 000 inhabitants and more

Question 30 What is/was your occupation field?

Choose only 1 answer from the options below.

- Natural Sciences (Math, Chemistry, Biology, Physics)
- IT
- Technical Sciences (mechanical engineering, mining, architecture, civil engineering, electrical engineering, telecommunication)
- Other Technical Sciences (food chemistry, technical chemistry, textile, printing)
- Forestry, Agriculture and Veterinary Medicine
- Healthcare, Pharmacy
- Social Sciences (sociology, political science, journalism, psychology, history)
- Gastronomy and Hospitality
- Economy, Business, Administration
- Law Services and State Administration
- Education and Sport
- Culture and Arts
- Army, Police, Firefighters
- Services
- Student
- Others: _____

You can leave any comments here: _____

Thank you very much and here is a small reward 😊

Family is driving to its holiday destination but suddenly the wife screams:
“Stop, I forgot to turn off the iron – our house will burn down!”
“Calm down, honey. I have just recalled I forgot to turn off the tap in the bath-
room.”