

Research

# "Portrait of a Ukrainian Podcaster"

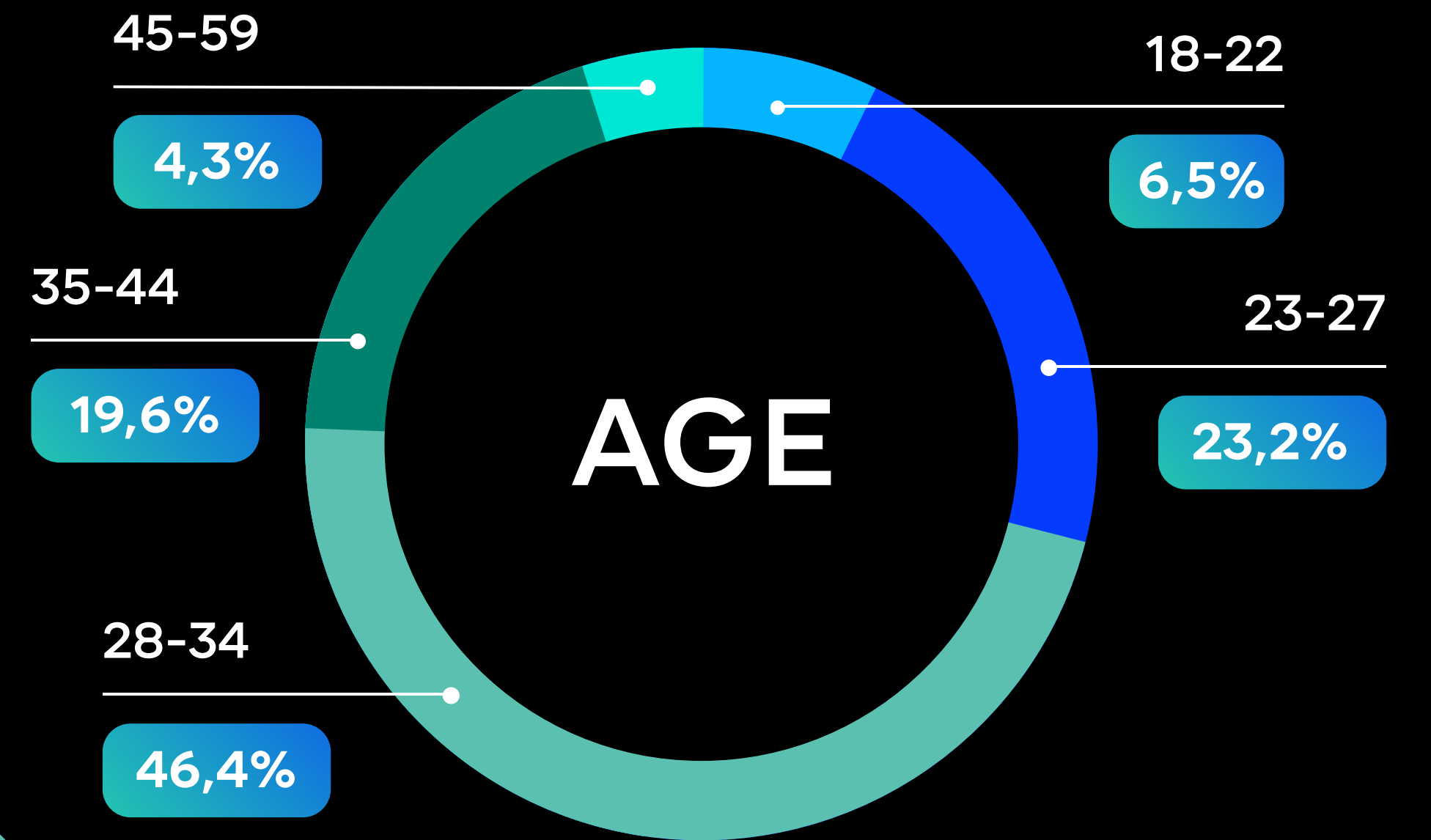
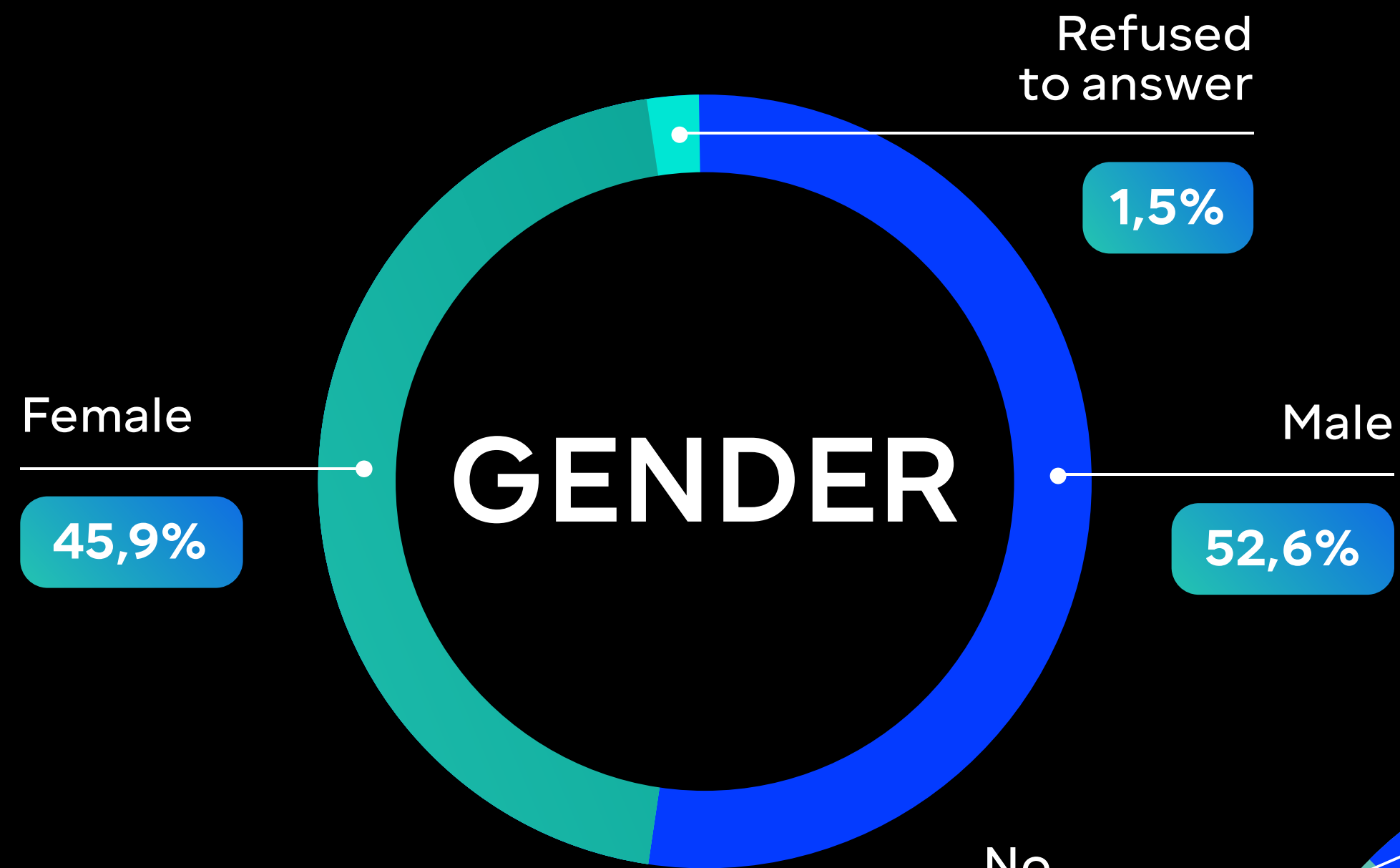
MEGOGO AUDIO

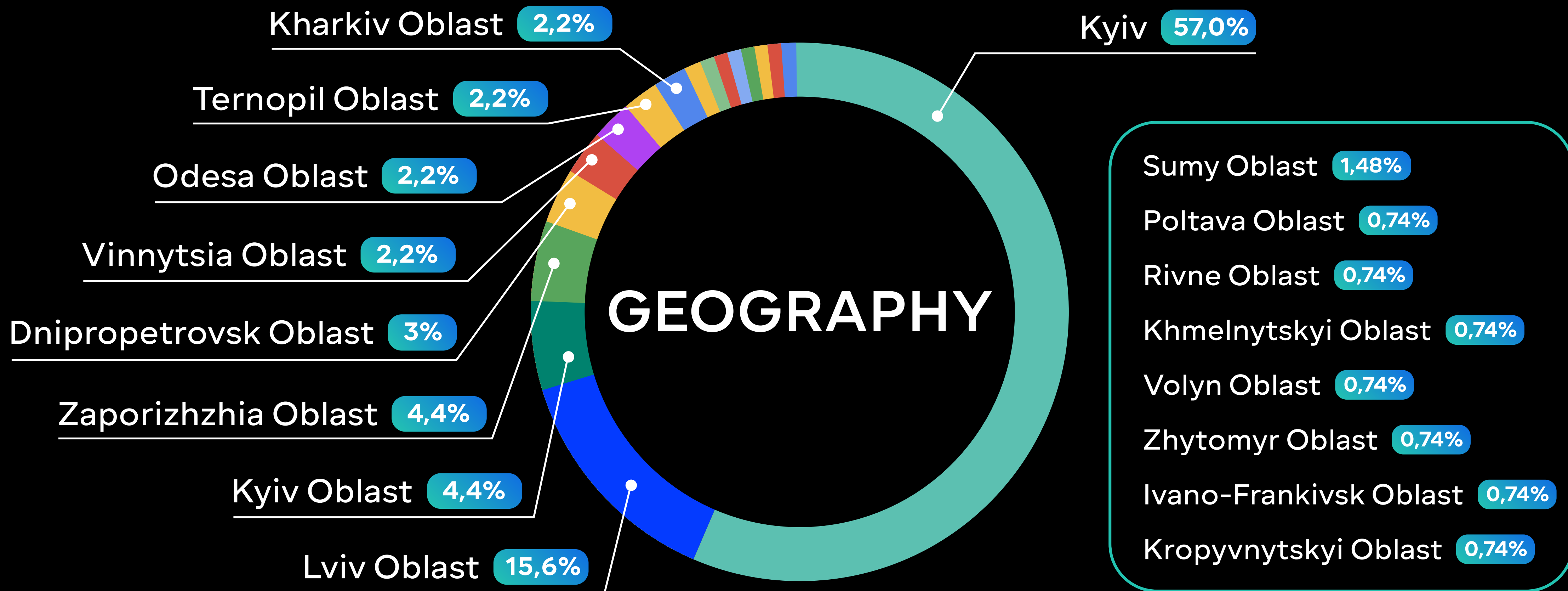
**MEGOGO surveyed podcast creators in Ukraine in July-August 2023.**

**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.**

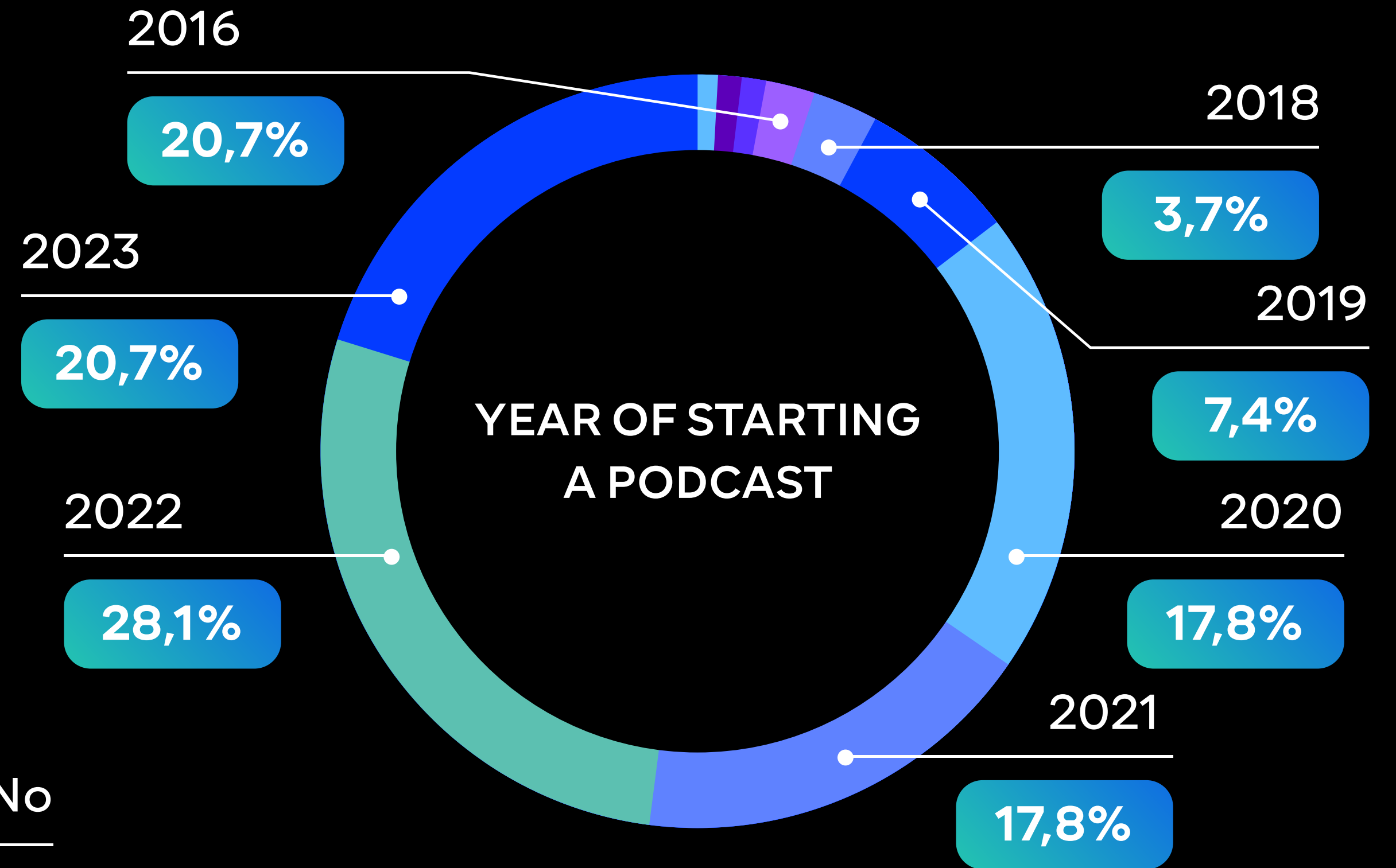
**This is the first research on podcasters in Ukraine that has been made publicly available to media representatives, industry professionals, and anyone interested in the Ukrainian podcast market.**

# Portrait

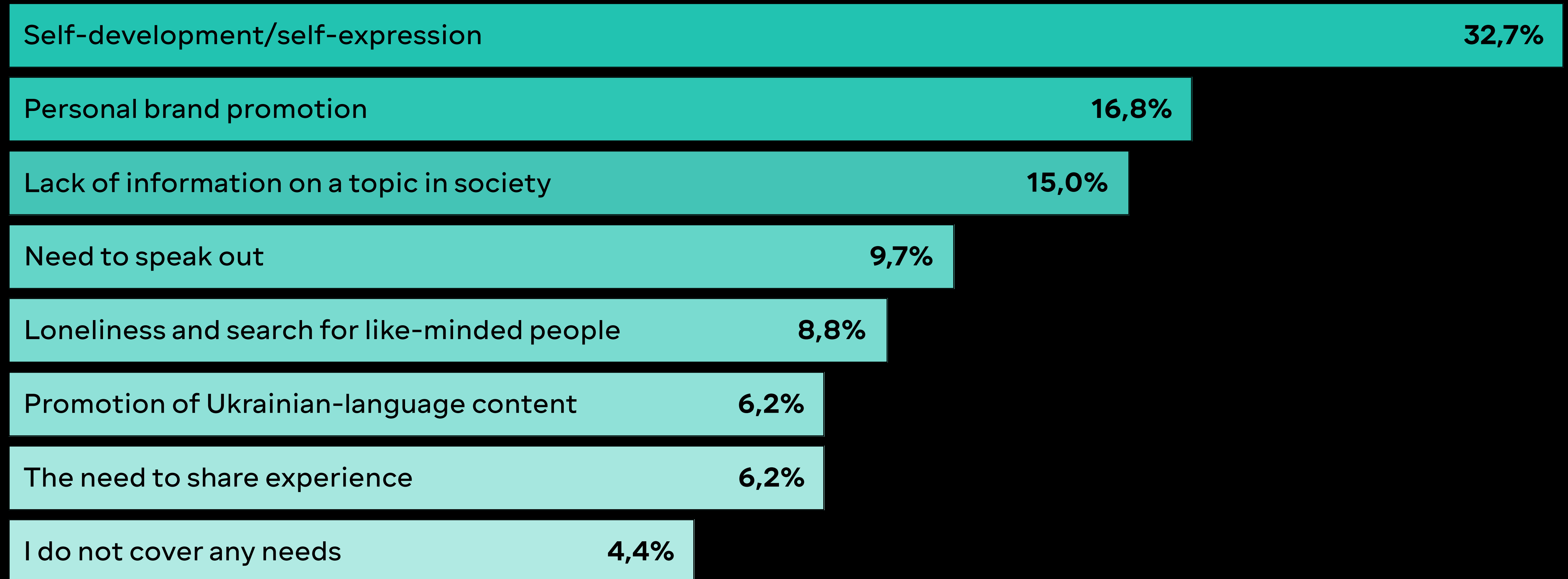




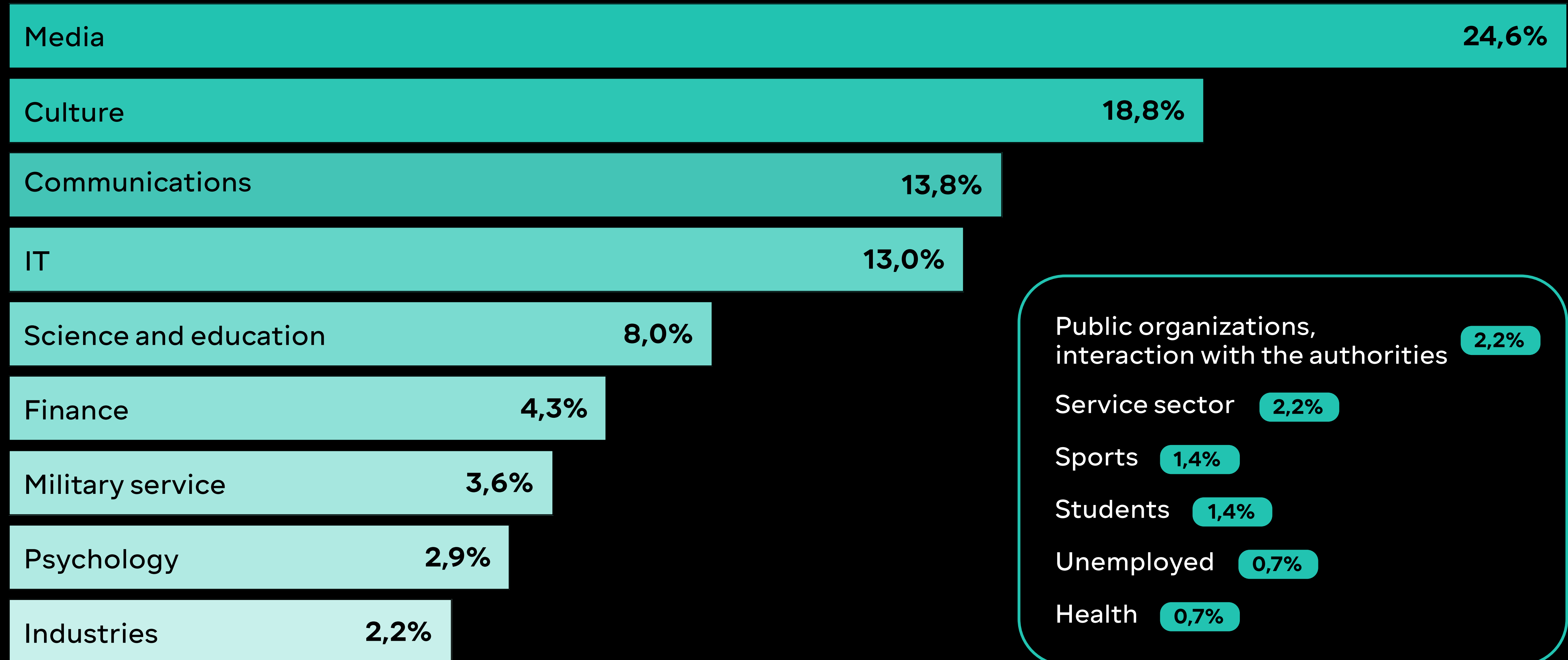
# Professional portrait



# The needs that are covered by creating podcasts

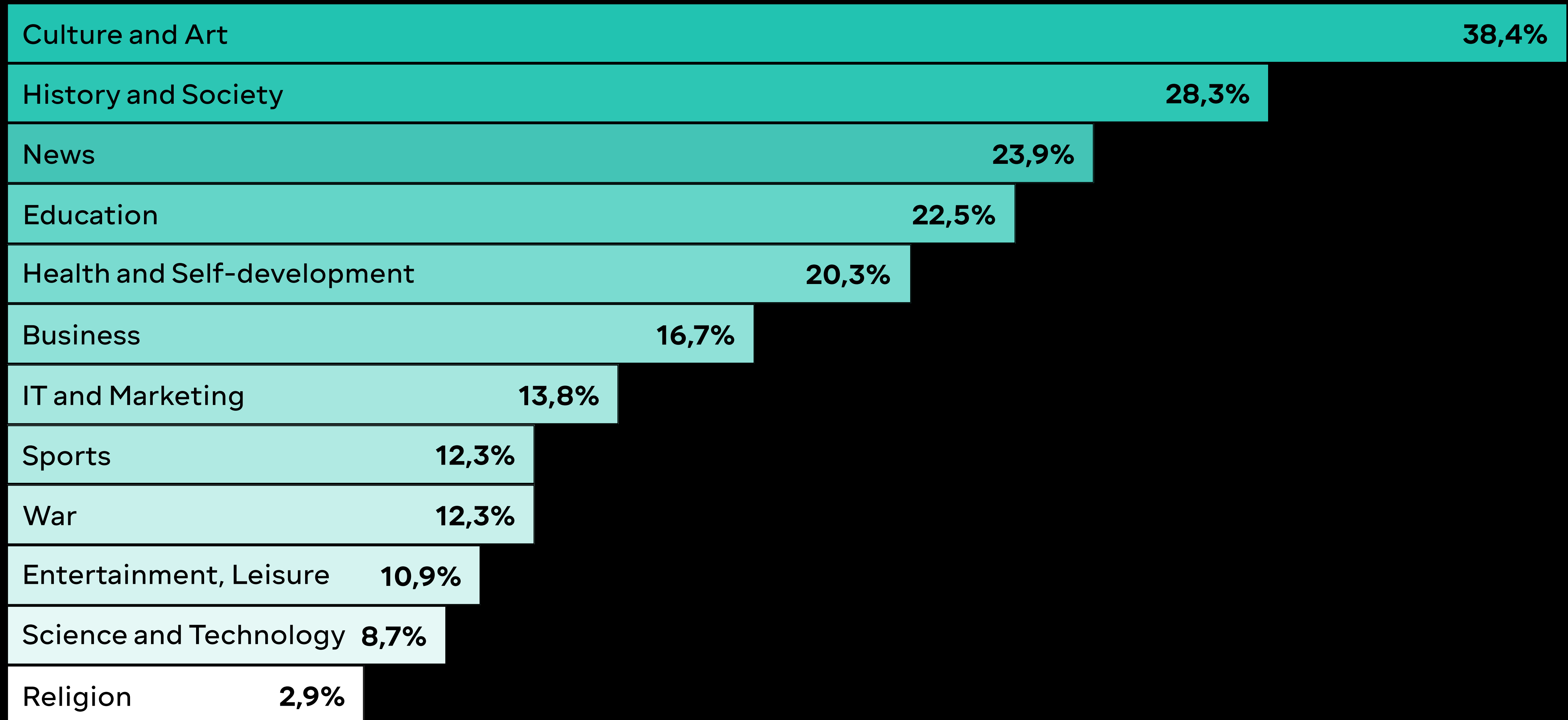


# Field of work

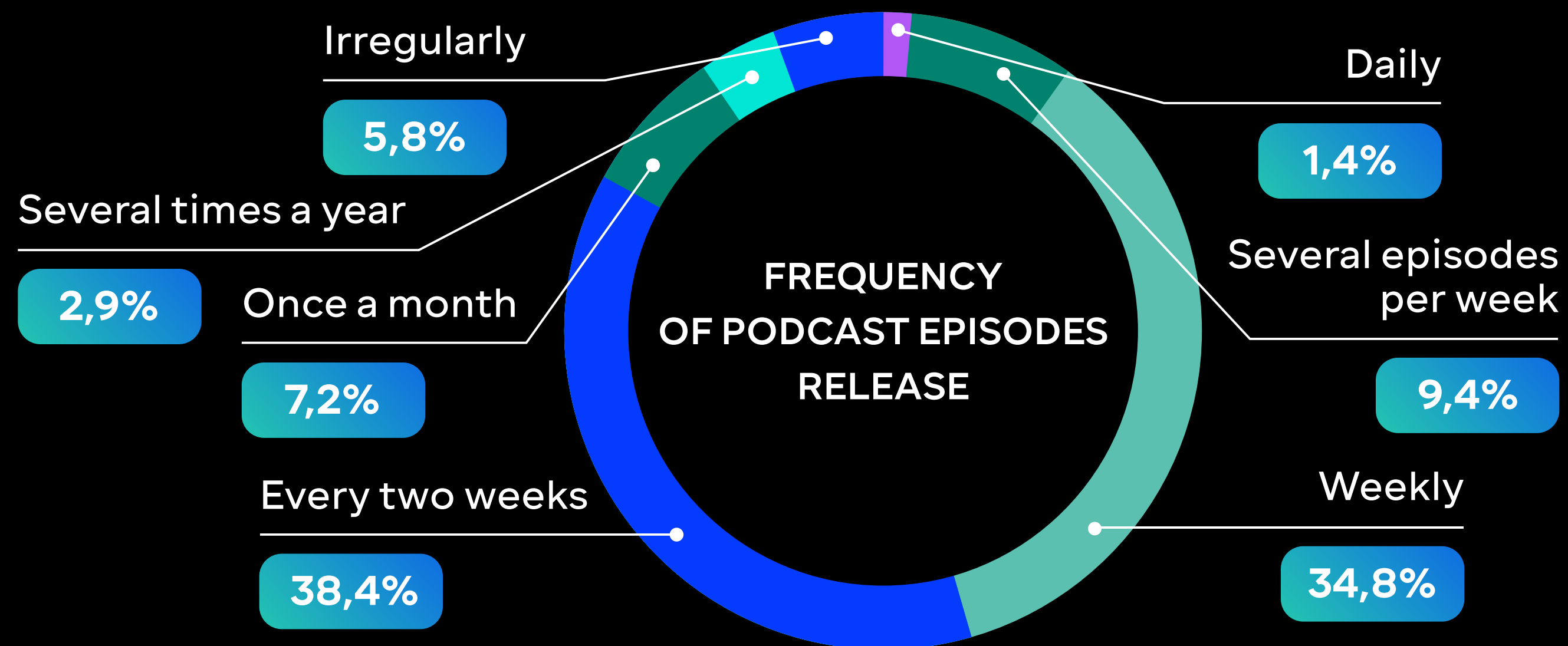
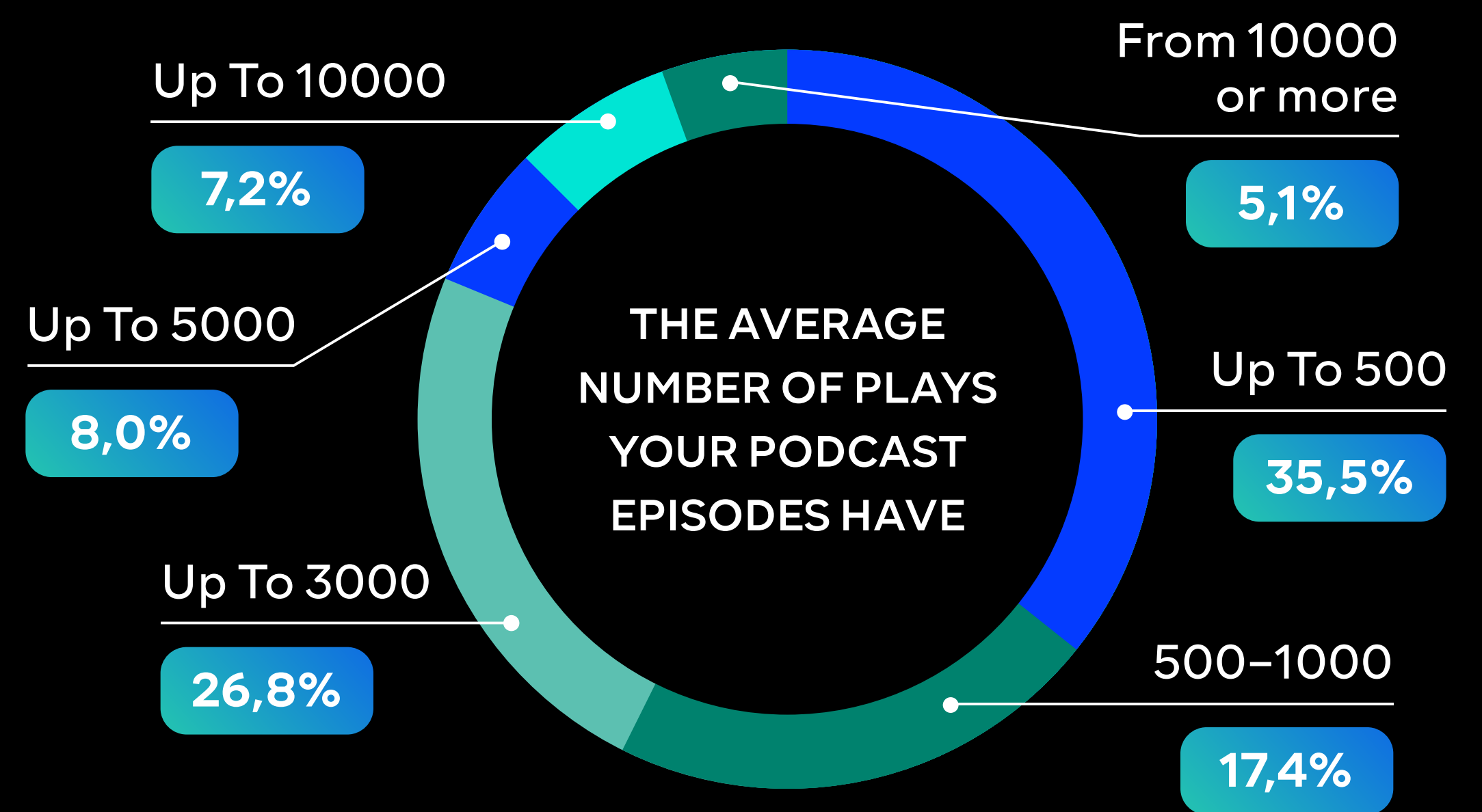
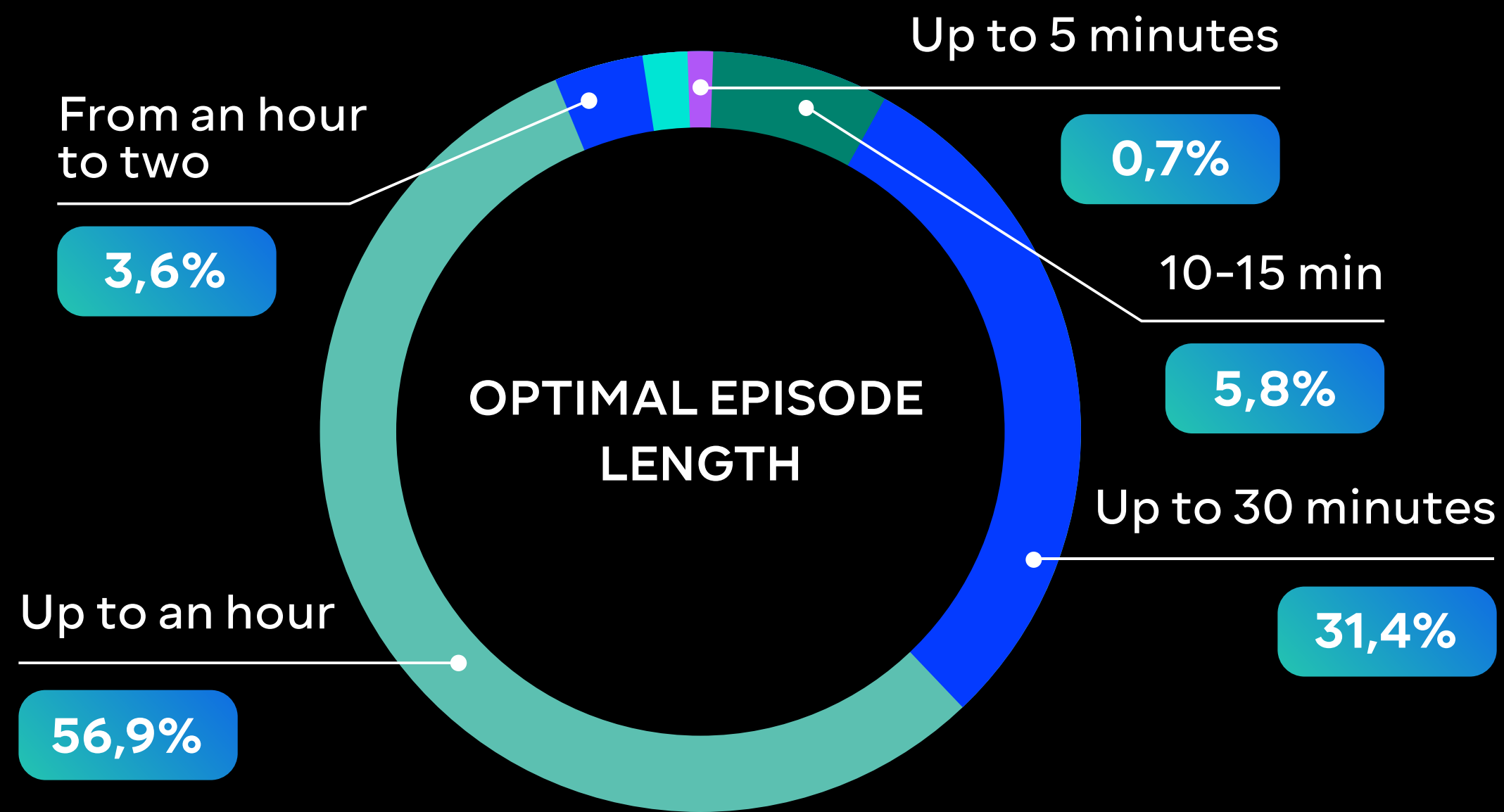


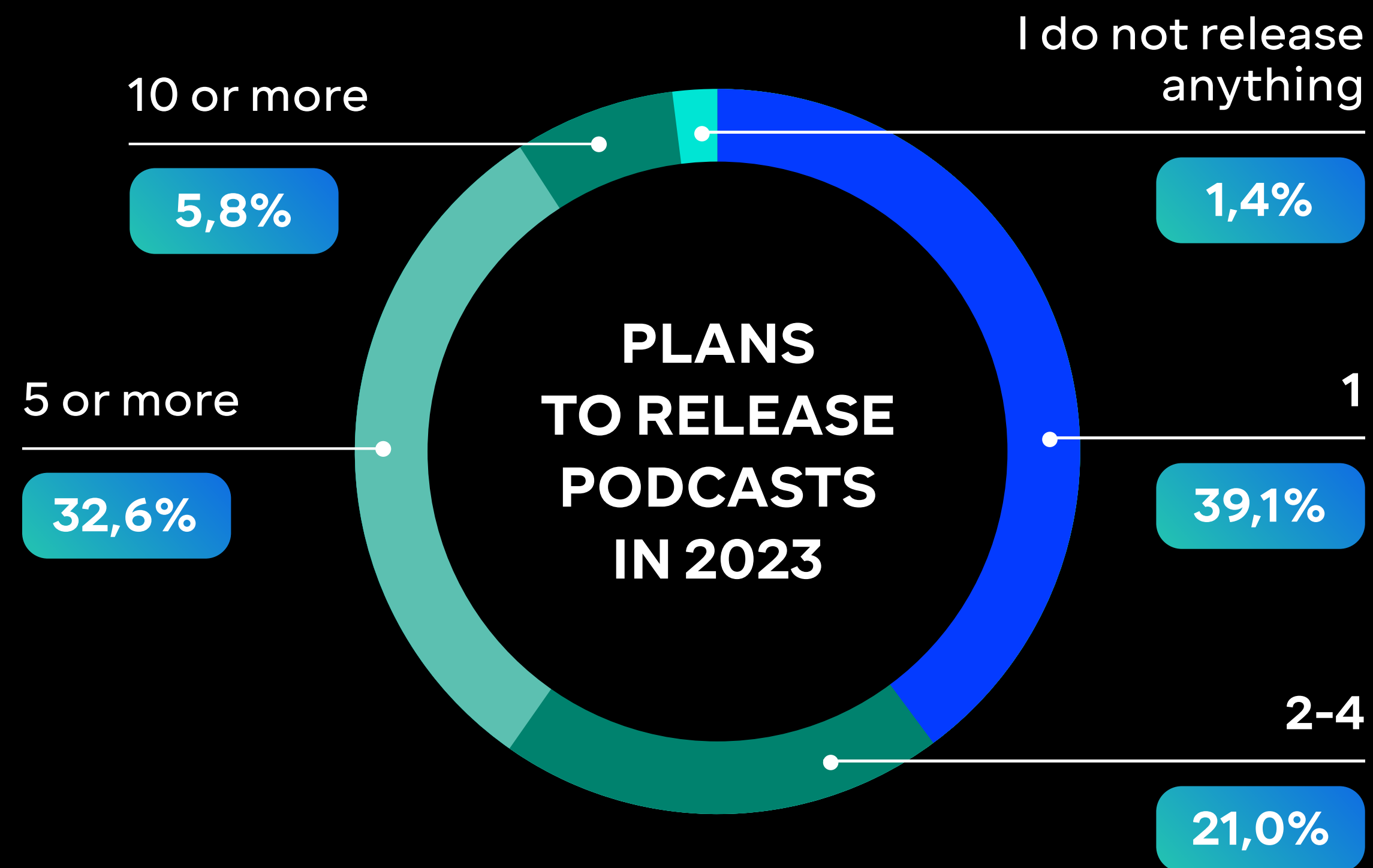
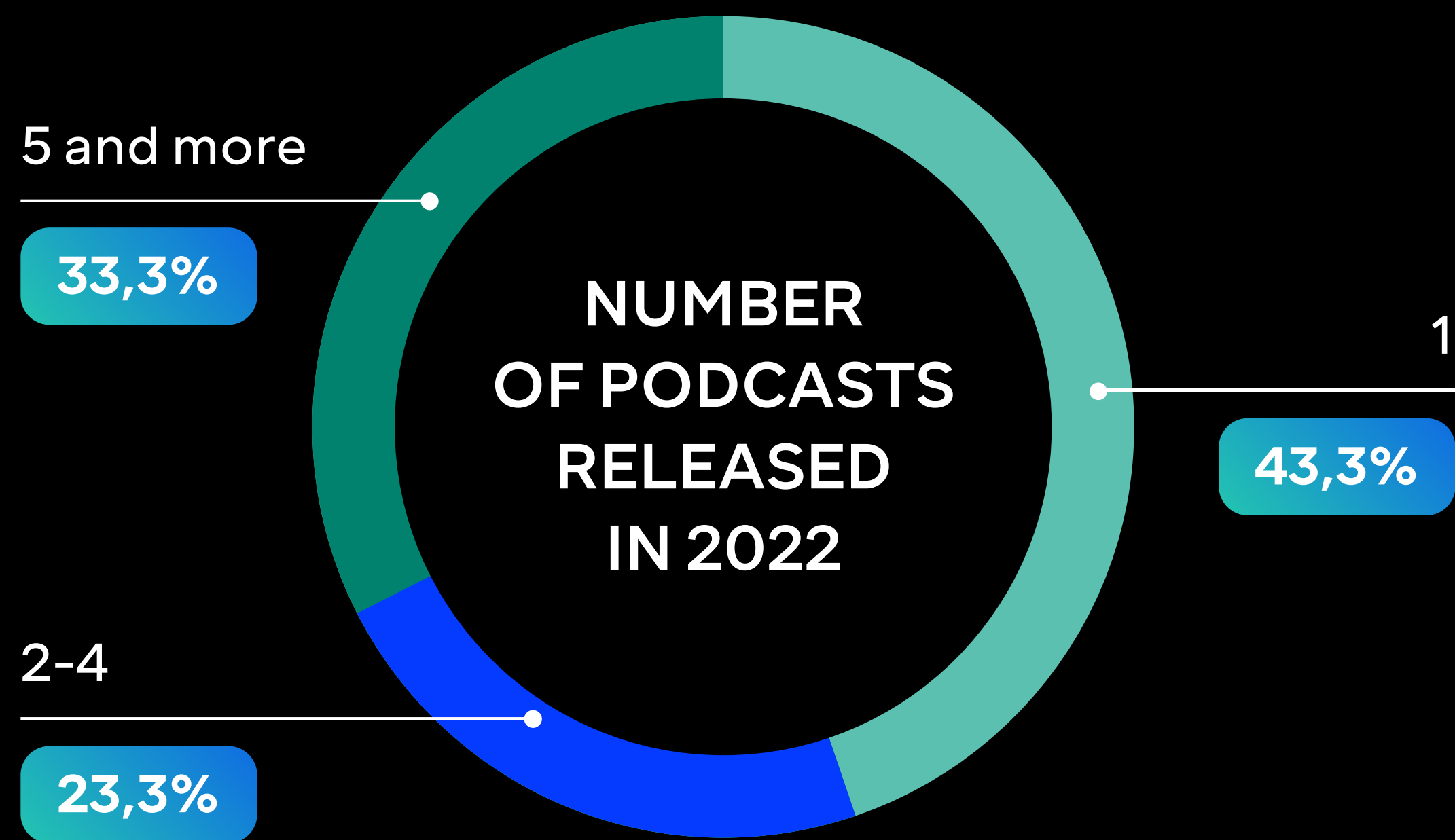


# Topics covered by podcasters

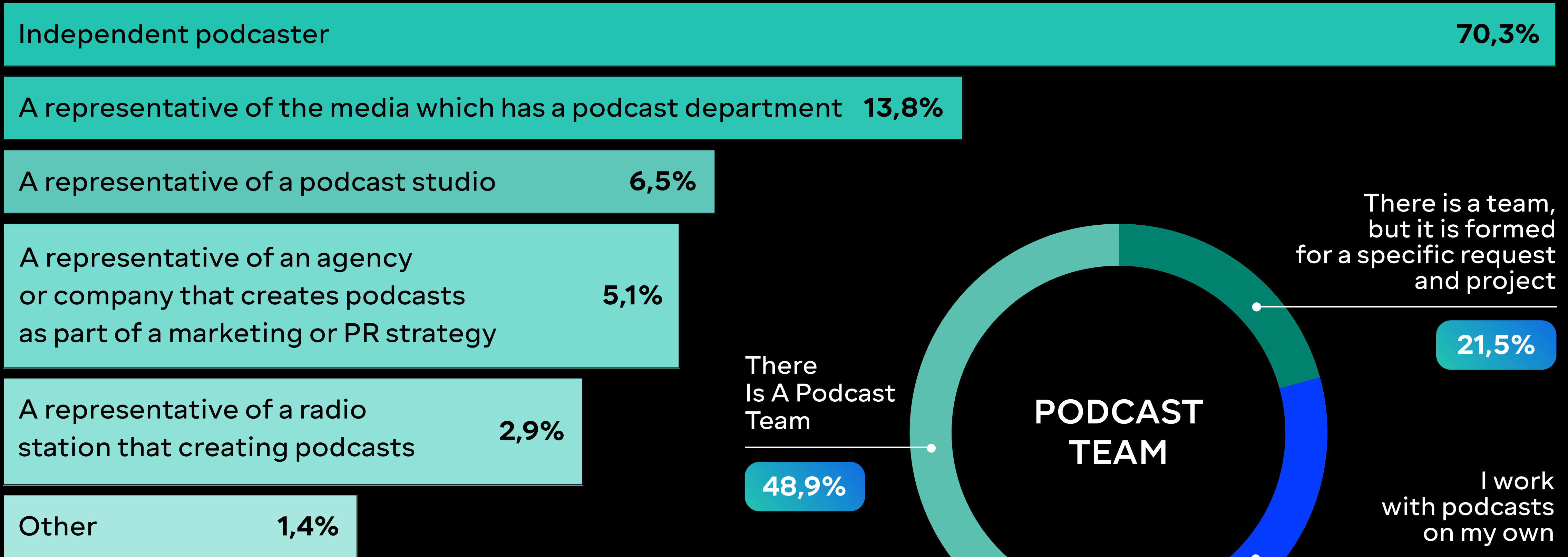


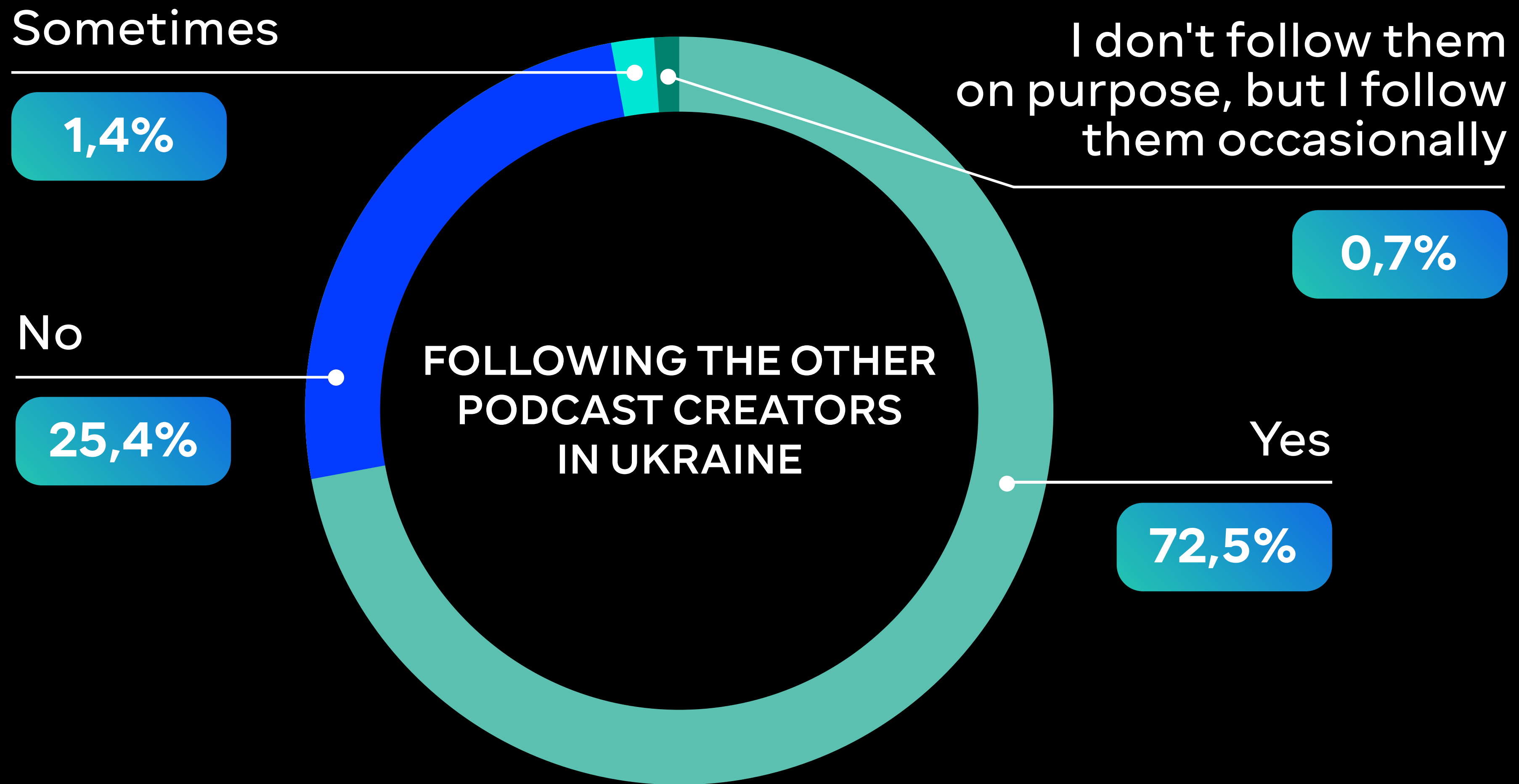




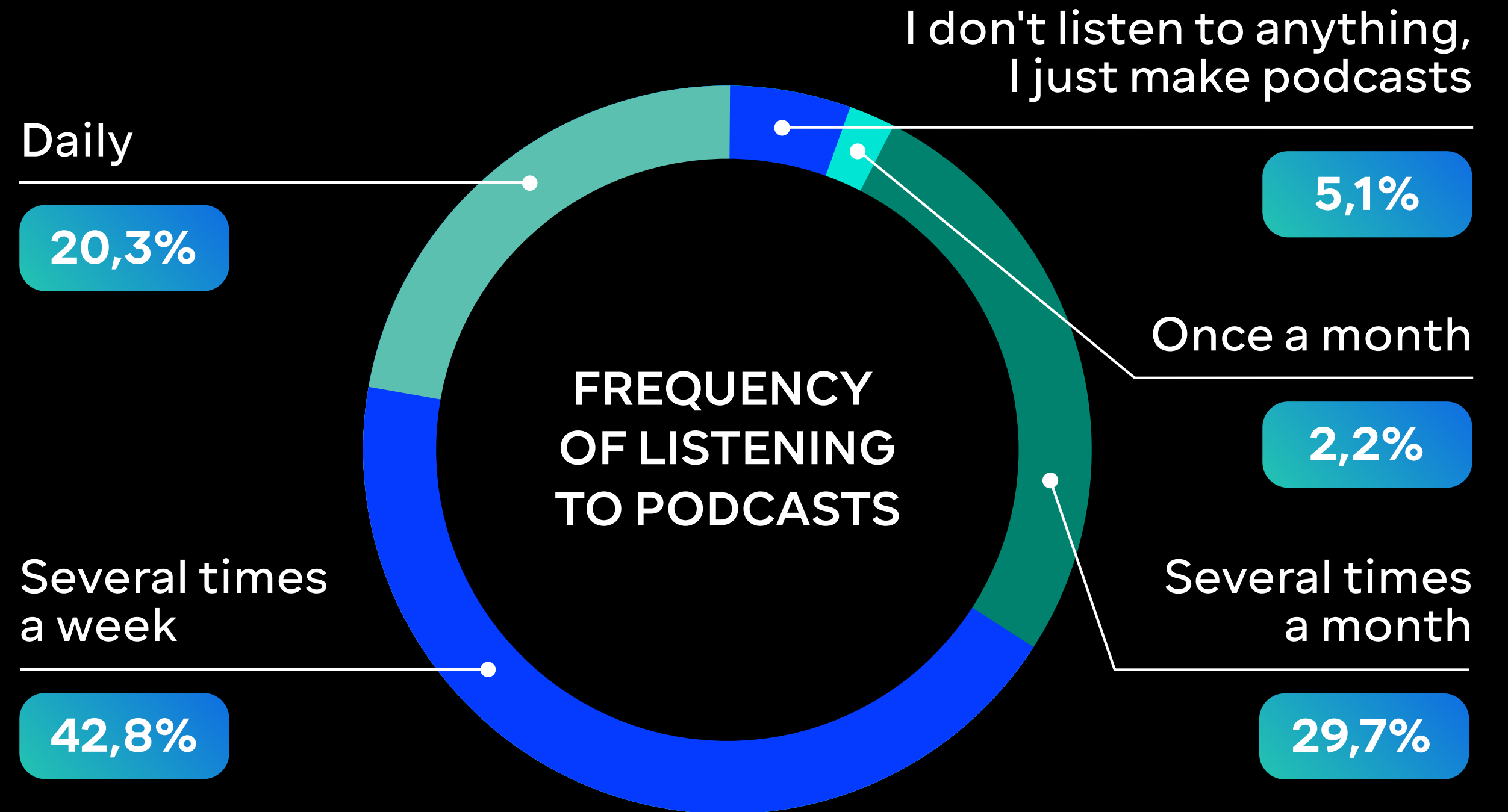
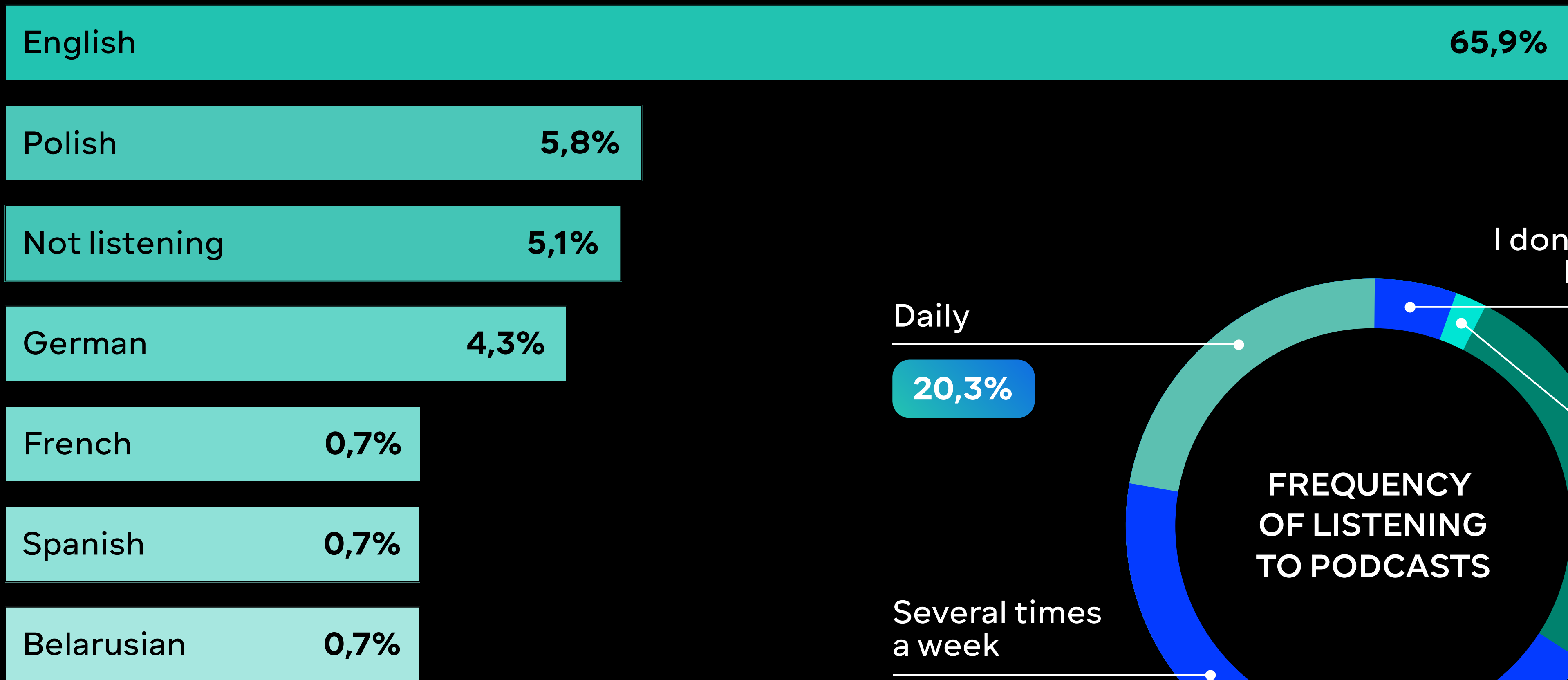


# Content author:





# Listen to podcasts in other languages



# Podcast Monetization

