



VIDEO PODCASTING DECODED

A GUIDE FOR SMALL SHOWS



SOUND SPEED, CAMERA ROLLING

It seems that video has become ubiquitous in the podcast space. It has been a booming topic on panels, in articles, everywhere. Is this a passing trend or is it here to stay? For smaller shows and indie creators, is it worth the time and effort? Does it help tell a stronger story? Or is it just...a lot?

Luckily, the Davey Awards has a community of experts across podcasting, video, content strategy and marketing to tap into for insights.

We partnered with **The Podglomerate**, the award-winning podcast services firm, for their deep knowledge in podcast marketing, production and monetization. We also surveyed the **Academy of Interactive & Visual Arts (AIVA)** Jury for their expertise.

Inside, you'll find important considerations and some tips for getting started if you decide that integrating video is the right move for your podcast.

Enjoy!



OUR HOSTS

The Podglomerate is the award-winning podcast services specialized in production, marketing, and monetization of outstanding content. Since its start in 2016, The Podglomerate has grown to represent more than 70 podcasts accounting for more than 30 million monthly downloads, with shows topping the podcast charts and receiving features on every major podcast distribution app with national coverage across print, digital, radio, and television.

The Podglomerate's high-profile list of podcast clients includes Netflix, Freakonomics Radio, The Boston Globe, NPR, PBS, Harvard, Stanford, MIT, public media stations (including NHPR, WNET, WHYY, LAist/KPCC, KUOW, GBH, and more), Forever Dog, iHeart, Substack, Expedia, Lit Hub, American Public Television, Optum, CVS Health, and Hubspot, among many others. Learn more about The Podglomerate's services at thepodglomerate.com.



The Academy of Interactive & Visual Arts (AIVA) is an invitation-only assembly of leading professionals from across the visual arts, dedicated to embracing progress and the evolving nature of traditional and interactive media.

Jury members include experts from leading brands, agencies and institutions such as Google, Accenture Song, Microsoft, Smithsonian Institution, Digitas, National Geographic Society, Publicis, New York University, Netflix, JPMorgan Chase & Co., Spotify, NASA, Amazon and many others.

For more, visit aiva.org.



WHY GO VISUAL?

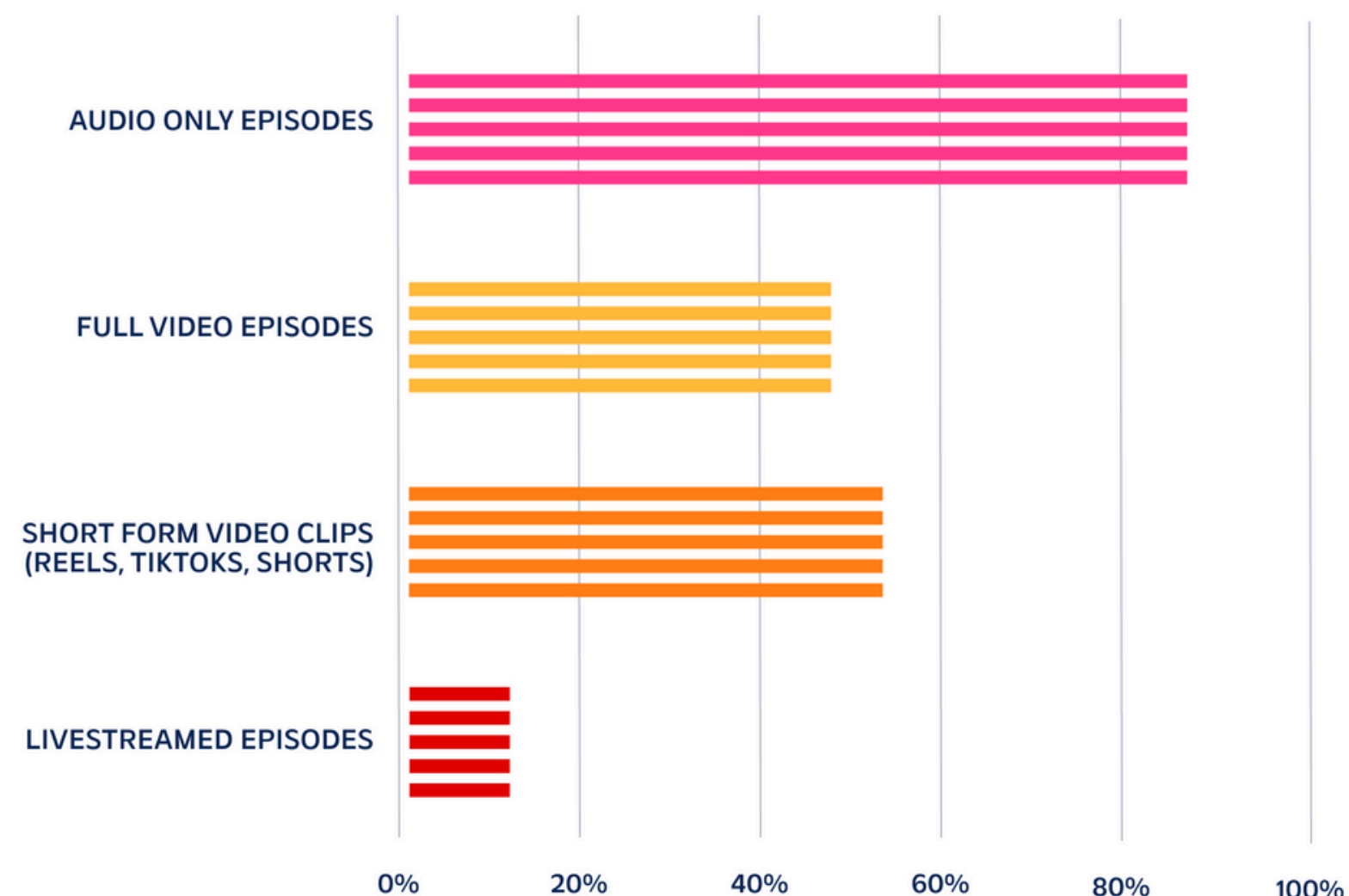
HAS VIDEO TAKEN THE MIC?

Seen more video popping up in your podcast feed? Yeah, same. Is it changing how people are consuming shows?

“Is the growth of video an existential moment for the podcast industry? Despite early concerns, podcasting has adapted to new visual possibilities by harnessing video to access new audiences on streaming platforms like YouTube. Podcasters have similarly taken advantage of social media apps to circulate clips of their podcasts, either through video or audiograms.”

— The Podglomerate, *What Audio Producers *Really* Need to Know About Video Podcasting*

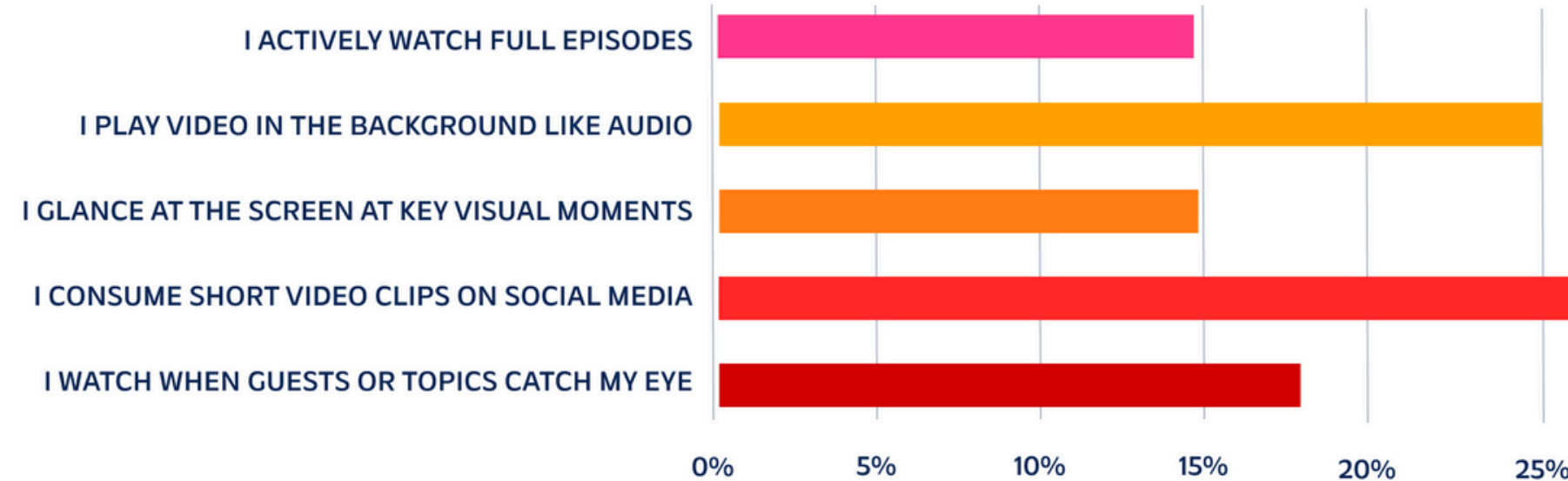
WHAT PODCAST FORMATS DO YOU CONSUME?



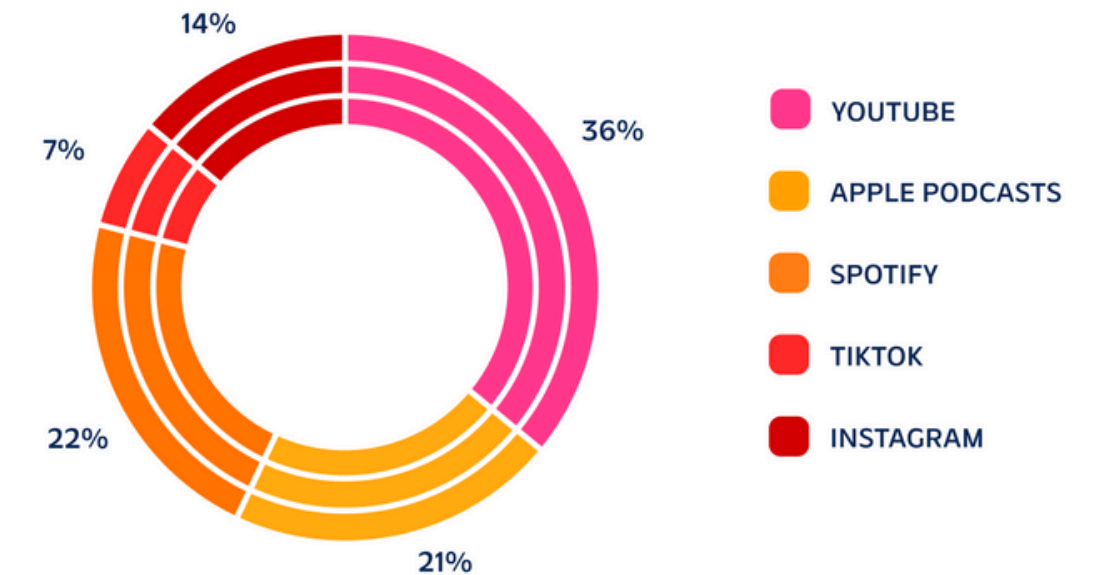
WHERE THE STREAMS FLOW

There are numerous audio podcast platforms, but now that we need a screen? New platforms, new habits, new ways of tuning in...or kind of tuning out.

HOW DO YOU CONSUME VIDEO PODCASTS?



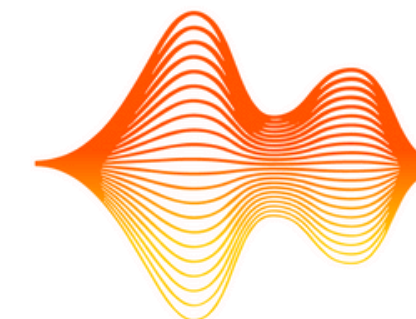
WHERE DO YOU CONSUME PODCASTS?



"Instagram and TikTok have turned several generations into fans of 30-second clips, while YouTube has evolved into one of the biggest streaming platforms in the world...Recording your show visually gives you more options for sharing your content across different channels."

— The Podglomerate, [How to Start a Video Podcast at Any Budget](#)

DO YOU WATCH SHORT FORM PODCAST CLIPS?



63% of Millennials said Yes
50% of Gen X said Yes
60% of Boomers said Yes

ENGAGEMENT AMPLIFIED

There are so many reasons why fans hit the subscribe button. Maybe it's the host. Maybe it's the story. Whatever the hook, that connection keeps people coming back.

WHAT DRIVES YOU TO SUBSCRIBE TO OR SUPPORT A PODCAST?



A ZOOM IN ON VIDEO ENGAGEMENT

"Video engages visual learners, builds a stronger connection with viewers, and boosts shareability. Whether you're new to podcasting or an experienced host, integrating video can enhance your content and grow your audience."

— The Podglomerate, [How to Start a Video Podcast at Any Budget](#)



"Video is absolutely vital when podcasting to clip down key moments. It allows you to share content across platforms to increase interest leading to higher engagement in your socials plus subscribers to the podcast itself."

— Gibson Oakley, Producer/Director, Tribe Pictures

STARTING SMART

SHOOT FOR SIMPLICITY

No fancy video gear or expensive studio? No problem. You've got DIY options to support your story's needs.

THE BASICS: GETTING STARTED WITH VIDEO

Production

- Smartphone camera
- Smartphone tripod
- Natural light or inexpensive LED ring light
- Affordable lavalier microphone or simple desk microphone

Editing

- iMovie
- Apps like OBS Studio for free recording and streaming capabilities
- Descript is also a great tool

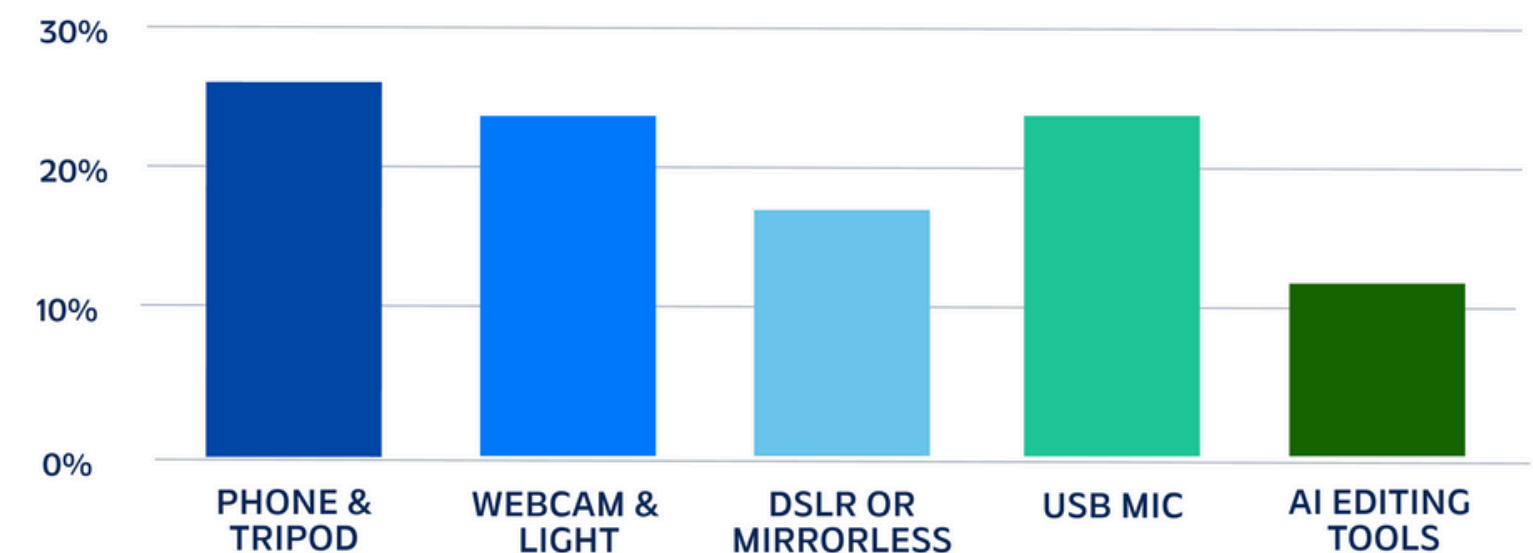
— The Podglomerate, *How to Start a Video Podcast at Any Budget*



"A little goes a long way! Having good audio/video/lighting is possible with small budgets, it's more about content strategy than expensive tools."

— Ana Saraí Peña, Chief Operating Officer, HCN

WHAT DO YOU RECOMMEND FOR VIDEO PODCAST SETUPS?



THE STORY CALLS THE SHOTS

There are many ways to bring your show to video. The format's up to you. The real question is how does video enhance or support the stories you're already telling?

"Video podcasts can be sorted into two categories:

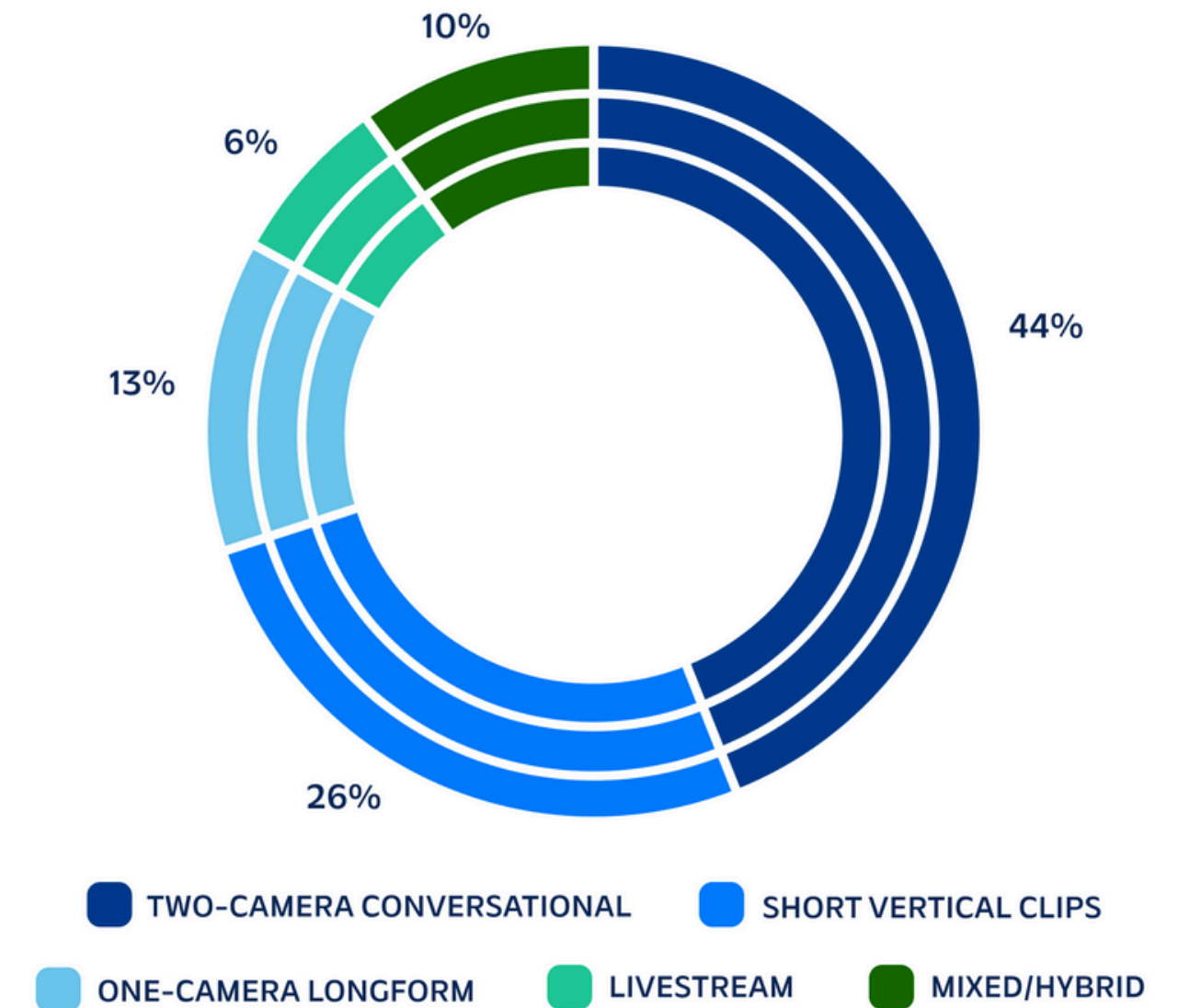
Video-first podcasts: Designed to be consumed primarily via visual platforms like YouTube.

Hybrid podcasts: Made to be audio-first, but uses video to support discoverability on social media.

If you are considering adding video to your show, you will fall under one of these two categories. There's no one-size-fits-all approach to video podcasting. Different formats call for different strategies — and if you're trying to repurpose everything everywhere all at once, you might be spreading yourself too thin."

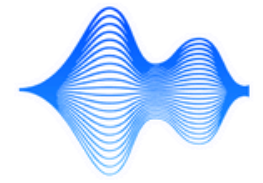
— The Podglomerate, *What Audio Producers *Really* Need to Know About Video Podcasting*

WHAT FORMAT WOULD BE MOST EFFECTIVE WHEN STARTING A VIDEO PODCAST?



LET AI DO THE HEAVY LIFTING

Some parts of the video process are fun. Some are a grind. AI has been slipping into the edit, the prep and the polish. Here's where it's pulling its weight.



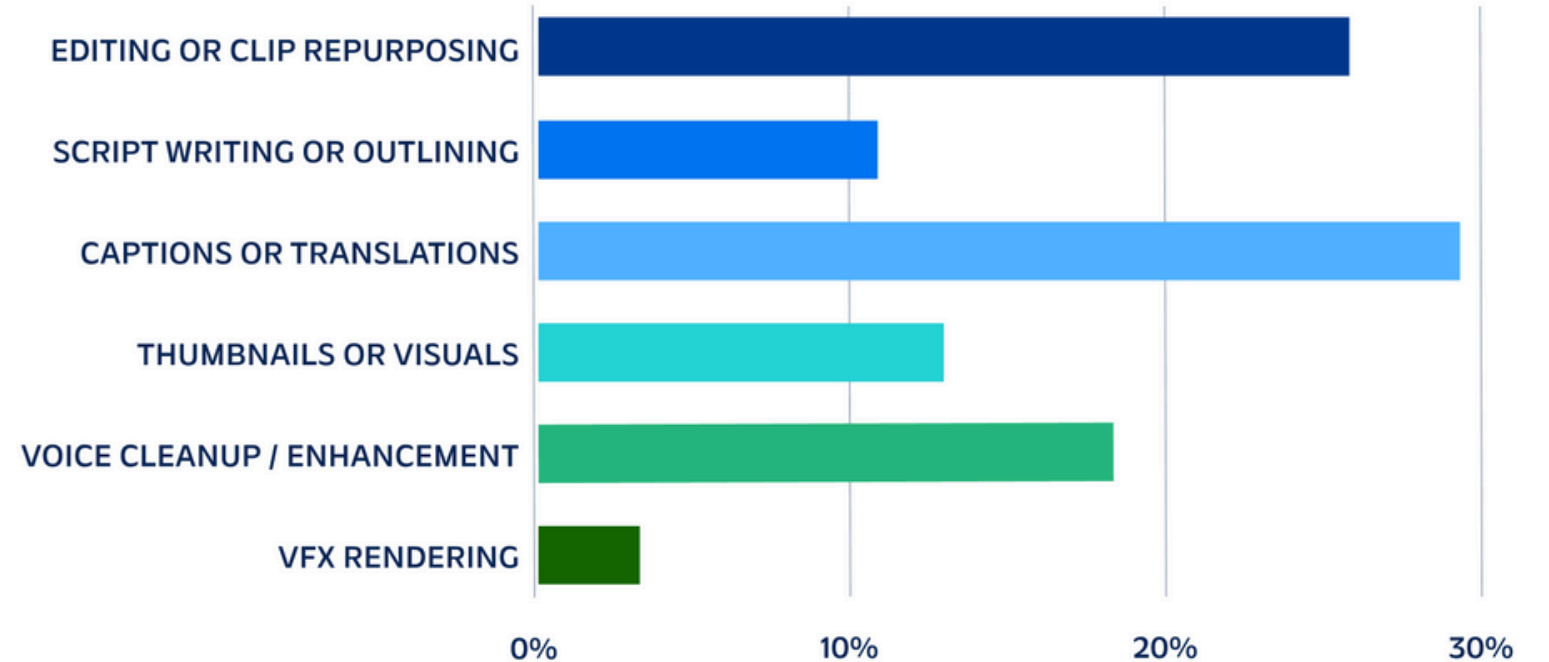
65%

OF RESPONDENTS USE AI TOOLS
IN THEIR VIDEO WORK

WHICH AI TOOLS OR PLATFORMS DO YOU RECOMMEND FOR VIDEO PODCASTING?



HOW ARE YOU USING AI IN YOUR VIDEO WORKFLOW?



"AI can be especially helpful for small podcast teams or solo podcasters. Without a dedicated marketing or video editing team, indie podcasts often struggle to maintain a consistent publishing schedule. Thankfully, there are AI tools out there that can significantly reduce your marketing workload. You don't need to master a timeline to look polished."

— The Podglomerate, [The Best AI Tools For Podcast Marketing in 2025](#)



PUTTING THE RESULTS IN FOCUS

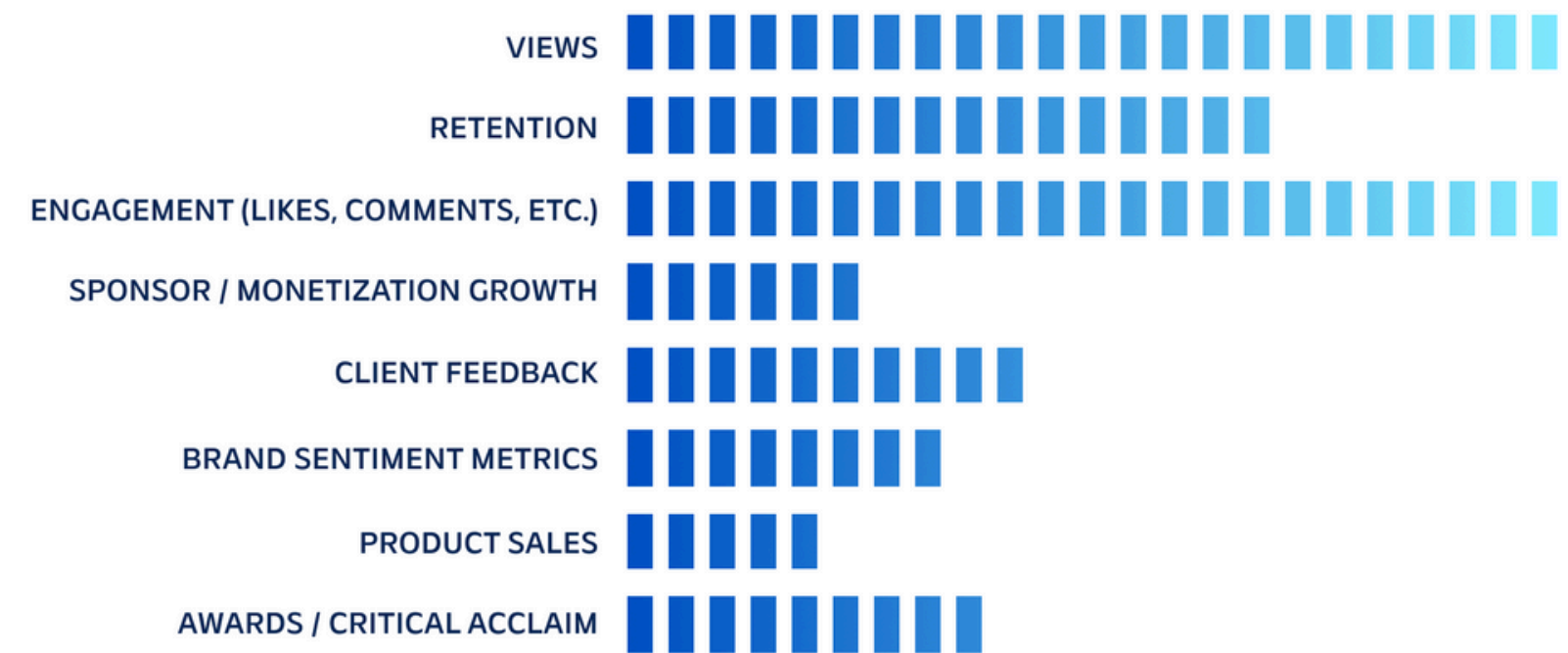
So you added video. Then what? How do you know it's actually working or doing anything at all? It seems like there's more to track than just views.

"Your future listeners need help to be able to find your show. For example, you need to write a compelling channel description that explains your podcast's theme and what it offers. Make sure to add some keywords to help listeners find your show. Include links to your website, social media, and podcast directories (Spotify, Apple Podcasts, etc.). These SEO techniques will make you more discoverable on Google, too.

Your video titles should be optimized for both searchability and engagement. Incorporate relevant keywords to improve SEO...We suggest avoiding overly long titles. Instead, aim for 50-70 characters."

— The Podglomerate, [How to Start a YouTube Channel for Your Podcast](#)

HOW DO YOU MEASURE VIDEO PERFORMANCE?



"Yih Lee (Senior Partner Manager, Spotify) outlined some of Spotify's metrics that matter: 'We now include total time engaged, hours listened, and percent of video watched in the foreground.' It's not just what people watch — it's how long they stick around and how deeply they engage."

— The Podglomerate, [What Audio Producers *Really* Need to Know About Video Podcasting](#)



BEFORE HITTING RECORD

NOT EVERY SHOW NEEDS A LENS

Maybe what you've read so far hasn't convinced you. In some cases, skipping video might be the move. Podcasts really are first and foremost about the audio storytelling, right?

WHY MIGHT VIDEO NOT BE A GOOD FIT?



When the Content Doesn't Call for Video

- Show is built for deep listening or reflection
- Topics are complex or technical
- Narrative or educational formats may not benefit from visuals
- Video risks distracting from the message rather than supporting it



Weak Visual Pairing

- Visually stale setups (e.g. unengaging Zoom calls)
- No added visual layer to support or enrich the message
- Visual choices clash with audience expectations or tone



Format Fit & Audience Behavior

- Audience likely to be multitasking (e.g. driving or working out)
- Show is structured for passive listening, not active viewing



Attention & Pacing

- Episodes are long with little visual change, making video fatiguing
- Scripted or complex stories may be harder to follow on screen



Capacity & Resources

- Extremely limited budget, tools or time to produce quality video

"If you don't want to add video to your audio, that's totally fine! Video podcasting could unlock new listeners for your show. Ultimately, your decision depends on availability, budget, and creative vision."

— The Podglomerate, *What Audio Producers *Really* Need to Know About Video Podcasting*

THE SIGN OFF

If you've come this far and are convinced video *is* the next move for your show, here is some parting expert advice.

"Stay consistent, experiment with content formats, and engage with your audience to grow your podcast on YouTube successfully."

— The Podglomerate, *How to Start a YouTube Channel for Your Podcast*

"Incorporating video into your podcast production, whether on a low, medium, or high budget, can significantly enhance your content and expand your audience reach. By investing in the appropriate equipment and software for your budget, you can create engaging, high-quality video podcasts that resonate with viewers and listeners alike."

— The Podglomerate, *How to Start a Video Podcast at Any Budget*



"Don't overthink production at the start. What matters most is clarity, charisma, and connection. A smartphone, good natural light, and clean audio can go a long way. Test ideas fast, focus on the flow between speakers, and build consistency before worrying about gear or editing perfection."

— Campara Rozina de Haan, Director, Social Media Marketing, QNY Creative



"Start simple use what you have, like a good webcam and natural light. Focus on great content first, then grow your setup over time. Repurpose short clips for social media, and don't stress about being perfect."

— Hariharan K, Design Director, Taqarabu Hybrid Communications



"Define the roles clearly. Prepare questions for the guests in advance. Don't get stuck on one topic. Support the guest, and keep an eye on the timing."

— Dima Drapikovsky, Head of CG, Weplay Studios



THAT'S A WRAP

Thank you for reading! We hope these insights helped you feel more informed, inspired and ready to take your next creative leap.

The conversation isn't over.

Whether you're already filming every episode or just testing the waters, one thing's clear: creators like you are shaping what's next.

Special thanks to our partners at **The Podglomerate** and the **AIVA Jury** for sharing their expertise and insights throughout this report.

At the Davey Awards, we're here to recognize the work and the creative decisions behind it. Keep experimenting. Keep evolving. And when you're ready, we'll be here to celebrate it.

The Davey Awards celebrates big ideas from small shops. Whether you're an independent creator, boutique agency or in-house brand team, your work has a home here. **Podcasts, Video, Social Media, Design & Print, Branded Content, Advertising & Marketing, Emerging Tech, Websites and Mobile Apps** are honored at the Davey Awards.

Submit your biggest ideas before the Final Entry Deadline on July 25th at daveyawards.com.



ENTER NOW



ROLL THE CREDITS

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Learn more about The Podglomerate's services at thepodglomerate.com.



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Chief Operating Officer, HCN

Campara Rozina de Haan
Director, Social Media Marketing
QNY Creative

Hariharan K
Design Director
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Dima Drapikovsky
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Special thanks to all of the Jurors
who contributed to this report.



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