



## PODCAST RADIO LAUNCHES BUSINESS STATION

Podcast Radio is expanding by launching a 24/7 business station from Tuesday 19th July. It is the first of several brand extensions to be created over the summer.

*Podcast Radio Business* will showcase podcasts related to money, investing, entrepreneurship, marketing and branding.

The new station will be available digitally alongside the main Podcast Radio channel, with access via smartspeaker, app, web and online players. New stations for crime and comedy will also be coming shortly.

CEO Gerry Edwards says: "We're really excited to launch *Podcast Radio Business*, which will then be followed by further vertical brand extensions such as *Podcast Radio Crime* and *Podcast Radio Comedy* in August and September. And we won't be stopping there.

"This means we can offer listeners genre-specific stations with podcast content to complement our main station. Business podcasts have featured heavily on Podcast Radio since we launched two years ago and now these podcasts will have their own home as well as still being played on the main channel."

Podcast Radio marries broadcasting and podcasting. It uses the trust and familiarity people have in radio to help them choose and discover podcasts from the millions available.

Among dozens of podcasts to be featured on Podcast Radio Business are:

- *Pitch Deck* - Nick Telson's popular podcast featuring real investors and real founders dissecting funding pitches
- *Supersonic Marketing* – Hospitality guru Mark McCulloch and his guests sharing insights and expertise on marketing techniques in the food and drink business
- *Startup Microdose* – Conversations with some of the world's most successful entrepreneurs and founders
- *Human Business* – Highly successful entrepreneur Sam White talks to business friends and founders about the secrets of start-up successes
- *Jonny Gould's SME Walkabout* – Interesting and engaging stories from the UK's small and medium sized business sector
- *Rock 'n' Roll Business* – Kate Hardcastle MBE with the secrets of business success from some of the world's biggest music stars
- *The Purposeful Project Pep Talk Podcast* – Serial entrepreneur and angel investor Simon Squibb sharing advice and insights on start-up businesses.

Podcast Radio Director Paul Chantler says that podcasts in general can be flexible when it comes to their genre: “When people search for a podcast, tagging solely by genre can sometimes limit discoverability.

“In the busy world of podcasting, a listener may hear an entrepreneurial thought-leader inside of a comedy podcast episode, or an inspirational company narrative being outlined in a wellness podcast. Our new ‘vertical’ channels will be able to navigate these elements of content and provide the listener with a fantastically curated experience.”

Nation Broadcasting recently acquired a strategic shareholding in Podcast Radio and part of their investment has been used to create the new channels which will eventually be opened up for sponsorship.

Podcast Radio has a new content partnership with Wondery, to promote their British Scandal podcast series, together with a recently renewed deal with Radio New Zealand to showcase some of their best podcasts. There are also partnerships with Curiouscast in Canada, Evergreen in the USA and the TED Audio Collective.

Podcast Radio and Podcast Radio Business can both be heard online at [www.podcastradionetwork.com](http://www.podcastradionetwork.com)