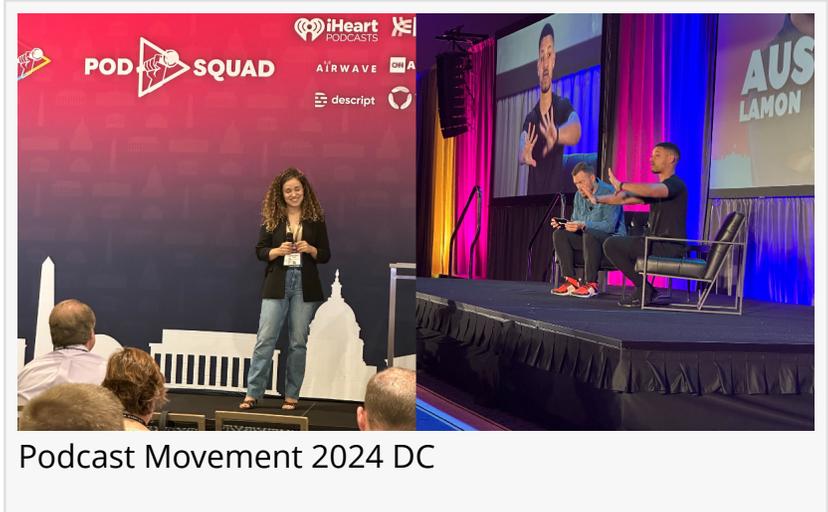


The Evolution of Podcasting: Video Takes Center Stage, Says Pod Sound School

Pod Sound School explores whether video podcasting is set to replace traditional audio-only formats and how creators can benefit from both mediums.

RALEIGH , NC, UNITED STATES, October 16, 2024 /EINPresswire.com/ -- As the podcast industry continues to evolve, [Pod Sound School](#), a leader in podcast education, has released new insights on the future of podcasting—exploring whether video podcasting is set to replace traditional audio-only formats.

With the growing popularity of video platforms like YouTube and Spotify, creators are encouraged to consider video podcasting as part of their production strategy.



Podcast Movement 2024 DC

“

You don't have to abandon your audio-only podcast. Video simply adds an extra layer of opportunity to engage with audiences across more platforms.”

Veronica Davis, Content Marketing Director, Pod Sound School

“Video podcasting isn't just a trend. It's an evolution in how audiences consume content,” says Veronica Davis, Content Marketing Director at Pod Sound School. “Creators like Joe Rogan have been using video for years, and now 60% of Apple's Top 100 podcasts feature video versions.”

Davis, who spoke at Podcast Movement 2024, highlighted the significant shift in podcasting, where video has become a core part of the conversation. She noted that more businesses and creators are utilizing video to expand their reach and connect with audiences dynamically. With its robust algorithm, platforms like YouTube make it easier for

creators to grow their shows by tapping into audio and visual formats.

While some creators may wonder if video podcasting will replace audio-only shows, Pod Sound School offers reassurance: audio-only podcasts are still thriving, particularly for listeners who prefer on-the-go content. The rise of video doesn't mean the end of audio; instead, it presents an opportunity for creators to engage in multiple formats.

LinkedIn
Instagram
YouTube
TikTok

This press release can be viewed online at: <https://www.einpresswire.com/article/752230573>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.