

Photo: Unsplash



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# THE POWER OF THE PODCASTS

***“A **PODCAST** IS AN EPISODIC SERIES OF **DIGITAL AUDIO AND VIDEO FILES** THAT A USER CAN DOWNLOAD TO A PERSONAL DEVICE TO LISTEN TO AT A TIME OF THEIR CHOOSING.”***

WIKIPEDIA+MILENA

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**77%**

**OF THE YOUNG PEOPLE LISTEN TO PODCASTS**



# WHY ARE **PODCASTS** **SO POPULAR?**

**PODCASTS ARE  
GREAT TOOL TO  
INSPIRE ACTION**



**CLEAR**  
**MESSAGES**

**PERSONAL**  
**STORIES**

**INSPIRING**  
**LEADERS**



**WE ARE WHAT WE ARE  
LISTENING TO**



**THANK YOU!**

[CHANNEL4PODCAST.COM](http://CHANNEL4PODCAST.COM)