

Exploring Podcast Genres and Formats: An Integrated Analysis of Thai Podcast Content Distribution

Ali Priyakorn*

Ramkhamhaeng University, Thailand

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ABSTRACT

This research aims to study podcast genres and formats regarding Thai audio media on podcast platforms, and investigate how Thai podcasters distribute content in podcast shows. This study employs a mixed method, including qualitative content analysis and quantitative data, to highlight podcast trends during the selected sampling period. Primary data were collected through purposive sampling from the popular channels on audio podcast platforms, Spotify and Apple Podcasts, focused on podcast charts from 2018 to 2021. Meanwhile, secondary data were gathered from relevant sources on Thai podcasts. Then, the researcher used thematic and summative content analytic integration to examine the data, primarily in podcast content distribution. According to the research findings, 26,628 episodes were produced and published by 476 shows from the sampling channels. It was discovered that most moderators had only one host per show. A popular podcast's running duration lasts between 16 and 30 minutes. The findings contain seven presentation formats--the most popular type of podcast presentation is the conversation program. According to the research on podcast categories by content classification, it was discovered that the 26,628 published episodes have twelve different content-based genres--the most common type of content was business and management. Additionally, it was found that the podcast channel was a viable alternative platform for delivering content as part of a multi-platform media distribution strategy.

Keywords: Podcasting, Podcast Genres, Podcast Formats, Podcast Platforms, Content Distribution, Thailand

CONTACT

Ali Priyakorn (M.A., National Institute of Development Administration, Thailand) is a lecturer, Faculty of Mass Communication, Ramkhamhaeng University, Thailand.

*Corresponding author's email: ali.p@rumail.ru.ac.th

Introduction

Podcasting is one of many online media distributions in which traditional media execution has been adapted into Internet-based publishing (Berry, 2016; Madsen, 2009). The way of production for both radio broadcastings and podcast producing use similar methods, particularly to create a program as a cultural practice of producing and consuming digital sound content (Bonini, 2015). Hosts, co-hosts, and guests discuss or share topics relevant to their show's theme in podcast programs. Unlike traditional radio broadcasting using AM or FM frequencies, podcasts use the internet to upload and publish digital audio files (Dubber, 2013). The freedom of podcasting is releasing a product into the wilds of the Internet and watching what happens (Markman, 2015). Podcasts have recently become more popular and will be an excellent alternative platform for publishers (Tarmawan et al., 2021). According to Podcast Insights (2020), several producers and podcast programs have presented that there are podcast hosts or published podcast shows that reach more than 1 million accounts worldwide, about 48 million episodes have already been published (as of October 2022).

Podcasts have become an application that most current smartphones have, which is a huge step forward, and they are still developing their number of publishers and listeners (MacKenzie, 2019). Furthermore, the emergence of podcast platforms benefits listeners, content producers, podcast platforms, and advertisers differently (Pérez-Alaejos et al., 2022). Listeners benefit from podcast platforms by gaining easy access to a wide range of content on subjects they are interested in (Thomas et al., 2019). Everyone can conveniently listen to podcasts during their commute, workouts, or leisure time, allowing personalized and on-demand entertainment and education (McClung & Johnson, 2010). Content producers, on the other hand, find podcast platforms to be a valuable medium for sharing their ideas and creativity with a global audience (Scriven, 2019). These platforms provide a cost-efficient distribution method and enable content providers to develop a loyal audience

(Markman, 2012). Podcast platforms benefit from increased engagement and loyalty, increasing user retention rates (Hamilton & Barber, 2022). As more users flock to these platforms, they attract more content producers, contributing to a self-sustaining ecosystem (Pérez-Alaejos et al., 2022). Advertisers also see advantages in podcast platforms as they can reach highly engaged and targeted audiences. Podcasts often have niche audiences with specific interests, making them an attractive platform for advertisers seeking to connect with potential customers in a more personal and relevant manner (Bezbaruah & Brahmabhatt, 2023). As podcasting has grown in popularity, the number of podcasts in production has skyrocketed, resulting in an increasingly crowded content landscape (Sullivan, 2019). These platforms have become dynamic hubs that connect and benefit diverse stakeholders, transforming how content is created, consumed, and monetized in the digital age.

Thai host Passakorn Hongyok launched the first Thai-language podcast. His love of English-speaking podcasts with multiple uses inspired him to enter this medium. After listening to numerous English podcasts, he was inspired to start his Thai-language podcast in 2006 (Pensute, 2018). A podcast show called "Chang Kui" looks into conversational podcasts. Passakorn, the site's founder, encouraged his colleagues to talk, record, and post on Changkui.com; the premiere episode aired on August 20, 2006. The Chang Kui Channel's website contained more variety of content than the main program. There were many options for establishing the target audience delivery because each show had its distinct approach. Passakorn conducted regular performance distribution without using social media, and shared the podcast's URLs on website forums and boards to direct viewers to new episodes. Still, the podcast's audience was limited to a particular group during that period. (Pensute, 2018).

According to Pensute (2018), while the early emergence of Thai podcast programs was discussed, the number of producers and listeners remained small. However, with the

release of the science-focused podcast program ‘WiTcast’ on June 16, 2012, moderated by Tanthai Prasertkul, Linina Putthitarn, and Arjwarong Chanthamas, in the era that the number of social media platforms has increased. The core of the content is a variety of stories about scientific topics that no other media can provide in-depth; this program popularized the term podcast in Thailand due to the hosts’ recognition as science communicators on social media and offline media. Nonetheless, the number of program producers and listeners in Thailand is restricted to specific groups (Prasertkul et al., 2016).

The number of podcast users in Thailand has grown significantly as internet access and social media accounts become more widespread. In 2007, data from the National Statistical Office's reports on Internet access and usage showed that 24.8 percent of people in urban areas and 11.4 percent in rural areas were using the Internet. (Statistics Newsletter, 2008). On the other hand, according to ETDA’s 2020 report, people spend an average of 10 hours and 22 minutes on the Internet daily. This trend is increasing yearly, and podcast shows are gaining popularity worldwide. The number of podcast users in the United States and other countries is constantly rising, and this trend is expected to continue in Thailand. Data Reportal’s 2021 report reveals that 44 percent of internet users in Thailand use podcasts. Although this report lacks information about usage behavior, it proves that podcasts are growing significantly.

The proliferation of Thai podcast stations has been observed since 2018 (Rompho et al., 2022). The availability of several podcast programs in Thailand is noteworthy. Among these programs are The Standard Podcast, which is a prominent online media agency in the country; KooHoo Podcast, produced by the Mass Communication Organization of Thailand (MCOT); and Salmon Podcast, produced by the Salmon House, a media production and advertising agency. Additionally, several other podcast programs are created by professional media producers and published on individual websites.

Many artists, celebrities, influencers, and academics have their podcasts. Mission to the Moon, Scoop Viewfinder, Eight and a Half Lines, Nopadol's Story, and GetTalks Podcast are notable examples. In addition, independent podcasters have episodes on multiple platforms. These channels have different content and episode counts.

There is an evident and crucial necessity for scholarly inquiry into the domain of podcast audio media in Thailand. The exploration of this medium is essential to gain a comprehensive understanding, given its evident surge in popularity among both creators and listeners; through an in-depth investigation of podcasting, the author endeavors to shed light on the complex dynamics of this medium. The author extensively reviewed each podcast's themes and presentation styles in Thai podcasting, focusing on identifying distinctive characteristics and trends that distinguish it from podcasts in other regions. Therefore, the primary objective of the research was to: 1) comprehensively examine the landscape of podcast genres and formats within Thai audio media available on podcast platforms, and 2) conduct an in-depth investigation into the strategies and methods employed by Thai podcasters in distributing content within their podcast shows.

Furthermore, this academic perspective, achieved by addressing these objectives, serves as a valuable resource for podcast producers, online content creators, and anyone interested in the dynamic field of podcasting. By undertaking this research and addressing these dimensions, fills existing knowledge gaps. It provides valuable insights for individuals and professionals interested in podcasting, both within Thailand and across the global landscape.

Literature Review

An in-depth exploration of audio podcast production is imperative to fulfill the research objectives of analyzing program content types. This entails comprehensively examining the underlying theories and relevant research concerning podcast creators and their audiences. While prior research has touched upon this subject, it has predominantly concentrated on the spoken content delivered

by podcast hosts and the textual elements within podcast titles, descriptions, and show notes.

To refine and extend this body of knowledge, the author's approach will center on a more extensive exploration of digital genre and format analysis within the context of podcasting. This deeper investigation will facilitate a richer understanding of the intricate dynamics in this developing medium.

Digital Genre and Format Analysis

This study employs a primarily thematic and summative content analysis approach. Thematic analysis provides insights into the recurring themes and patterns in the content, while summative content analysis offers a quantitative perspective by counting and comparing keywords and content elements. It involves the examination of content within podcast genres and formats by identifying critical keywords derived from podcast hosts and various textual sources, including podcast titles and descriptions. Genre analysis systematically studies how media effectively communicate information to their intended audience excitingly and understandably. (Askehave & Ellerup Nielsen, 2005; Crowston, 1997; Riemer & Filius, 2009; Sichen, 2020).

Focused on the genre analysis of the Thai context, Kaewthep (2009) states that the importance of media genres or categories by dividing the program type into 1) the importance of the genre to producers, which makes every producer know the point of view that program type of content determines the framework for program production; 2) the importance of the genre to the audiences; the program genre determines the audiences' perception, interpretation, and expectations. The author discovered varying definitions of genre and format during a literature review focusing on audio media. Some of this genre and format analysis will be adapted from Berg's research on independent podcasts (2021), focusing on the genre as medium content and format as medium grammar. Podcasts typically feature medium-length programs with specific topics or themes, which Berg is divided into thirty-two types, for instance, mental health, self-help, sports, technology, etc. Specific podcast categories are defined by how the hosts present their content; for example, interview,

conversation, and monologue are specified as program formats (medium grammar). The definition of the format emphasizes the importance of the meaning of the "way of presenting" (Kotaeva, 2019).

A study on podcast production initially encountered limitations in the existing research on podcast formats. However, it was observed that employing production techniques like those used in traditional radio programming yielded more favorable outcomes. Consequently, the research pivoted towards an examination of radio formats. This investigation incorporates diverse radio format sources (Acharyakul, 1998; Bruce, 1977; Chambers, 2003; James et al., 1978) to provide a comprehensive understanding.

The author's exploration yielded a framework encompassing distinct audio program formats: Straight Talk, Conversational, Interview, Quiz, and Radio Drama. Some of these formats can be adapted for this research, particularly in constructing spreadsheets. Furthermore, this study delves into audio media genre analysis, focusing on the content produced. The analysis examined data drawn from Apple Podcasts and Spotify to identify commonalities and disparities in podcast genres. Only the most significant genres are presented herein, presenting findings in podcast genre and format, particularly concerning Thai content.

Moreover, genre and format analysis can collect data cross-platform and approach the digital genres from various perspectives (Sichen, 2020). Collecting popular podcasts from the charts on specific platforms is another way of analysis in this study. The podcast chart from the podcast platforms shows the most listened-to podcasts weekly from the most successful platforms, including Apple Podcasts and Spotify (Sullivan, 2019). These rankings are sorted by specific areas, such as countries or cities; this study only focused on Thailand's area from 2018 to 2021. Exploring Thai podcasts in terms of genre and format analysis is imperative to understand how content creators harness this unique medium, how it reflects cultural and linguistic nuances, and how it caters to the diverse interests of listeners within the Thai context. This investigation leads to deciphering the specific genres and formats that resonate

with the audience and contribute to the dynamic podcasting landscape in Thailand.

Podcasting

This study examined the origins and current state of podcasting on a global and local scale, providing a comprehensive overview of this medium. The information presented sheds light on the evolution of podcasts.

Podcasts, digital audio, and video recording emerged in the early 21st century before social media and cloud computing (Johnson & Grayden, 2006). Podcasts are distributed decentralized using open-source RSS (McFadden, 2008) and come from professional sources like radio program hosts, publishers, journalists, educational institutions, independent producers, artists, and amateurs. Podcasting encompasses broadcasting and Apple's iPod music players (Berry, 2016). Free podcasts can be downloaded from podcast websites. Listen to them on your computer, smartphone, or digital audio player and stream them on demand. (Edison Research and Triton Digital, 2020; C.B., 2017; Doyle, 2019; Podcast Insights, 2018; Watson & Pollete, 2021)

Podcasts allow traditional broadcasters to broaden their reach (Scriven, 2019) and Internet users to become media producers without being subject to conventional editorial oversight (McHugh, 2016). These benefits reflect the Internet's massive symmetrical communication potential (Markman & Sawyer, 2014). Podcasts became prominent on audio and music streaming platforms (Morris, 2021), such as Apple Podcasts, Spotify, and Google Podcasts. As podcasting has grown in popularity, the number of podcasts in production has skyrocketed, resulting in an increasingly crowded content landscape. This challenge listeners looking for new shows that might interest them (Sullivan, 2019).

For this research, Exploring Thai podcasts becomes essential in harnessing the vast potential of podcasts to extend the reach of traditional broadcasters, empower internet users as media producers, and navigate the surging volume of content in a crowded landscape, addressing the needs and interests of listeners.

Research Material and Methodology

Information Sources

This study collected primary data from prominent public audio-streaming platforms dedicated to hosting podcasts. Specifically, data were sourced from Apple Podcasts' 'Charts' section and Spotify's 'Top Podcasts,' focusing on the top one hundred podcasts listed on each platform. It is worth noting that some of the top-ranked podcasts, either hosted by non-Thai producers or produced outside of Thailand, were deemed irrelevant to this research and consequently excluded from the analysis. The process involved manual coding and categorizing data extracted from podcasts spanning four years, from January 1, 2018, to December 31, 2021. Additionally, secondary sources such as program websites, online articles, and social media posts were consulted to ensure the accurate categorization of the data.

In this research, a comprehensive analysis was conducted on 476 podcast programs. The primary focus of this analysis was to discern the content and format of each program, with particular attention to whether they aligned with specific content categories, including financial, economic, social, and cultural topics. Another crucial aspect of the study involved scrutinizing how each program was presented, encompassing formats such as monologues, conversations, interviews, and more.

Methodologies and Integrated Analysis

The focus of this study revolves around the format and genre of Thai-language podcasts produced and distributed by Thai creators on podcast platforms. A mixed methods approach was utilized to carry out this study, primarily employing qualitative content analysis. Additionally, quantitative data was included to highlight podcast trends during the selected sampling period. The primary method employed by the author involves utilizing the thematic analysis framework proposed by Braun and Clarke (2006) to find patterns and trends within qualitative data. This approach facilitates the identification of patterns or

themes within a given dataset, as well as the subsequent description and interpretation of what they mean and their importance. Thematic analysis has occasionally been presented as a component of phenomenology (Holloway & Todres, 2005), consistent with the present study's focus on Thai-published podcasts from 2018 to 2021.

This study started by examining the platforms of Apple Podcasts and Spotify to evaluate the various involvements of each platform. Upon careful examination, it becomes apparent that Apple Podcasts and Spotify do not significantly influence Thai podcast genre material analysis in this research. Developing a novel theme or genre of podcasts uniquely centered around the Thai context is a vital part of the thematic analysis. This study aims to utilize the six processes of theme analysis as outlined by Braun and Clarke (2006) to adapt to this research.

1) Data Familiarization: Begin by selecting and listening to audio files from popular episodes of each podcast.

2) Generate initial codes: Organize the collected data into meaningful and

systematic codes, condensing critical messages from each podcast episode into a few sentences, which might require 5-15 minutes or longer if necessary. Additionally, the author utilized summative content analysis outlined by Hsieh and Shannon (2005), a valuable addition to in-depth exploration. Summative content analysis involves counting and comparing keywords or content and interpreting the underlying context. This approach helps provide a quantitative aspect to your qualitative analysis, offering a more comprehensive understanding of Thai podcast data. It can help identify patterns, trends, and quantitative relationships within these data, complementing the thematic analysis and contributing to a more robust interpretation of your findings. Then, Google Sheets, an online spreadsheet editor, includes nine different sections for programming and facilitating the identification of thematic elements. The author created a spreadsheet based on the literature review on genre and format analysis focused on podcasting to gather data on selected programs. From Table 1, the following list is categorized into nine sections.

Table 1 Spreadsheet divided into Sections for Collected Related Podcast Data

Station (Channel)	Program	Published Episodes	Running Time	No. of Hosts	Hosts' profile	Type of formats	Genres	Key message
Station' s name appears on platforms	Program' s name appears on platforms	Number of published episodes between 2018-2021	Average minutes per episode	1	Celebrities	Straight Talk	Genre on Apple Podcasts	Analyzing and summarizing the key message of each podcast show in one or two sentences.
				2	Media Person	Conversational		
				3	Academia	Interviewing		
				4	Freelance	Discussion		
				5	Affiliated	Documentary		
				6	Others	Quiz		
				7		Radio Drama		
						Genre on Spotify	Synthesized genres	

Note: Adapted from Berg (2021); Drew (2017); Lindgren (2016); Bottomley (2015); Lindgren and McHugh (2013); Irelan (2012); Gallego-Pérez (2012); Hill (2010); Madsen (2009); Tsagkias et al. (2008); Askehave and Nielsen (2005); Chambers (2003); Achariyakul (1998); Bruce (1977); James et al. (1978)

1) Search for themes – Develop and modify preliminary themes by comparing content similarities and differences between the two leading platforms, Apple Podcasts and Spotify—record content categories in a spreadsheet.

2) Reviewing and defining themes – Define and refine the twelve content genres discovered in the data. Gather relevant data associated with each theme, color-coding each genre for clarity.

3) Data Charting – Create a chart to organize and manage the coded data. This chart helps with comparing themes and understanding their relationships.

4) Interpreting and writing the report: The final step focuses on interpreting the themes and writing a report that conveys the findings. Researchers provide explanations, examples, and context for each theme, making connections to the research objectives and broader literature.

Credibility and Reliability

In the initial stage of assessing the credibility of each podcast show, the author employed The PodCred Analysis Framework (Tsagkias et al., 2008) to validate the research findings. The PodCred framework is valuable for evaluating the reliability and quality of podcasts published online. It comprises a set of indicators designed to aid in predicting listener preferences when confronted with similar informational content across different podcasts. These indicators are organized into four categories: Podcast Content, Podcaster, Podcast Context, and Technical Execution of the podcast. The term ‘cred’ is utilized to encompass both credibility aspects, including trustworthiness and expertise, and the overall acceptability of the content to listeners.

This research primarily employed thematic analysis to explore themes and genres within the data. To mitigate potential subjectivity, inter-rater reliability was utilized, involving a triangulation process where two independent raters, one with a background in media research and the other a podcast producer, individually analyzed 100 podcast shows. These shows were evenly distributed across the twelve identified themes, comprising over 20% of the sample. High inter-rater reliability indicates a consistent

coding process, minimizing the influence of individual subjectivity or bias on the identified themes or patterns (Armstrong et al., 1997).

In this study, the inter-rater reliability scores, measured using Cohen's Kappa values, were notably high for each theme, ranging between .89 and .97, signifying a high level of agreement between the raters. This rigorous process ensured a comprehensive assessment of credibility and reliability before summarizing the research results.

Findings and Discussion

Based on the data collected in this study, the author has developed insights into the podcast landscape in Thailand. The research findings will be organized into three main segments, aligning with the research objectives: podcast genres, formats, and distributions. This structure facilitates an examination of the findings from multiple perspectives.

1. Analyzing Thai podcasts with a focus on genre analysis

In this section, the author focuses on the genre as a medium content of Thai podcasts. This analysis is divided into four key components: The first segment examines the classification of podcast programs based on their content within the Apple Podcasts platform. The second part of the analysis is dedicated to categorizing content-based programs available on Spotify. The third segment is concerned with developing unique content categories tailored to the specific context of Thai podcasts. The fourth component involves drawing qualitative insights from the research findings, specifically on Thai podcasts.

A. Classification of the podcast program as content-based in Apple Podcasts

Between 2007 and 2017, Apple's iOS Podcasts app and iTunes held over 50% of the podcasting market (Blubbry, 2017). Although its market share dropped below 50% between 2018 and 2020, Apple Podcasts remained the top podcast platform. In 2021, Apple Podcasts' market share fell below its competitors for the first time (Perez, 2021).

This study used 2018–2021 data, so Apple Podcasts' top charts are crucial. Based on content, Apple Podcasts has 19 main genres and 94 subgenres (Berg, 2021). If producers choose one of three sub-categories, the system automatically assigns the show to the main category. This study's podcast genre analysis relies on this categorization system.

The analysis of Apple Podcasts' genre classification shows 476 podcast shows in 18 of 19 main genres. Thai podcasts are most popular in the following genres: 'Society & Culture' with 126 programs (26.47%), 'Business' with 78 programs (16.39%), 'TV & Film' with 53 programs (11.13%), 'Education' with 44 programs (9.24%), and 'Arts' with 36 programs (7.56%). Apple Podcasts' genre labels can lack accuracy because creators frequently select categories that do not correspond to their episodes (Misener, 2018). This study faced similar issues. On Apple Podcasts, all 39 Thai PBS Podcast shows are labeled as 'TV & Film' content despite their highly unrelated content. Since Thai PBS is a Thai television media agency, they may view their content as related to this field. Following thorough consideration, Apple Podcasts does not significantly influence Thai podcast genre content assessment in this study.

B. Categorization of the program as content-based in Spotify

Spotify's podcast listenership has grown faster than Apple Podcasts. According to the author's study, Spotify surpassed Apple Podcasts in listeners by December 31, 2021. This trend should expand in 2022 (Perez, 2021). Spotify, a popular music streaming service, prioritizes podcasts over other content (Einhorn, 2022).

Spotify's significant podcasting investments demonstrate its dedication. They acquired Gimlet, a popular podcast network and digital media company, for \$340 million (McHugh, 2022) and Anchor.fm, a podcast media agency and platform for podcast uploads. Spotify's podcast investment highlights its focus on audio content despite its traditional music streaming focus (Özel, 2022). Spotify rebranded 'Anchor.fm' as 'Spotify for Podcasters,' emphasizing their commitment to podcasting. The diversity and presence of Thai podcasts on Spotify are

shown by the fact that famous Thai podcast stations are represented in all 13 content categories.

The end-of-2021 sampling duration was used for this podcast content category study. It may sometimes differ from other Spotify podcast genres because they change content types. For example, In mid-2022, Spotify has eight primary podcast categories: Arts & Entertainment (11 subgenres), Business & Technology (7 subgenres), Educational (6 subgenres), Games (2 subgenres), Lifestyle & Health (12 subgenres), News & Politics (2 subgenres), Sports & Recreation (13 subgenres), and True Crime (1 subgenre). In the long term, Spotify's podcast genre cannot accurately represent the Thai or content-based genres internationally.

C. Creating program content categories based on the findings of this study

The author comprehensively compared and analyzed the information after collecting data from Apple Podcasts and Spotify. All 476 podcasts were meticulously listened to, ensuring data accuracy. This thorough examination revealed that specific programs were categorized differently on each platform.

For instance, the podcast titled 'Pro & Constitution' by Salmon Podcast underwent a categorization discrepancy between Apple Podcasts and Spotify. Specifically, it was initially categorized as 'Careers' on Apple Podcasts, whereas on Spotify, it was classified under 'News & Politics'. To gain a comprehensive understanding of the content of each program, the author conducted an in-depth evaluation of the episodes by directly listening to them. This approach ensured that the genres were accurately identified while excluding irrelevant categorizations that did not align with the content. The comprehensive inquiry ultimately formulated novel genre categorizations, representing a significant synthesis emphasizing Thai podcasts' unique attributes. This investigation into Thai podcasting has revealed the emergence of these newly recognized genre classifications, which serve as evidence of the dynamic and constantly evolving nature of the podcasting ecosystem.

The importance of accurate genre categorization is highlighted for content producers and consumers. In the current era

characterized by the thriving nature of podcasting, the essentiality of accurate content categorization persists as a crucial factor in facilitating the expansion and inclusivity of this medium. This study establishes the importance of employing thematic analysis to comprehend the intricate landscape of Thai podcasts. It achieves this by introducing twelve genres of podcast content (see Table 2).

Table 2 Using Two Podcast Platforms within Genre Analysis to Generate Novel Themes

Apple Podcasts primary genres	Apple Podcast sub-genres	Spotify content categories	New themes (genres) were synthesized for this research based on the analysis and summarization of critical messages
Society & Culture (126)	Society & Culture (94) Relationships (18) Personal Journals (10) Documentary (2) Philosophy (1) Places & Travel (1)	Society & Culture (80)	Society & Culture
Business (78)	Business (28) Investing (24) Marketing (10) Entrepreneurship (8) Careers (6) Management (2)	Business & Technology (78)	Business & Management
TV & Film (53)	TV & Film (52) Film Review (1)	Arts & Entertainment (2)	Arts & Entertainment
Education (44)	Education (29) How to (9) Language Learning (6)	Educational (25)	Educational
Arts (36)	Books (17) Arts (12) Food (4) Design (1) Fashion & Beauty (1) Performing Arts (1)	Arts & Entertainment (65)	Lifestyle & Leisure
Health & Fitness (20)	Self Help (10) Health & Fitness (7) Medicine (1) Mental Health (1) Nutrition (1)	Lifestyle & Health (83)	Health & Fitness
News (18)	News (10) Politics (7) Entertainment News (1)	News & Politics (30)	News & Politics
Music (17)	Music (15) Music Commentary (1) Music Interviews (1)	Music (9)	Music
Technology (16)	Technology (16)	Business & Technology (14)	Science & Technology
Religion & Spirituality (14)	Religion & Spirituality (8) Spirituality (4) Buddhism (2)	Stories (42)	Religion & Spirituality
Comedy (11)	Comedy (7) Stand-Up Comedy (2) Comedy Interviews (7) Improv (1)	Comedy (11)	Arts & Entertainment
Fiction (10)	Fiction (9) Drama (1)	Arts & Entertainment (67)	Arts & Entertainment
Leisure (10)	Games (5) Hobbies (2) Animation & Manga (1) Automotive (1) Home & Garden (1)	Games (8)	Lifestyle & Leisure
Sports (10)	Sports (5) Running (4) Football (1)	Sports & Recreation (12)	Sports & Recreation
Science (8)	Science (7) Social Science (1)	Educational (6)	Science & Technology

History (2)	-	Stories (2)	Stories
True Crime (2)	True Crime (2)	True Crime (3)	Stories
Kids & Family (1)	Parenting (1)	Kids & Family (6)	Lifestyle & Leisure

Thai podcasts can be categorized into twelve distinct content genres in content-based podcast distribution (see Table 3). The comprehensive dataset comprises a total of 26,628 episodes from 476 programs, all of which were published between 2018 and 2021. Through examining genre popularity, valuable

insights can be gleaned regarding the prevailing themes that captured the audience's interest during specific time frames and the content creators' objectives. The quantity of content within each genre reflects the trend of publishing these specific content types in podcast form during the given time frame.

Table 3 Number of Thai Podcast Genres by Published Shows and Published Episodes

Thai podcast genres	Published Shows	Published Episodes	Average episodes per show
Religion & Spirituality	18	2201	122.28
News & Politics	25	3007	120.28
Educational	29	2260	77.93
Stories	38	2721	71.60
Business & Management	71	4746	66.85
Lifestyle & Leisure	77	4277	55.54
Health & Fitness	28	1382	49.36
Arts & Entertainment	58	2482	42.79
Music	12	441	36.75
Science & Technology	27	839	31.07
Sports & Recreation	26	673	25.88
Society & Culture	67	1599	23.87
Total	476	26628	60.35

However, this analysis encompasses the host's profile and the official status of each podcast channel, including their publication frequency. As an illustration, *the Mission to the Moon Podcast* boasts an impressive 1,001 episodes, while *Nopadol's Story* presents 911 episodes, both of which fall within the 'Business & Management' genre. These two programs imply that approximately 40 percent of all episodes are attributed to this content category, positioning it as the most favored genre in Thailand during the sampled time.

D. Qualitative analysis of each genre within the realm of Thai podcast

The author analyzes these twelve Thai podcast genres, focusing on their distinctive features and definitions. By exploring each genre, Thai podcasts have become a dynamic medium for distributing diverse content to diverse interests and preferences. This exploration will illuminate the diverse Thai podcasting landscape by revealing each genre's unique qualities and thematic essence (see Table 4).

Table 4 Thai Podcasts Genre Definition

Genre	Definition
<i>Business & Management</i>	Podcasts in the business and management genre refer to audio programs that delve into business-related topics. These programs encompass content about various aspects of business, including brand narratives, organizational stories, and entrepreneurial journeys. They may narrate tales of products, services, or both, aiming to reach consumers. Furthermore, business and management podcasts explore organizational administration, personnel management, corporate vision, mission, financial planning, entrepreneurial expertise, marketing strategies, and more.
<i>Lifestyle & Leisure</i>	Podcasts about career, lifestyle, and leisure. Career podcasts discuss career planning, teamwork, diverse professions, workplace self-improvement, and efficiency strategies. These lifestyle management podcasts may cover personal growth, financial management, family dynamics, relationships, friendships at different life stages, housing, transportation, and daily life. Lifestyle & Leisure podcasts discuss collectibles, sneakers, board games, wine, comic books, pets, gardening, lottery ticket purchases, and conversation.
<i>Society & Culture</i>	Podcasts on social and cultural issues. Social issues like human rights, gender diversity, labor issues, outdated laws, tax collection, and more are often discussed in these podcasts. This content also features influential Thai and international figures and their stories. They examine historical events that shape our present and future. These podcasts cover historical cultures, contemporary cultural trends, popular culture, subcultures, and niche cultural phenomena.
<i>Arts & Entertainment</i>	Podcasts captivating stories about various creative expressions and media. These shows cover performing arts, cinematic arts, film history, and movie reviews. This book also critiques television dramas, entertainment shows, drama series, and the complex processes of filmmaking. Arts and entertainment podcasts additionally go behind the scenes to reveal the creative minds shaping media. Hosts introduce listeners to artists, celebrities, and actors in the creative media and entertainment industries, deepening their understanding of the industry.
<i>Stories</i>	Podcasts with story-driven programs. Narrative podcasts are full of literary talent and storytelling. These programs are carefully designed to relax listeners and often include ASMR (Autonomous Sensory Meridian Response). Narrative podcasts include drama series, radio dramas, novel adaptations, literary explorations, short stories, folk tales, children's stories, and timeless proverbs. These podcasts also explore historical events, murder mysteries, criminal cases, and inspiring real-life stories. Narrative podcasts sometimes feature stand-up comedians telling captivating stories.
<i>Educational</i>	Podcasts about early childhood, primary, secondary, tertiary, and vocational education. National and international educational systems are examined in these programs. Additionally, educational podcasts provide engaging English, Chinese, and Korean language learning content. It teaches basic human rights, environmental awareness, personal safety, sex education, financial literacy, and prudent investment strategies. These podcasts discuss education system issues and address individual and structural issues while exploring new ways to deliver educational content.

<i>Health & Fitness</i>	Podcasts about holistic health, including physical, mental, and overall wellness. These programs reveal modern medicine, traditional healing, and psychiatrists' invaluable advice. These podcasts also discuss psychological narratives to help manage relationships and emotions. Regular exercise is also stressed for good health. This variety of content ensures listeners get health-promoting information.
<i>Science & Technology</i>	Podcasts about science and technology. These programs tell captivating stories about scientific experiments and discoveries. Astronomy and space exploration stories by hosts take listeners through the universe. These podcasts also cover technology, highlighting groundbreaking inventions that could change our world. This content also covers computers, communication devices, hardware, and software, including smartphones, tablets, headphones, and smartwatches. This content illuminates science and technology's constant change.
<i>Sports & Recreation</i>	Podcasts that offer a fascinating look at sports from various perspectives. These shows explore sports-related topics, from pre-game events to post-game stories. Interesting stories about athletes in various sports and the meticulous organization of sports competitions, from football and marathon running to international boxing, Muay Thai, and even e-sports. These podcasts also teach sports and recreation techniques and training. Some programs aim to improve runners or introduce yoga to inspire them.
<i>News & Politics</i>	Podcasts that making audience stays informed and engaged with current events through podcasts. These programs cover general news, social issues, economics, international affairs, and in-depth news stories. Many podcasts feature thought-provoking interviews with prominent figures and experts. These podcasts explore complex domestic and international politics. They provide insightful analyses, detailed political coverage, and a deep understanding of politics. These shows inform and engage viewers about current events, whether they care about national or global politics.
<i>Religion & Spirituality</i>	Podcasts about religion and spirituality, focusing on religious stories. Buddhist programs in Thailand teach Dhamma, spiritual practices, and religious history. Jatakas and religious proverbs are common in these podcasts. It also examines spirits, ghosts, and enigmatic tales influencing spiritual and supernatural beliefs. Astrology adds a holistic touch to these podcasts' spirituality and faith.
<i>Music</i>	A music-themed podcast with music industry narratives. These podcasts explore artists and those behind the scenes who create music, including song writing, composition, production, and music videos. Explore the rich history and cultural significance of classical music, jazz, Thai and international idol artists. These podcasts also discuss using music to address social issues and the evolution of musical styles over time.

2. Analyzing Thai podcasts with a focus on format analysis

This section examined these audio programs' structure and presentation to meet research goals. Content creators' podcast formats are examined. This format analysis, adapted from *the PodCred Analysis Framework* (Tsagkias et al., 2008), provides unique insights into Thai podcasting in four

segments. The first segment examines host composition, specifically show host count. The author explores the podcast hosts' diverse backgrounds and affiliations in the second segment. The third segment covers a captivating presentation. The fourth segment discusses podcast average length. Table 5 details the format analysis research findings for all these parts.

Table 5 Research Findings Related to Podcast Format Analysis

Format	Finding	count	%
Number of host(s) per show	1 host	209	43.91
	2 hosts	193	40.55
	3 hosts	43	9.03
	4 hosts	26	5.46
	5 hosts	4	0.84
	7 hosts	1	0.21
Host's Profile (some podcast hosts may have more than one type of profile)	Affiliation podcaster	212	41.57
	Independent podcaster	159	31.18
	Well-known podcaster or celebrity	55	10.78
	Academic person	49	9.61
	Podcaster related to media agencies	35	6.86
The way of presenting	Chat show	230	45.82
	Straight talk (monologue)	157	31.27
	Interviewing	68	13.55
	Radio dramas	21	4.18
	Panel discussion	15	2.99
	Documentary	8	1.59
	Quiz show	3	0.60
Average duration	16 – 30 Minutes	164	34.45
	31 – 45 Minutes	110	23.11
	0 – 15 Minutes	90	18.91
	46 – 60 Minutes	54	11.34
	61 – 120 Minutes	45	9.45
	More than 120 Minutes	13	2.73

A. The number of podcast host(s) per show

Four hundred seventy-six podcasts from sampled channels showed that podcasts had various ranges of hosts per program, and it found the program starting with one host to program with seven hosts. Podcast shows with only one host represented the highest number, 209 of 476 or 43.91%, followed by two hosts, 40.55%. Considering only these two formats, the total number of programs with 1-2 hosts will be 84.46%.

A majority proportion of Thai podcast programs incorporate conversational or interview formats. In cases where a single host engages directly with the audience, it typically resembles a straightforward monologue. However, programs featuring three to a maximum of seven hosts tend to emulate an informal, round-table conversation a format that fosters easy engagement and audience interaction. The analysis also

highlights the relative unpopularity of programs with five or seven hosts, suggesting that producing podcast shows with such many hosts may be challenging or less common within the podcasting format. Notably, this research did not identify any programs featuring six hosts.

B. The host's profile

The insights from this analysis encompass crucial elements related to the host's profile as *the PodCred Analysis Framework* (Tsagkias et al., 2008) takes into account various dimensions, such as whether the podcaster operates under their name (*podcaster eponymous*), their credentials and expertise (*podcaster credentials*), their affiliation with media agencies or the media industry (*podcaster affiliation*), and their recognition beyond the podcasting realm (*podcaster widely known outside the pedosphere*).

For the Thai podcasts, the host's backgrounds can be categorized into five distinct forms per this comprehensive framework. It is essential to note that some hosts may exhibit multiple profiles. For instance, *Nakarin Wanakijpaibul*, the host of 'The Secret Sauce' on The Standard Podcast, can be classified as a well-known podcaster and a media figure.

The research findings reveal that host backgrounds primarily fall into five categories: well-known podcasters or celebrities (55 programs), individuals connected to media agencies or working in the media sector (35 programs), academic figures (49 programs), affiliation podcasters (212 programs), and independent podcasters (159 programs). Understanding the diverse backgrounds of podcast producers underscores the vast array of individuals engaged with this medium, mirroring the dynamics seen among content creators across various platforms (Pérez-Alaejos et al., 2022).

Affiliation podcasters or podcast producers associated with specific organizations, particularly media agencies, make up a significant portion at 41 percent. This is primarily due to several Thai online media agencies creating audio talk-based media content that they publish on various podcast platforms. For example, the 'Thai PBS Podcast' is associated with the Thai Public Broadcasting Service, a well-known public television and radio broadcasting organization in Thailand. Thai PBS is recognized for its commitment to providing independent and diverse programming, including news, documentaries, cultural content, and educational shows. During the sampling period, Thai PBS produced 39 podcast programs, making them the most prolific podcast content producer across various content genres. This extensive production demonstrates Thai PBS's commitment to providing diverse and comprehensive podcast content to its audience.

Another prominent example of media agencies distributing podcasts in Thailand is 'The Standard,' a well-established media outlet and online platform active since 2017. The Standard offers various news and information, including articles, features, analysis, opinion pieces, and multimedia content regarding social, lifestyle,

and cultural content. From the outset of their business, The Standard introduced a podcast station and published 31 programs during the sampling period. These affiliations with established media agencies and organizations contribute to the diversity and depth of content available within the Thai podcast landscape.

To clarify, there are a total of 36 channels that come directly from companies or brands in the field of podcasting; Gallego Pérez (2012) stated that this type of podcast is podcasting as a company. These channels consist of multiple shows and can be considered podcast stations. Additionally, there are 64 individual channels with fewer shows, contributing 102 out of 476 programs; the author added details about this aspect to the appendix.

Indeed, a notable aspect worth highlighting is the significant number of programs produced by independent podcasters in Thailand. This observation underscores the core principle that podcasting is a medium accessible to a broad spectrum of users, regardless of their expertise in media production. In essence, it reaffirms the notion by Scriven (2019) that podcasts provide a distinctive level of accessibility in media production. This inclusivity transforms podcasting into an inviting space where virtually anyone can actively participate, regardless of background or experience. The outcome is a flourishing and inclusive online community that brings together podcast creators and their engaged listeners, contributing to the medium's vitality and diversity.

C. Thai podcast shows according to the way of presenting

A format analysis literature review classifies some media categories by how they are distributed or how media producers present their shows (Kotaeva, 2019). The author created coding sheet indicators from podcast genre research. However, the author noted that this aspect needs more research. The author chose radio-based formats instead. Typically, there are seven podcast formats. The author categorized podcast formats and defined their main themes in a scholarly study. This analysis is essential to thematic analysis.

Table 6 Format Categories Been Identified and Defined by Previous Researchers

Format	Definition
<i>Chat Show</i>	<i>A Conversational Program or Chat Show</i> (Drew, 2017) is a podcast where two or more moderators converse. One person acts as the moderator and guides the discussion on specific topics while interacting with the audience. Occasionally, the host may switch roles with another moderator to perform these duties.
<i>The Straight Talk</i>	The Straight Talk Program, also called Narrative (Lindgren, 2016), is a podcast that involves a moderator monologue or narrator who uses storytelling techniques to connect with the audience.
<i>Interviewing</i>	<i>The Interviewing Program</i> (Nee & Santana, 2022) is a podcast that features a conversation between two or more people. One person acts as the interviewer, asking questions, while the other person is the interviewee who answers questions related to the topics discussed in the episode. Typically, the interviewee is a guest on the program.
<i>Radio Dramas</i>	<i>Radio Drama Program</i> (Bottomley, 2015) is a podcast format in which the program is presented as imaginary role play by inserting knowledge and entertainment content with the art of using sound. Many radio drama programs are in storytelling structure, including characters, settings, dialogue, and plots.
<i>Panel Discussions</i>	<i>A Panel Discussion or Concluding Discussion</i> (Drew, 2017) is another type of talk show; this type of podcast not needs to talk to audiences directly but focuses on the debate on one topic and related issues. The discussion participants might have different opinions. This panel requires a strong moderator responsible for asking questions to lead the discussion and controlling the panel to be on topic.
<i>Documentaries</i>	<i>Documentary Program</i> (Lindgren & McHugh, 2013) is a podcast format with storytelling (mainly non-fiction) with various narrative styles depending on the storytellers—providing deep knowledge on a subject. There are different methods to captivate the audience throughout the entire presentation of the documentary.
<i>Quiz Show</i>	<i>Quiz Show Program</i> (Ireland, 2007) is a podcast format that can be both ways; the first is similar to a radio or TV quiz game, and the second is a Q&A program.

D. Podcast format in terms of the duration or length of the podcast

There are six ranges in running time that this research has found: 1) episode length starting from under a minute to fifteen minutes, 2) sixteen to thirty minutes per episode, 3) thirty-one to forty-five minutes per episode, 4) forty-six to sixty minutes per episode, 5) sixty-one to one hundred and twenty minutes per episode, and 6) more

than one hundred and twenty minutes per episode. After analyzing data from 476 programs with 26,628 episodes, it was found that the average episode length is 37.76 minutes.

Based on the collected data, it becomes evident that the most popular duration for Thai podcast shows falls within the range of sixteen to thirty minutes, as observed in 164 out of 476 programs. While

these findings shed light on the prevailing episode duration for the majority of Thai podcasts featured in the sampled channels, it is essential to classify the length of each podcast, drawing from research conducted by García-Estévez & Cartes-Barroso (2022) on branded podcasts. The categorization includes the following labels: *Short* (less than ten minutes), *Medium* (between ten and thirty minutes), *Long* (between thirty and sixty minutes), *Very Long* (more than one hour), and *Irregular* (extra-long). Consequently, more than half of the Thai podcasts published in the sampled channels tend to have durations falling within the *Medium* category (16-30 minutes) and *Long* category (31-45 minutes). This information illuminates the common trends in podcast episode lengths in the Thai landscape.

3. Thai podcasters' content distribution tactics and methods

This research has identified two types of channels within the sample of Thai podcasts.

A. Podcast programs originate from producers in the form of a podcast station, where the channel operates similarly to a radio station or network. Each station offers a variety of content, and even if the specific content varies, there is a defined program format characteristic of that station. This study identified a total of 36 such channels.

B. Programs are created by producers and distributed through private channels (individuals), with these channels serving as an alternative medium for content presentation. These are personal channels, where the channel owner establishes the main program and sometimes additional sub-programs within the same channel. While some of these channels are private, they can encompass a range of topics. In this study, a total of 64 such channels were observed.

According to the number of Thai independent podcasters, it is proven that podcasting is an ideal medium for individuals who excel in audio storytelling, reporting, or presentation as their primary means of communication, as highlighted by Tarmawan et al. (2021). Another reason is that podcasting offers a more accessible technical platform than traditional radio (Berry, 2016). The

creation of podcasts can be achieved independently using nothing more than a smartphone, making it an incredibly straightforward process. Furthermore, the allure of podcasting in the Thai context is amplified by its simplicity and accessibility. Berg (2021) astutely simplifies the podcasting process into three fundamental steps: recording, speaking, and uploading the content.

The practice of podcasting has gained significant popularity and is characterized by a comprehensive process that includes pre-production, production, and post-production steps. This approach points out the importance of precise planning and preparation, contributing to the expertise exhibited by podcasters and podcast channels, particularly those affiliated with a specific station. While it is true that independent producers have the potential to achieve success, it is crucial to acknowledge that not all programs developed by Thai independent podcasters attain the same level of success. Although podcasting provides a means of accessibility and serves as a platform for creative expression, it does not ensure immediate or widespread recognition. Consistency in podcasting is critical to its success (Ahn et al., 2016). Maintaining a regular release schedule ensures the audience knows when to expect new content and helps build a loyal following. Thai podcasts in the form of podcast stations do not face this particular issue; it is a concern that may affect independent podcasters. Some exceptions demonstrate extraordinary dedication to the podcasting medium. The podcast "*Nopadol's Story*," hosted by Prof. Dr. Nopadol Rompho, is notable. Dr. Nopadol published 911 episodes daily during the sampling period, demonstrating remarkable consistency and dedication. This prolific output shows his dedication to podcasting and daily audience engagement.

For those who are considering podcasting but are not committed to long-term publication, creating a few experimental audio episodes can be beneficial. This approach allows creators to refine their content and presentation style while gauging their effectiveness in reaching their intended audience (Shamburg, 2020). It serves as a valuable testing ground to determine the

suitability of these audio mediums for their communication goals, and this research found several programs that have this intention.

This research has revealed that many Thai podcasts use various platforms to expand their listener base, especially their social media accounts, hosts, and even dedicated websites. Thai podcast creators are dedicated to reaching a broader audience, and they explore diverse strategies to achieve this goal. Nevertheless, the study has brought to light specific areas in which opportunities for generating revenue from podcasts could be further explored. Despite podcasters consistently producing shows and gaining popularity, existing podcast platforms currently need mechanisms for creators to monetize their content depending on the podcast monetization model, a contrast to platforms like YouTube.

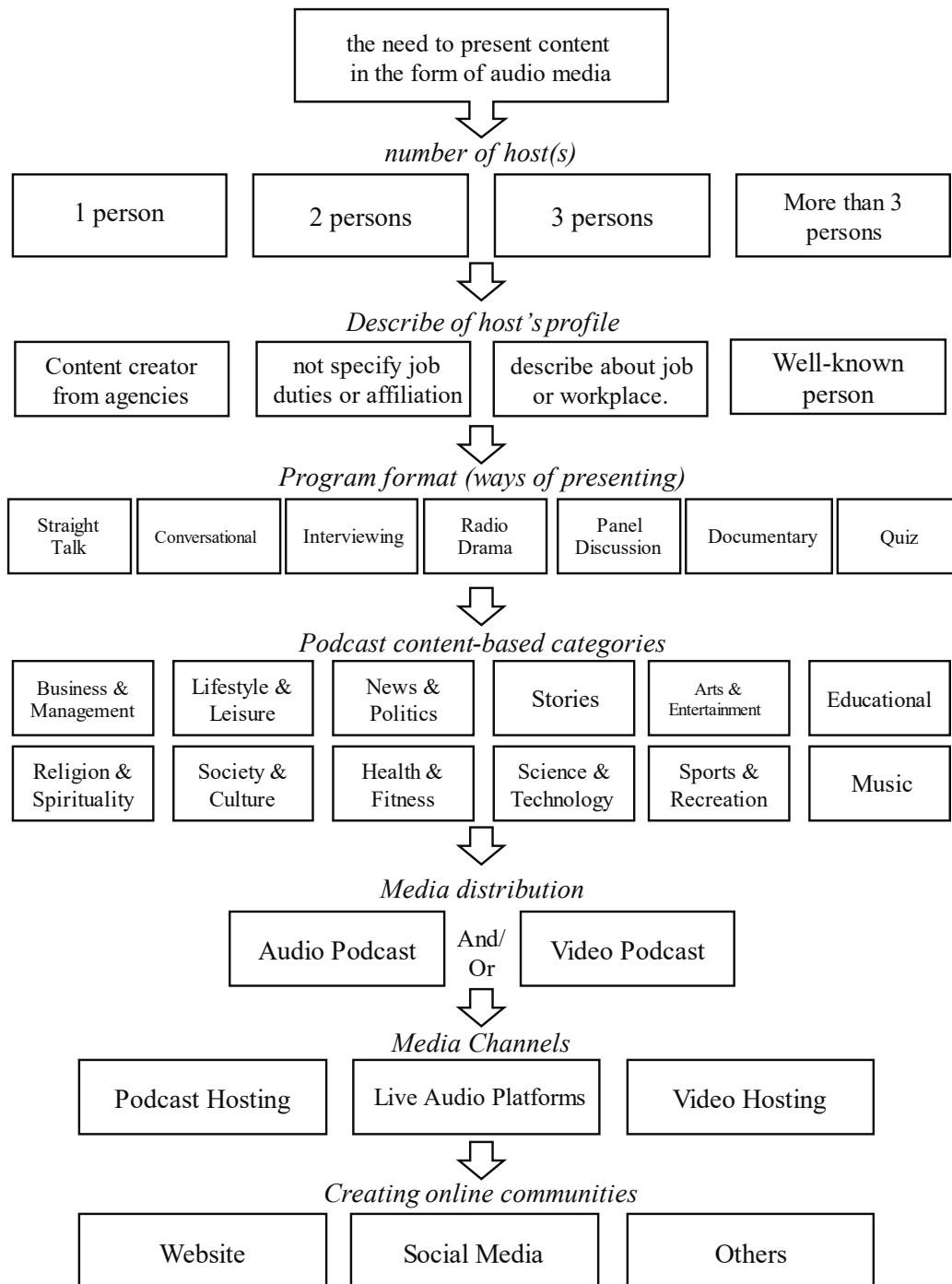
Notably, several Thai podcasts maintain a presence on YouTube to reach a wider audience. YouTube stands out as Thailand's predominant and favored video platform. Google Thailand Head of Marketing Michael Jittivanich (2023) noted that *YouTube Thailand* ranks among the top 10 globally for watch time. This statistic shows YouTube's importance in Thailand's digital landscape. In October 2023, 62% of Thais who use the Internet or online engagement use YouTube. As Chu et al. (2022) noted, YouTube's growing user base and viewership increase its monetization potential. This suggests podcasters can monetize their content using YouTube, and the potential for generating revenue for Thai producers only via podcast platforms still needs to be explored.

The sustainability of podcasts demonstrates significant variation depending

on factors such as the topic of the content, the target audience, and the employed strategies for generating revenue. Several podcasts have effectively maintained their operations over a long time, growing devoted listenership and generating income through different ways such as advertising, sponsorships, merchandise sales, and listener contributions. Nevertheless, similar to other media or content production mediums, sustainability cannot be assured, and numerous podcasts may need help establishing a lasting audience or securing funding. When examining the sustainability of Thai and global content in podcast platforms, the issue of platform monetization appears to need more clarity, particularly when compared to YouTube. This phenomenon may result in podcast platforms becoming predominantly oriented towards niche markets or serving as an alternative communication channel with broad audience appeal.

The findings of this research have also been synthesized into a comprehensive guideline for podcast production (see Figure 1). This guideline encompasses the entire podcast creation process, from the initial intentions of the producer to ensuring accessibility for the listeners. It has been thoughtfully presented as a flowchart, making it a valuable resource for individuals interested in podcast creation. Whether you are a seasoned podcaster or a novice, this flowchart offers a clear and structured path to navigate the various stages of podcast development, providing insights and guidance at each step of the journey. It is an indispensable tool for those looking to embark on the podcasting adventure, ensuring their content is well-planned, effectively delivered, and readily available to a broad and engaged audience.

Figure 1 Podcast Creation Flowchart Guideline



Conclusion

Podcasting is in the midst of a transition in platform development (Sullivan,

2019). Hence, podcasting is transitioning to platform development, making studying it different from other social media platforms. Since the beginning of this technology in 2004, podcast platforms have constantly changed,

particularly the podcast genre. As a result, there will be more areas to focus on in the future. Published podcasts serve as archives of events and societal occurrences, capturing the movement of their respective times. As the interests of both hosts and listeners change over time, they significantly influence the content produced. The nature of media content varies according to the preferences and concerns of that particular era.

For instance, in mid-2020, the “*Mission to the Moon Podcast*” emerged as a prominent business and management podcast in Thailand; this popularity was influenced by the prevailing interests of that particular time and contributed to its top-ranking status on the charts. However, by the end of the year, “*KND Podcast*” took the lead, focusing on English vocabulary and conversation, highlighting how swiftly trends and preferences can change within the podcasting sphere. The constantly evolving landscape of podcasting reflects the evolution of societal preferences and how people consume media, rendering it an intriguing area for research and investigation.

Compared to case studies from other countries, García-Estévez & Cartes-Barroso (2022) identified twenty distinct content themes in Spanish branded content. Similarly, Pérez-Alaejos et al. (2022) researched the global podcast market in Europe, North America, and Latin America. They categorized content on 14 platforms into sixteen primary topics. However, this research underscores a consistent understanding of Thai podcasts. Twelve content genres emerge as categories prominently; these serve as the foundation for categorizing and further delving into the rich and diverse world of Thai podcasting, presenting possibilities for in-depth investigations within each genre and across various cultural and linguistic settings. The author encourages those looking to make meaningful contributions to consider these areas for their research endeavors.

This study primarily employed qualitative methodologies to investigate podcast genre and format. Nonetheless, some quantitative data, including the popularity of distinct presentation styles and content themes, was also inspected, focusing on podcasters' aspects that offer potential for more in-depth exploration. An area for

further investigation lies in the podcast audience, using media and communication theory frameworks, as there has been limited research on Thai listeners. While the author uncovered existing research regarding Thai listeners, it used a different theoretical framework. For instance, Rompho et al. (2022) explored “*Podcasting in Thailand: Factors of Users' Satisfaction and Behaviors*” by adapting marketing concepts, specifically the 4Cs and 7Cs marketing mix, to understand critical factors influencing podcast audience satisfaction.

The author also came across research that analyzed podcast listeners using communication theory but in a different country's context. In 2022, Özel investigated podcast listeners in Turkey, particularly those using Spotify, employing a questionnaire based on the technology acceptance model and the uses and gratifications theory. The data collected revealed valuable insights, including the motivating factors for podcast consumption. These aspects of research are needed to be investigated more.

Even though the presentation of podcasts may vary based on the analytical lens used, there is a consistent format and style for creating podcasts, similar to traditional radio programs, as stated in this paper. The author proposes a clear and transparent method using the twelve content genres identified in the study. Although there may be new forms of storytelling or content in the future, it is essential to classify them into specific genres. The findings can also assist podcast producers and other content creators in developing their content themes in Thai and international contexts.

What distinguishes Thai podcasts and makes them exceptional? Their remarkable diversity in content genres is a standout feature. Among these, the genre of religion and spirituality is particularly noteworthy, sets Thai podcasts apart, and makes them stand out from other countries. This particular genre plays a significant role and uniquely flavors Thai podcasts. It offers a platform for discussions, teachings, and narratives deeply rooted in Thai culture's spiritual and religious aspects. This genre allows people to explore their faith, culture,

heritage, and topics like spirits, ghosts, and other paranormal phenomena.

Additionally, delivering spiritual content through audio media is more suitable for the audience than audio-visual or textual formats. Considering the information presented in Table 3, Although the quantity of programs is only 18 and lower than other forms of content, it remains at the forefront compared to published episodes. In addition, the ghost story podcasts, namely *The Ghost Radio* and *Horror Story Requests by Nuenglc*, have maintained their top rankings on both Apple Podcasts and Spotify since the first quarter of 2022, right after the sampling period. Thai podcasts' religious and spiritual content, including Thai ghost stories, gives them a cultural depth that sets them apart from other podcasts. It reveals Thai spirituality and gives global listeners a

unique chance to understand it. Their religious and spiritual content shows Thai podcasts' cultural diversity and richness.

In conclusion, this extensive study of Thai podcast content distribution uncovers the dynamic nature of the medium, reflecting evolving societal interests. With twelve distinct content genres, it forms the basis for deeper explorations and offers insights into the diverse world of Thai podcasting. While primarily qualitative, the research touches on quantitative data, highlighting popular presentation styles and content themes. It also suggests potential avenues for future studies, particularly in understanding Thai podcast audiences. The ever-evolving Thai podcast landscape remains a vibrant and multifaceted platform for further scholarly exploration.

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Appendix

Lists Sampling Channels by the Number of Programs and Channel Type

Podcast channel	Number of Program	Type of Channel	Podcast channel	Number of Program	Type of Channel
The Standard	31	Station	The Young Vision	1	Independent
Mission to the Moon	13	Station	Runner's Journey	1	Independent
how are you today?	1	Independent	GetTalks	28	Station
Salmon Podcast	24	Station	The101.world	7	Station
Farose	1	Independent	Crime Time TH	1	Independent
Longtunsart Podcast	2	Independent	Ma share Kan	1	Independent
Counting Sleep	1	Independent	Samkok Radio	11	Station
Roundfinger Channel	4	Independent	The Shareholders	1	Independent
Koohoo Podcast	12	Station	Consulted friend	1	Independent
Eight and a half lines	2	Independent	J-Pung Japan	5	Independent
Longtoonman	3	Station	Amarinbooks	4	Station
The TOPICS Podcast	17	Station	Tam-Eig	2	Independent
Echo Podcast	7	Station	USPchannel	1	Independent
69 Podcast	1	Independent	Phra jer Phee	5	Independent
A day Podcast	10	Station	Taladwai	1	Independent
Take it in	1	Independent	Brand Inside	1	Independent
Memorize	1	Independent	Na Podcast	5	Station
Mission to Pluto	5	Station	Nuttakrit Podcast	1	Independent
Scoop Viewfinder	9	Independent	Softpomz	1	Independent
Nopadol's Story	1	Independent	English Yourself	1	Independent
Pipe's ghost story	1	Independent	Haunting story	1	Independent
The Cloud Podcast	12	Station	Coach Jibb	1	Independent
PEACHII	1	Independent	GUlaxy Podcast	18	Station
Mainstand	1	Station	Learn English with Lin	2	Independent
Suthichai Yoon	1	Independent	The Addict Podcast	8	Station
dhamma.com	1	Independent	Auditorium	1	Independent
Karunabuakamsri	3	Independent	Yuthana Boonorm	1	Independent
Ball Phakphum	1	Independent	THEBOYY	1	Independent
Creative Talk	9	Station	The Money Coach	1	Independent
Single Being	1	Independent	Bualuang Securities	1	Independent
Finnomina	15	Station	Beartai	4	Station
N.Wanawongsawad	1	Independent	Dr. Amp Podcast	1	Independent
Eng Outside the Box	1	Independent	the momentum	3	Station
CHANGE 2561	1	Station	Rong Arharn	6	Station
WorldWideWeird	1	Independent	Buddhist words	1	Independent
Ta Thananon Domthong	1	Independent	Dharma Sakidjai	1	Independent

Thai PBS Podcast	39	Station	9Arm's Story	1	Independent
thinknaijai	1	Independent	Thames THINK Tank	3	Independent
The world has gone far	11	Station	TEI	1	Independent
brandthink	7	Station	STNET Radio Station	1	Independent
WiTcast	6	Independent	TPD Podcast	6	Station
Haunted friend at 4pm	1	Independent	a day BULLETIN	10	Station
Thinking Podcast	1	Independent	Thairath's Podcast	6	Station
Money Buffalo	4	Station	The Progressive	3	Station
Room 508 Podcast	11	Station	BorntoDev	6	Independent
secretly love	1	Independent	Mellow975	1	Station
Stand alone	1	Independent	P.Pantapalangkura	1	Independent
chromecast	7	Station	Feedpod	11	Station
Kaihuaror Studio	7	Station	Paperyard Podcast	1	Independent
Khem	1	Independent	lost in history	1	Independent