

A stylized graphic of a microphone and headphones. The microphone is on the right, with a dotted pattern on its top. The headphones are on the left, with a white cord that loops around the microphone. The background is a vibrant gradient of orange, red, and pink.

BRITISH PODCAST AWARDS

ENTRY KIT 2024

ENTRY KIT 2024



WELCOME

Podcasting is booming, both as a creative medium and as a commercial channel, and it is shaping the national conversation. Now in its 8th year, the British Podcast Awards champions the people both in front of and behind the microphone, giving creators, producers and platforms the recognition they deserve.

This year, the British Podcast Awards is presented in partnership with Campaign, the advertising industry's leading trade publication, and aims to shine a light on the very best the world of podcasting has to offer across a wide range of topics and formats. To keep the awards fresh and relevant we have continued to evolve our categories this year to ensure, as always, we are representing the full scope of the market.

Whether you're part of a major organisation or a solo podcaster going it alone, the British Podcast Awards is your chance to showcase your skills. Our panel of independent expert judges will be looking for the best and brightest the podcast industry has to offer, recognising those standout shows that elevate the medium and help create an industry that we can all be proud of. We're looking forward to receiving your entries and celebrating the passion and diversity of podcasting with you.

CONTENTS

- 3 KEY DATES & PRICING
- 3 CATEGORIES
- 4 HOW TO ENTER
- 5 CATEGORY CRITERIA



KEY DATES

EARLY BIRD DEADLINE: **23 APRIL**
STANDARD DEADLINE: **9 MAY**
SHORTLIST ANNOUNCEMENT: **JULY**
AWARDS CEREMONY: **26 SEPTEMBER**

PRICING

ENTRY FEE:
£205+VAT PER ENTRY

DISCOUNTED RATE*:
£50+VAT PER ENTRY

*To qualify, the entrant must be an independent or freelance podcaster, have a UK registered charity number or have fewer than 10 full time employees.

Entries after 23 April will incur an additional fee of £100 per entry.

Are you an independent audio producer that identifies as BIPOC, Queer and/or Trans? You may be eligible for support with your entry fee through THE PODCASTING SERIOUSLY AWARDS FUND. For more information visit www.podcastingseriously.com/fund



CATEGORIES

GENRES

ARTS & CULTURE
BUSINESS
CLIMATE
COMEDY
DOCUMENTARY
ENTERTAINMENT
FACTUAL
FICTION
HISTORY
KIDS
NEWS & CURRENT AFFAIRS
PARENTING
SEX & RELATIONSHIPS
SPORT
TRUE CRIME
WELLBEING

GENERAL

DAILY
INTERVIEW
NETWORK OR PUBLISHER
NEW PODCAST
WELSH LANGUAGE

PEOPLE AND TEAMS

RISING STAR
BEST HOST(S)

EDITORS' CHOICE AWARDS

SPECIALIST AWARD
SPOTLIGHT AWARD

LISTENERS' CHOICE

GRAND PRIX

PODCAST OF THE YEAR



HOW TO ENTER

ELIGIBILITY

The British Podcast Awards are open to programmes (and audio submitted) that have been either produced in Great Britain and Northern Ireland or designed for UK audiences. Entries should relate to work published from 1 May 2023 and 30 April 2024.

Entrants to most categories must be from a podcast with at least six proper episodes published by the end of the qualifying period – 30 April 2024; this is because we want to inform listeners of great British podcast series, rather than short-run or one-off works.

The Fiction and Documentary categories, due to their unique nature, need to have a minimum of three episodes published by the end of the qualifying period.

THE RULES

- Audio from the entries must have been available to download via RSS from the qualifying period, or free to access for a period of time and subscribable-to on an audio app or website
- All episodes featured in the entry must be available to listen to from 1 May 2024 until at least the end of August 2024
- You may enter your podcast into no more than three categories – choose categories that will best reflect your series and that will help new audiences discover you

ENTRY BASICS

Unless specified within the category criteria, all entrants will be asked to provide the following:

- Podcast title
- Author
- Podcast location (optional)
- Network (optional)
- Audience group (optional)

WHAT SHOULD I INCLUDE IN MY SUBMISSION?

ABOUT YOUR ENTRY

In no more than 250 words, explain to us why your entry should be recognised by the British Podcast Awards. Judges will find it useful to know a little about your target audience and why this year was particularly great.

TRACKLISTING

The tracklisting helps judges navigate what you've submitted. List all of the clips (and the timing they appear) with a short description along with any trigger warnings for specific clips that will help prepare for difficult listens. Maximum 250 words.

AVERAGE DOWNLOADS

Please provide a single figure for the approximate number of listens/downloads an average episode of your podcast has after 30 days? Please note this is for judges eyes only.

YOUR AUDIO

Your audio entry should be one single MP3 file, unless the category states otherwise.

ALL CATEGORIES (EXCEPT DOCUMENTARY, FICTION AND INTERVIEW) MUST:

- Include a minimum of three and a maximum of five clips
- Be taken from at least three different episodes
- Have a clear fade in/out between extracts
- Published between 1 May 2023 and 30 April 2024 inclusive.
- Be a maximum of 15 minutes long

DOCUMENTARY AND FICTION ONLY MUST:

- Include a minimum of three and a maximum of five clips OR up to 30 minutes of one extract
- Published between 1 May 2023 and 30 April 2024 inclusive
- Up to 30 minutes long

INTERVIEW ONLY MUST:

- Include a minimum of three and a maximum of five clips
- Published between 1 May 2023 and 30 April 2024 inclusive
- Be a maximum of 15 minutes long.

Please note, there should be no in-clip editing and no non-podcast audio should be included. This means no extra production and no additional content recorded for the purposes of the entry. Any audio is regarded as a clip, so if you include your theme music at the beginning that would be you using one of the five clips.



ADDITIONAL INFORMATION

PODCAST ARTWORK

As part of your entry you must upload your podcast artwork. Your images must be JPEG FILES, 300DPI RESOLUTION AND NO LESS THAN 200MM X 200MM. Should your entry reach the shortlist stage, this image may be used for publication and will be used on-screen during the awards presentation.

PODFOLLOW LINK

Please provide a Podfollow link here so that we can validate your show. Free Podfollow links send your listeners to the right app, so they can listen and subscribe straight away. We use them to link to your show, so get yours now from www.podfollow.com. The only exception is platform specific originals. For those, please paste the URL to the show on that platform.

OTHER INFORMATION

Please feel free to provide us with social media handles, a website URL, testimonials or publicity images that may support your entry (Please include any additional uploads as a single file upload).



CATEGORY CRITERIA

GENRES

ARTS & CULTURE

Celebrating arts and criticism across all cultures: the podcasts that encourage us to seek out new releases or forgotten classics – through reviews, interviews, discussion... any or none of the above. Outstanding entries in this category will go beyond episode recaps or the typical 'thumbs up/down' critiques and give listeners fresh angles on the arts they love, with genuine and passionate presentation or will deeply reflect artistic or cultural subjects in their output.

BUSINESS

Inspiring the next generation of CEOs, COOs and other acronyms. You could be showcasing stories of great leadership, or helping listeners make every penny count. As with all our categories, we're looking for shows that reflect the diversity of ideas, backgrounds and industry in our country. So, the best entries will need to be fresh sounding, personable and inclusive.

CLIMATE

Can podcasts save the planet? Sure, they can. We think the intimacy and creativity of podcasting makes it perfect for the job. The climate and environmental emergency can be complex, confusing and frankly a bit of a turn off, but podcasts can touch hearts and minds like nothing else. We also think that the podcast industry has so far lagged behind other creative sectors when it comes to sustainable production practices. So, this award is a chance to champion podcasts and production teams who are really making a difference.

This award is open to specialist shows in any genre – you don't have to be specifically about climate change every week to qualify. Put in your best work on the subject. Winners will be able to demonstrate they are changing the conversation. Either through creative, innovative and compelling audio. Or through sustainable production which measures and minimises harm.



COMEDY

Not to be confused with our entertainment category, this is for podcasts that aren't just funny... but have finely crafted jokes inside. From panel shows to parody, improv to sitcoms and entirely new formats that only podcasts can create. Judges have been instructed to reward the podcast that tickled the jury the most, not necessarily the one that appealed to everyone. Make one judge laugh harder than any of the other entries, and you'll walk away with the prize. Outstanding entries in this category will be markedly different from the traditional 28' radio formats, pushing boundaries or reaching listeners beyond those tuning into FM stations. We recognise there are different types of comedy: it could be belly laughs, sweet-natured, angry or timely satire, just plain surreal... all are welcome.

CURRENT AFFAIRS

Whether you are a business, news and current affairs programme, publishing regular discussion formats or original journalism, we want to hear podcasts that have sought insight into our complex society. Outstanding entries in this category will find new angles on recent events, beyond the headlines and 24-hour news cycles, retaining relevance with an audience beyond the week they were published.

DOCUMENTARY

Documentaries take listeners into new worlds and experiences through real people, places, and events. But it's not just about providing facts; we're interested in how producers weave them into an overall narrative that's compelling as well as truthful. Outstanding entries in this category will combine excellent scripted narration with field recordings and interviews, sophisticated editing and sound design, all to achieve the most natural, accessible storytelling.

ENTERTAINMENT

Incorporating music shows, funny people, magazine formats, true storytelling shows and chat-based formats. If you put a spring in your listeners' step, providing toe tappin', chin-strokin', chuckle-inducing' escapism... you should apply within. Outstanding entries in this category will revel in their eclecticism, curating content or features that your subscribers unquestionably consume with open hearts and minds.

FACTUAL

Our 'Best Factual' category, under a PR-friendly name. From why we need bees to the intricacies of language – entries here should improve our understanding of ourselves and the world in an entertaining and accessible way. Whether your schtick is entertaining trivia or any number of gloriously niche subjects, to become 'Smartest Podcast' at the British Podcast Awards is to make audiences smarter the longer they stay listening. Outstanding entries in this category will elevate the potentially driest of subjects to unmissable listening, making best use of podcasting's unique qualities.

FICTION

Incorporating drama, readings, and ground-breaking new formats for storytelling. Outstanding entries in this category will incorporate production that suits the story/stories and sound design that acknowledges an audience primarily of headphone users. New writing, new talent, new ways of looking at the world – these will be noted favourably. You can submit up to 30 minutes of audio. This can be in the form of a single piece, or a selection of up to 5 clips. Please also note that you have to have released at least three episodes in the past twelve months to qualify.

HISTORY

Be it a deep-dive into our ancestors or a whistle-stop tour of the twentieth century, the British Podcast Awards would like to recognise the work being done by the best podcast historians in the country. Outstanding entries in this category will take care over accuracy and perspective, whilst telling their stories with passion, empathy and relevance.

KIDS

Recognising the shows that entertain children with either high quality storytelling, amazing facts or very silly jokes. Outstanding entries in this category will... educate their audience in an accessible and entertaining manner. Children's podcasts should demonstrate how they engage listeners through format, casting and tone.

NEWS & CURRENT AFFAIRS

Whether you are a business, news and current affairs programme, publishing regular discussion formats or original journalism, we want to hear podcasts that have sought insight into our complex society. Outstanding entries in this category will find new angles on recent events, beyond the headlines and 24-hour news cycles, retaining relevance with an audience beyond the week they were published.



PARENTING

Whether you're providing a weekly check in for parents everywhere, or something more targeted at a community, we want to hear from shows that tell it like it *really* is, help us overcome those stressful times and give us fresh insights into modern family living. Outstanding entries in this category will showcase new formats and treatments you use to tell your parenting stories – or how long-running shows are keeping their presentation fresh and inclusive.

SEX & RELATIONSHIPS

Recognising the great work being done in sex education and relationship advice; representing a wider variety of sexual experiences than has previously been the case in mainstream media. Outstanding entries in this category will have a high standard of research (whether in terms of guests or subject matter) and presentation that confronts taboos in an entertaining and accessible way.

SPORT

Maybe you have incisive analysis, exceptional pundits and great access or perhaps the discussion is merely a sideshow to the blossoming, unspoken romance between your contributors. Regardless, if you have a loyal audience and an entertaining show, you should enter. Outstanding entries in this category will be able to demonstrate a fanbase loyal to the podcast beyond the dreams of most sports clubs. Audience size is not a factor: making niche sports accessible to wider audiences would be as valued here as much as any show pegged to a major sporting tournament.

TRUE CRIME

Still one of podcasting's most popular genres, winners in this category will be outstanding in their field. Whether it's original investigations or pure storytelling, judges will be looking for well-researched programmes, with evocative storytelling and human stories at its heart. Outstanding entries in this category will have crafted a format around the material available, whether that's archive, original interviews or other techniques, playing with this most established of podcast genres to create something unique.

WELLBEING

Showcasing the best self-help and improvement podcasts that focus on positive mental health. Your audio entry should illustrate how you tackle sensitive and sometimes traumatic issues with compassion, and/or provide a toolkit for listeners to apply to their own lives. For the judge's sake, please add any trigger warnings to your tracklisting.

GENERAL

DAILY

Recognising the rise of the daily podcast (and all the production resources that may require), this category is for shows whose 24-hour deadlines allow for a different relationship with their listeners. Whether you produce sport, entertainment, news or something else entirely, your entries should reflect how the daily mechanism allows you to produce your best show... and how you maintain your quality every single day.

INTERVIEW

Incorporating interview formats across many topics: from books, to comedy, to health, to human interest. Whether your guests are super famous or just damned interesting... perhaps they're edited with a light touch, or cut down to size... either way, we want our judges to discover the finest, most compelling, incisive conversation produced this year. Unlike most other categories, entries can either be one extract from a podcast published in the qualifying period, up to 15 minutes in length or up to five clips from up to five episodes.

NETWORK OR PUBLISHER

This category is for companies that have a public-facing brand around a slate of shows. Like other categories, your entry should be between three and five clips. This can be from any of your network's podcasts but should demonstrate the range and quality of content you're producing. In addition, your written submission should detail your success this year, in whichever ways you define that success.

NEW PODCAST

We want to champion the best launch of a show across any genre – if you have managed to start well and keep getting better, tell us how. To qualify, you will have started the podcast – and published six episodes – in 2022 to 23. Outstanding entries in this category will demonstrate the creative potential of the show, through new talent, writing or formats, rather than its current listener reach. Judges will want to label the winner 'the ones to watch' and forever claim they were listening from the beginning.

WELSH LANGUAGE

Entries in this category should feature Welsh as the predominant language. It can be from any genre – entries will be judged, like our other awards, by their ability to represent ideas, people and perspectives not catered for in existing media; a great listening experience that opens hearts, minds or laughter-holes.



PEOPLE AND TEAMS

BEST HOST(S)

This category recognises exceptional hosts (including solo hosts and teams) who demonstrate engaging chemistry, clear communication with their listeners, and command of the microphone. Criteria for this category includes consistency in delivery and presentation, a strong understanding of tone and atmosphere, and informative or engaging conversations. Outstanding hosts or teams will exhibit a dynamic blend of creativity, confidence, and charm to draw listeners into their world.

RISING STAR

Calling all new producers and presenters! If you have under two year's experience in podcasting and doing great things we would like to hear your story. This is a category for individuals rather than a show. In the written section outline your achievements over the last two years, and if relevant attach up to 15 minutes of audio of your work. Be sure to reference in the track listing your involvement in the audio you include. Entries are welcome for yourself or a colleague. Outstanding entries in this category will include... testimony from audiences and colleagues, as well as showcasing the exceptional impact of your work – either qualitatively, quantitatively or both.

EDITORS' CHOICE AWARDS

The following categories are not open for entry.

SPECIALIST AWARD

This category honours the podcasts that are producing exceptional listening experiences for niche audiences and those underrepresented in other British media. For this award, a carefully curated shortlist of independent podcasts generating less than 5,000 downloads per episode will be compiled by the British Podcast Awards team. The shortlist will be given to our judges to choose one standout winner.

SPOTLIGHT AWARD

This is one for the big hitters out there: podcasts with sizable audiences bringing the medium into the mainstream. But which of you is the best, according to our judges? For this award, a carefully curated shortlist of podcasts generating more than 100,000 downloads per episode will be compiled by the British Podcast Awards team. The shortlist will be given to our judges to choose one standout winner.

LISTENERS' CHOICE

Our public poll involves getting your listeners to vote for you, for free, on our website. Last year over 260,000 individuals supported their favourite podcast, with those with the most passionate fans doing the best. Could that be your show?

Voting opens in June 2024. To qualify for the Listeners' Choice Award, podcasts must have been available by 1 June 2024 listed in the Apple Podcasts directory. The winner of the competition will be determined by the total number of valid votes received during the voting period. The winner of the vote will be announced during the British Podcast Awards in September.

GRAND PRIX

PODCAST OF THE YEAR

The highest honour of the night, with the winner chosen from the Gold winners of the categories above, so anyone who wins their category has a chance of winning this most prestigious of prizes. Entries in this category will have outstanding presentation, original research or writing, appropriately superb sound design and boundary-pushing material that showcases the very best of what British podcasting can achieve

