Research

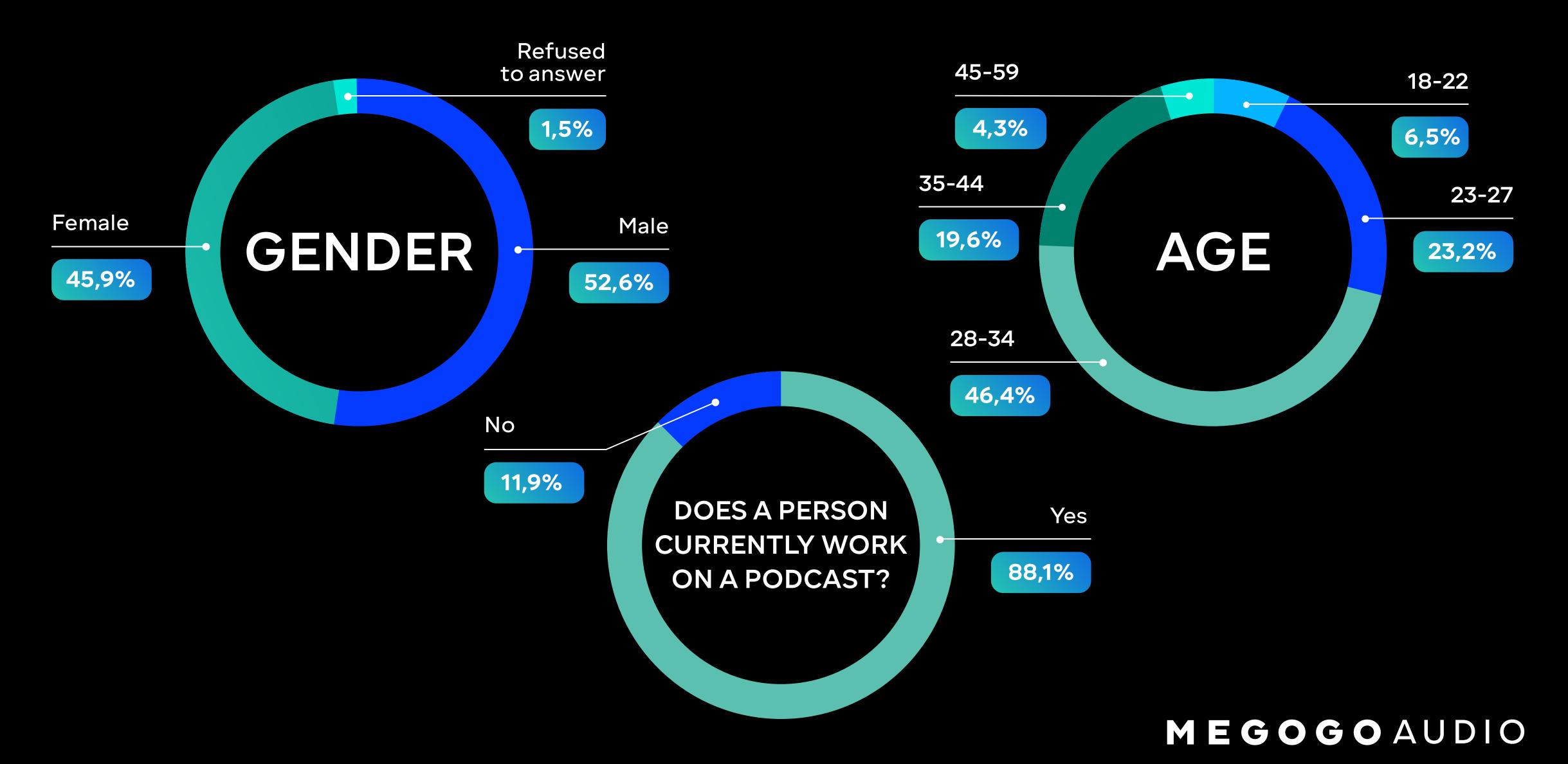
"Portrait of a Ukrainian Podcaster"

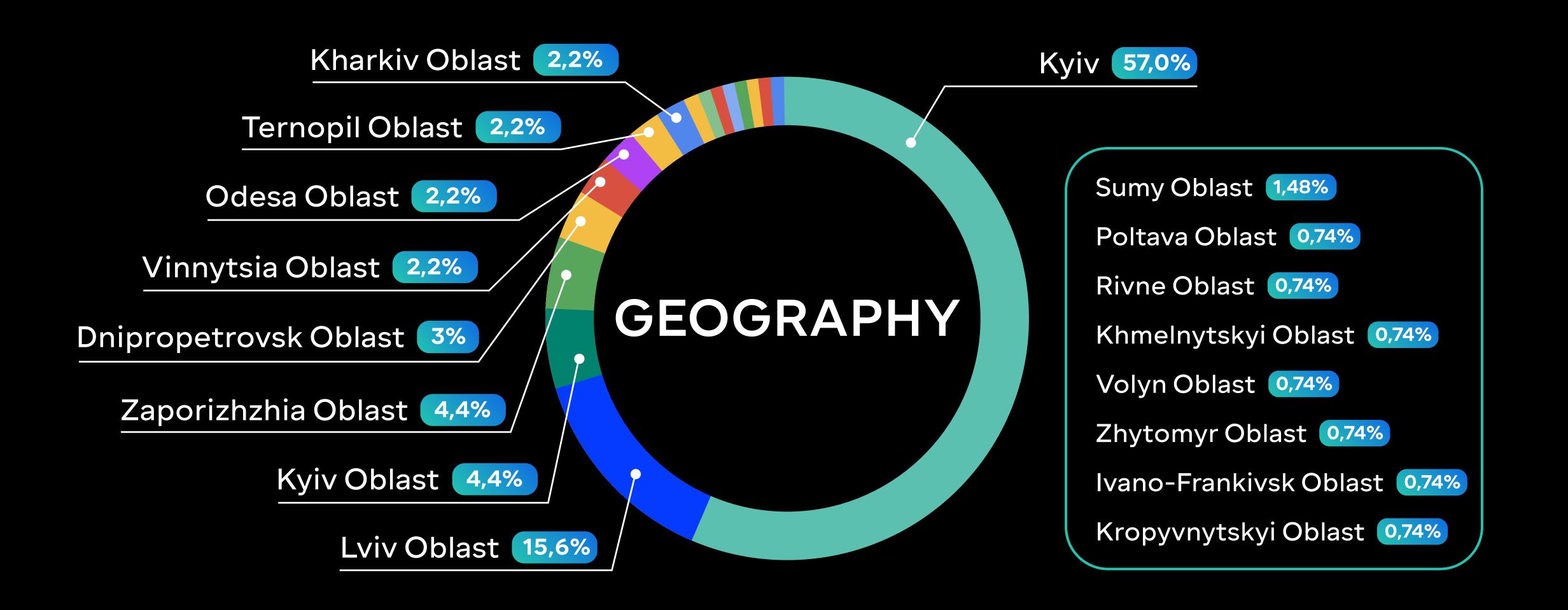
MEGOGO surveyed podcast creators in Ukraine in July-August 2023.

We received 138 well-formed questionnaires. The results of the survey cover socio-demographic indicators, identification of podcasters as content makers, the format and type of content they create, and the worldview of the podcast market in Ukraine.

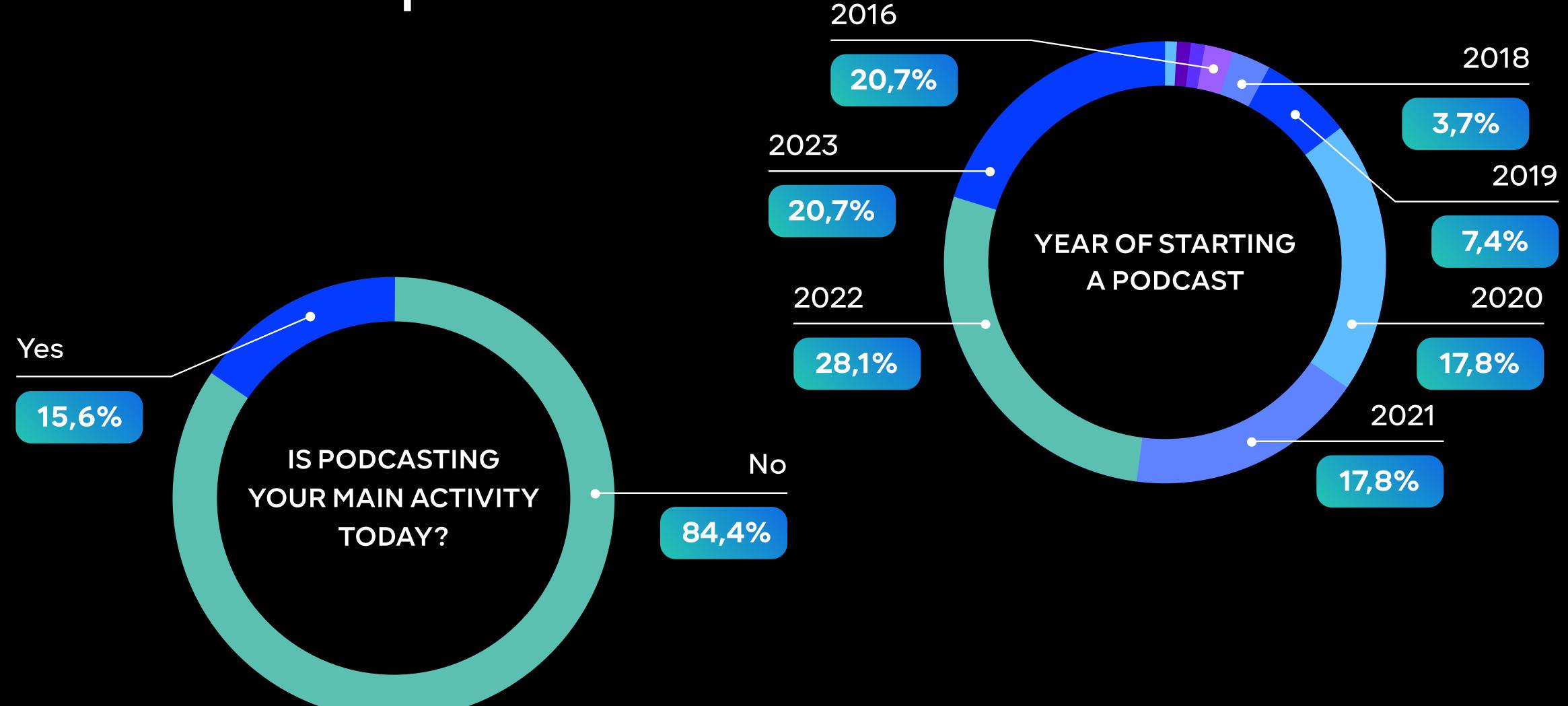
This is the first research on podcasters in Ukraine that has been made publicly available to media representatives, industry professionals, and anyone interested in the Ukrainian podcast market.

Portrait





Professional portrait

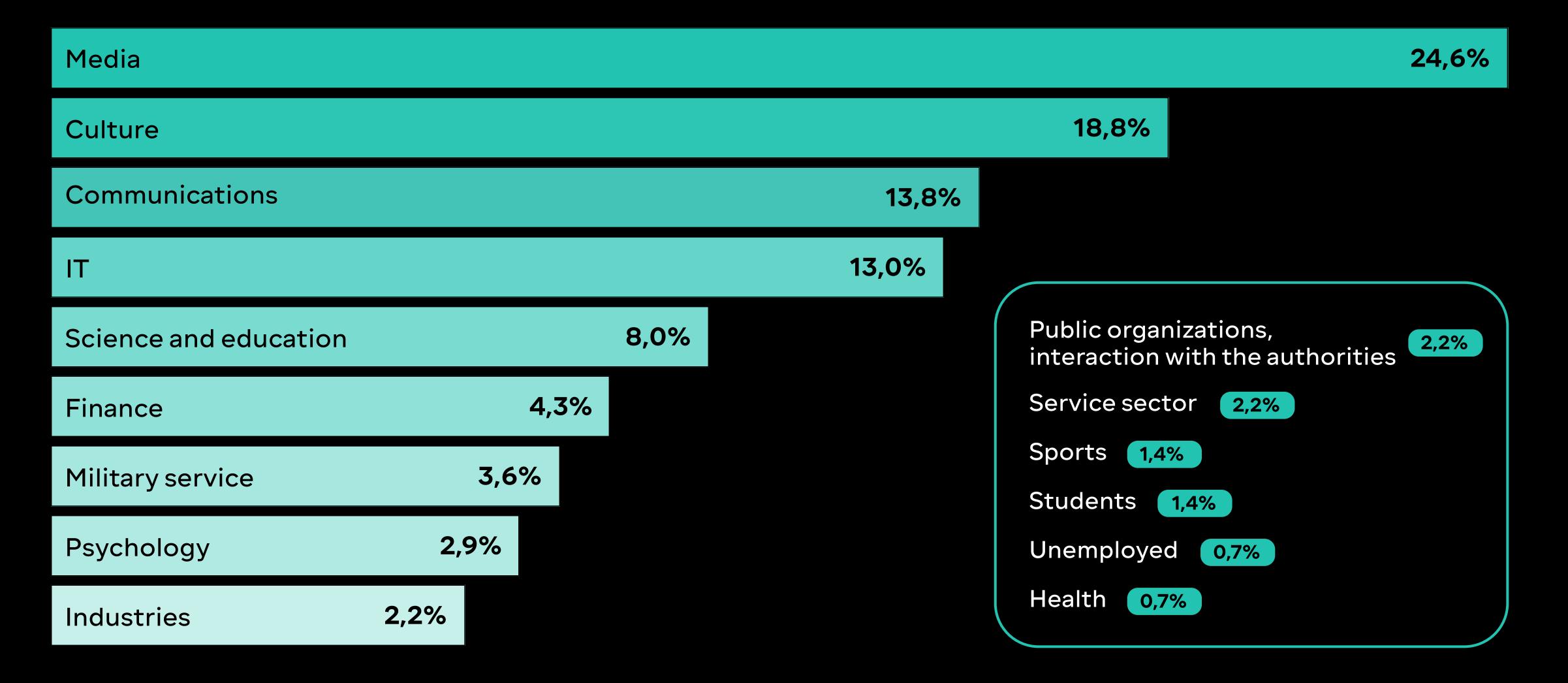


The needs that are covered by creating podcasts

Self-development/self-expression		32,7%
Personal brand promotion	16,	8%
Lack of information on a topic in society	15,0%	
Need to speak out	9,7%	
Loneliness and search for like-minded people	8,8%	
Promotion of Ukrainian-language content	6,2%	
The need to share experience	6,2%	
I do not cover any needs 4,4%		

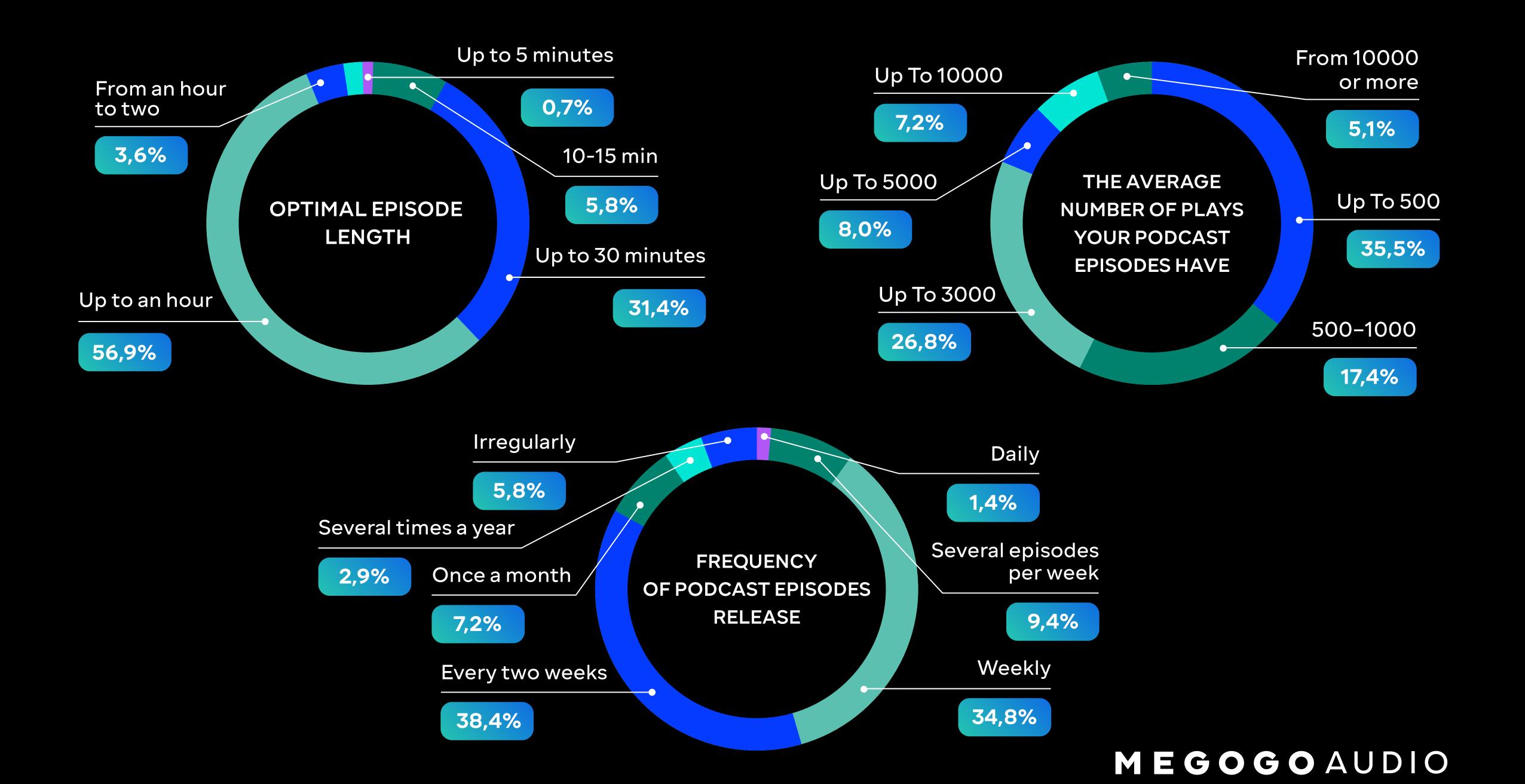


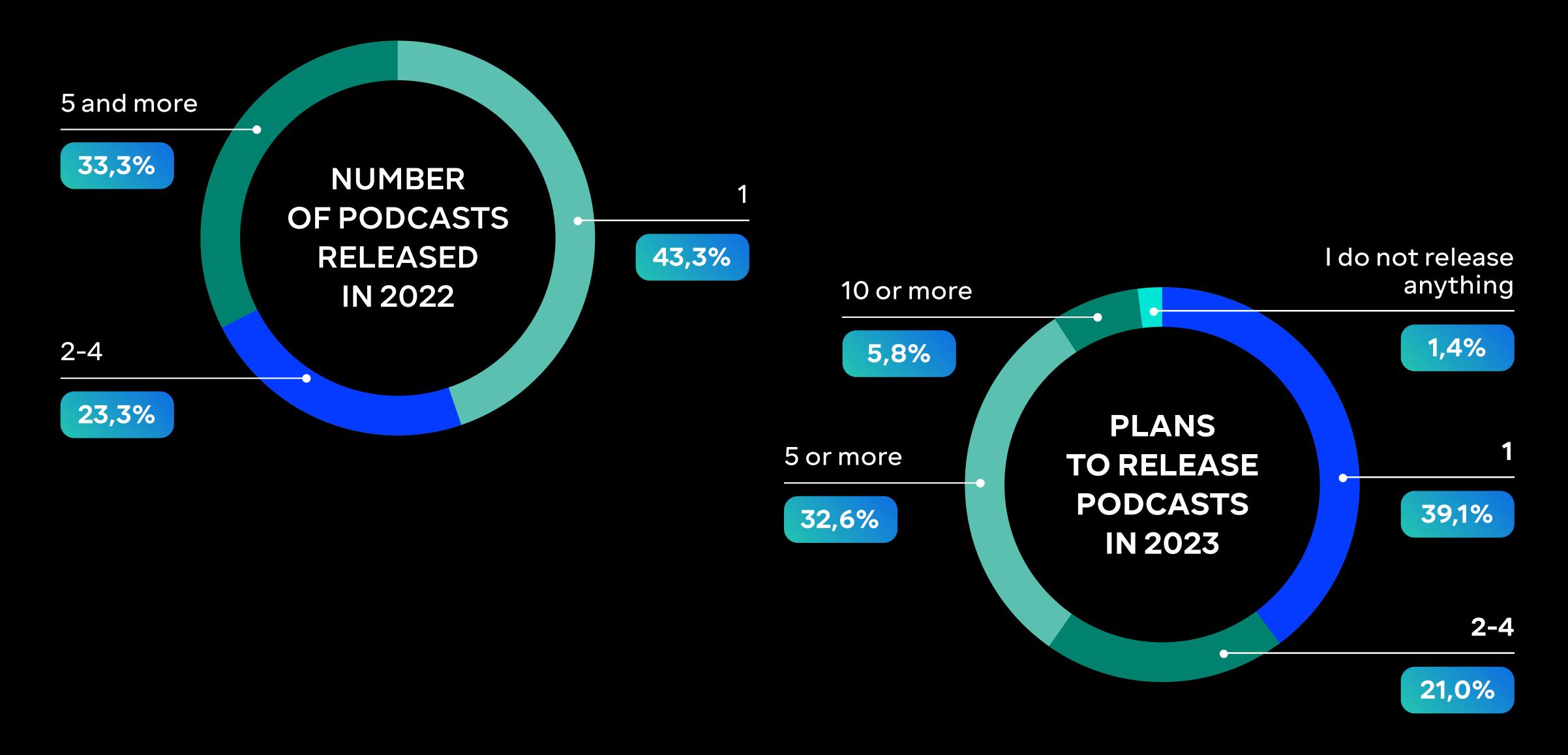
Field of work



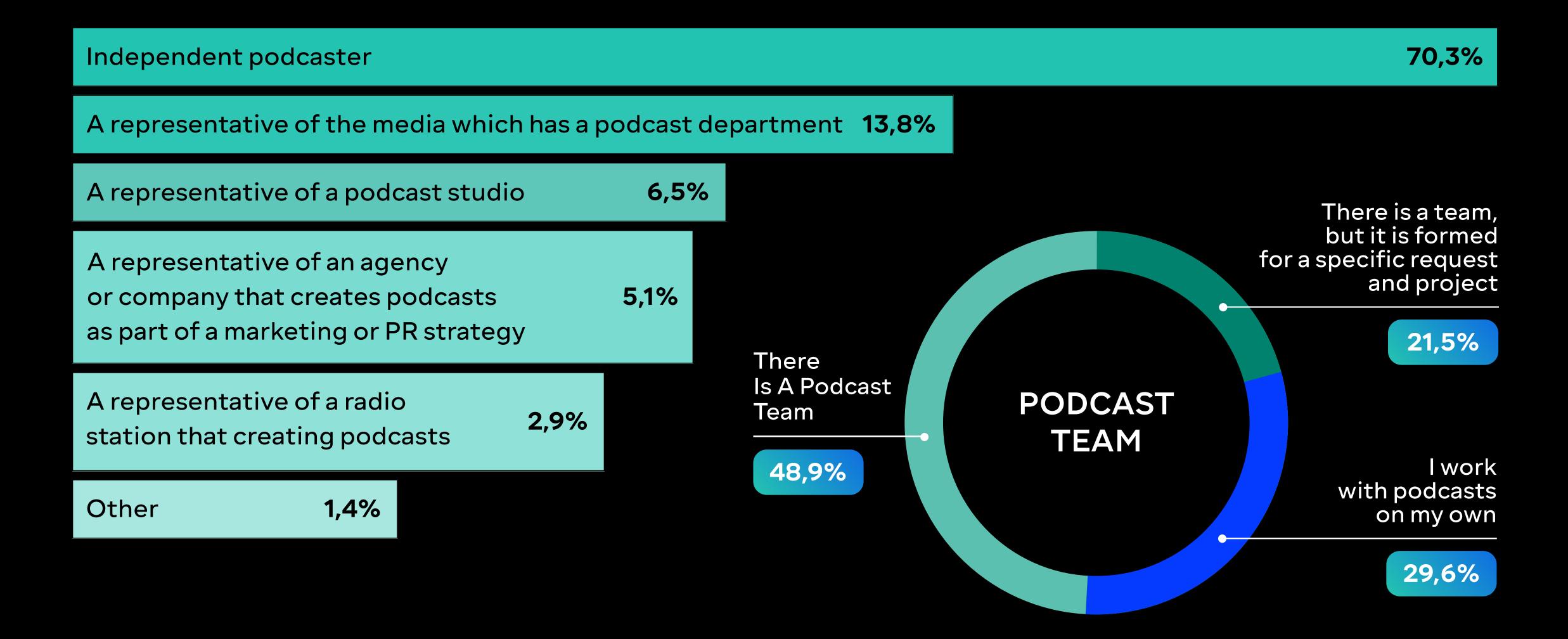
Topics covered by podcasters

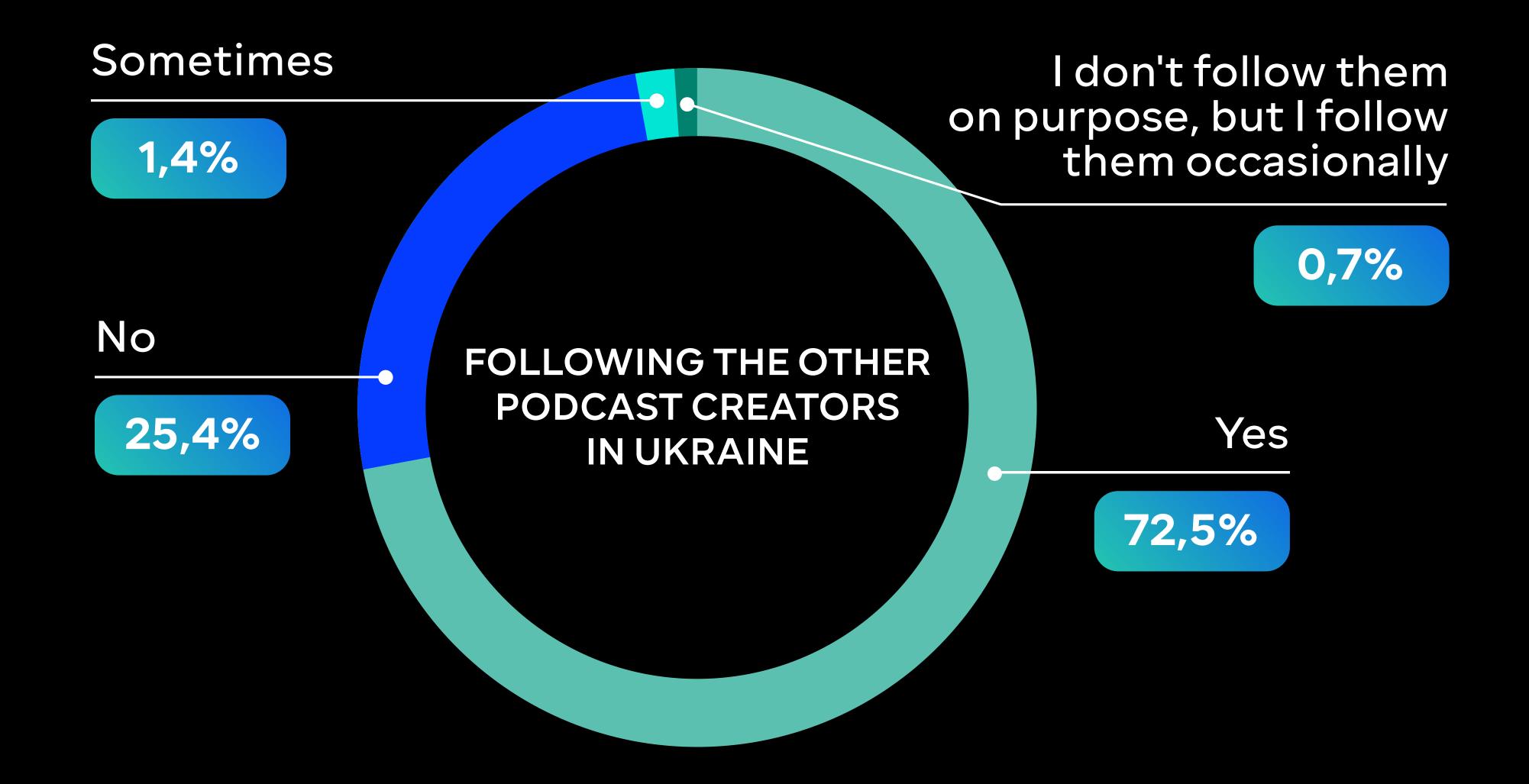
Culture and Art							38,4%
History and Society						28,3%	
News				23	3,9%		
Education				22,5%			
Health and Self-develop	ment		20,3%				
Business		16,7%					
IT and Marketing	13	5,8%					
Sports	12,3%						
War	12,3%						
Entertainment, Leisure	10,9%						
Science and Technology	8,7%						
Religion 2,9%							



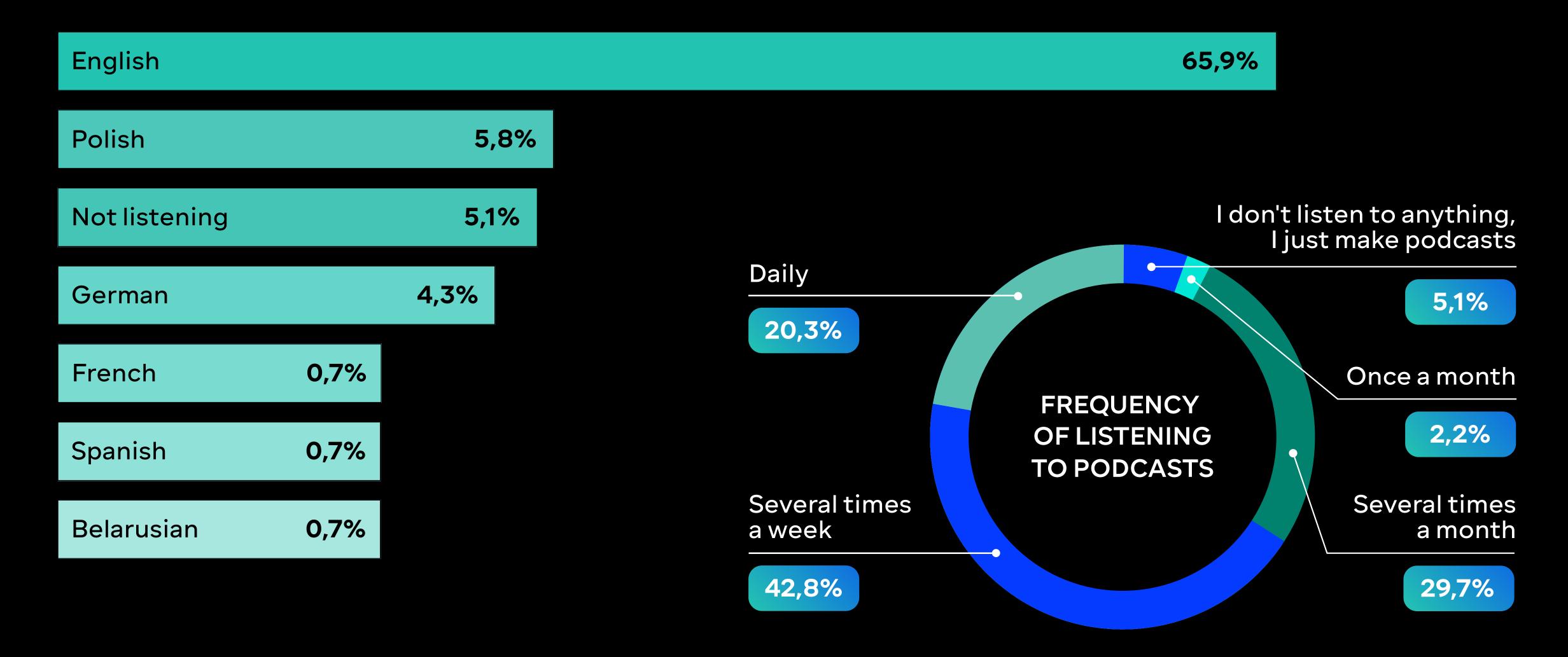


Content author:





Listen to podcasts in other languages



Podcast Monetization

