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THE RISE AND RISE OF THE SCOTTISH PODCAST SCENE AND ITS IMPLICATIONS FOR MEDIA EDUCATION IN THE UK

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Overview UK



- According to YouGov sports podcasts are the 2nd most popular genre in the UK making up 21% of weekly listeners, this is comprised of 30% male listeners and just 5% female.
- One of the most popular host platforms for podcast listeners is BBC Sounds with around 25% of UK listeners and over 50% of listeners over the age of 55. BBC sports websites have regular podcast episodes available to the public for free such as ‘Scottish Football Podcast’, ‘Scotland Rugby Podcast’, and more throughout the UK.
- Sports podcasts make up 20% of the overall podcast market (Broadcast Now), with football being the most popular choice of sports amongst this – drawing in 40% of the sports fans.

Scottish Case Study



- Podcast Index estimates that in February 2024 there were over 4 million active podcasts, with a very competitive scene it would be difficult for new emerging podcasts to get the traction they need to become successful, this is why we see successes from former athletes and people who already have a large media presence or social media following.
- The demand and levels of engagement for sports podcasting remains at an all-time high in the UK, with many productions boasting hundreds of thousands of streams, downloads, clicks and shares per month (Hunter, 2024).
- In Scotland alone there are more than 50 football focused podcasts (Mahon, 2024) with Podbible (2021) referring to how a pandemic surge in creation and listenership was one of the driving forces towards a 166% rise in engagement including hubs around Glasgow and Edinburgh

Research Matters

- Aim to Promote Academic Output
- Support Discourse
- Chartered Institute of Public Relations, National Award



ABOVE: Presenters Dr James Mahon and Dr Catriona Fallow

In the second episode, guests Dr Stephen Collins and Collins Seymah Smith discuss a scheme based in Ghana, which is upskilling survivors of modern slavery; to them tell their stories on the stage, and raise awareness of the problem in at-risk communities.

Dr James's One Cap Wonders



Podcasting Teaching

Small Groups

Research

Practice

Implement



Practice into Theory

Format

Template

Consistency

Learning by Practice, like Kolb's
1984 Work on Experiential
learning.



Outputs and Partnerships

- University Marketing Team
- University Alumni Team
- Social Media Coordinators
- Athletes
- Sporting Bodies

Relevance and Currency

- Evaluate
- Feedback – Feed forward
- Data insights
- Stakeholders Input



Future Plans and Advice

- Evolve Series
- Production Skills
- Outputs
- Expectations

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Supporting Links to Help Educators

- [Preger, S. \(2021\) *Storytelling in radio and podcasts: a practical guide*. Cham: Palgrave Macmillan.](#)
- [Quah, N \(2017\). *Hot Pod: a newsletter about podcasts*. <https://www.hotpodnews.com/>.](https://www.hotpodnews.com/)
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- [Spinelli, M., & Dann, L. \(2019\). *Podcasting: The Audio Media Revolution*. London: Bloomsbury Academic.](#)
- [Weldon, G. \(2021\) *NPR's podcast start up guide : create, launch, and grow a podcast on any budget* . California : Ten Speed Press](#)