



BRITISH PODCAST AWARDS

ENTRY KIT 2025

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WELCOME

Podcasting is booming, both as a creative medium and as a commercial channel, and it is shaping the national conversation. Now in its 9th 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.

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KEY DATES

STANDARD DEADLINE: **15 MAY**

LATE DEADLINE: **29 MAY**

SHORTLIST ANNOUNCEMENT: **JULY**

AWARDS CEREMONY: **2 OCTOBER,**
INDIGO O2

PRICING

ENTRY FEE:

£210+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.

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

Entries received after 15 May will incur a late fee of £100 per entry.



CATEGORIES

GENRES

ARTS & CULTURE
BUSINESS
COMEDY
DOCUMENTARY
EDUCATION
ENTERTAINMENT
FACTUAL
FICTION
HEALTH & WELLBEING
HISTORY
IMPACT
KIDS
LIFESTYLE
NEWS & CURRENT AFFAIRS
PARENTING
SEX & RELATIONSHIPS
SPORT
TRUE CRIME
WELSH LANGUAGE

FORMATS

DAILY
INTERVIEW
NETWORK OR PUBLISHER
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PEOPLE AND TEAMS

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EDITORS' CHOICE AWARDS

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SPOTLIGHT AWARD

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PODCAST OF THE YEAR



GENERAL INFORMATION

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 January 2024 and 30 April 2025.

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 2025; 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.
- Qualifying video podcasts must have added episodes to a YouTube podcast playlist, uploaded video episodes to Spotify or made video files available directly through an RSS feed. Additionally shows that make their video episodes available online whilst audio versions are available through RSS will also be accepted.
- All episodes featured in the entry must be available to listen to from 1 June 2025 until at least the end of August 2025.
- 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 PER EPISODE

Please provide a single figure for the average number of downloads/streams for a normal episode of your podcast, after it has been published for 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, INTERVIEW AND VIDEO INNOVATION) MUST:

- Include between 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 January 2024 and 30 April 2025 inclusive
- Be a maximum of 15 minutes long

DOCUMENTARY AND FICTION ONLY MUST:

- Include between two and a maximum of five clips OR up to 30mins of one extract
- Published between 1 January 2024 and 30 April 2025 inclusive
- Up to 30 mins long

INTERVIEW ONLY MUST:

- Include between one and a maximum of five clips
- Published between 1 January 2024 and 30 April 2025 inclusive
- Be a maximum of 15 minutes long



VIDEO INNOVATION ONLY MUST:

- Include between three and a maximum of five video clips
- Be taken from at least three different episodes
- Have a clear fade in/out between extracts
- Published between 1 January 2024 and 30 April 2025 inclusive
- Be a maximum of 15 minutes long
- Uploaded as one single MP4, MOV, WMV, AVI or FLV file

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 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 the podcasts dedicated to the fans, set to inspire, empower and entertain new releases or forgotten classics. Whether through reviews, interviews, discussion, we are looking for programmes that delve into the arts.

Outstanding entries in this category will go beyond episode recaps or the typical 'thumbs up/down' critiques and give listeners and super fans fresh angles, in-depth analysis and behind-the-scenes stories on the art forms they love.

BUSINESS

Inspiring the next generation of business leaders and entrepreneurs. This category champions knowledge and skills across multiple facets of business, from management and leadership, to financing, marketing and technology.

You could be showcasing stories of great leadership, offering a glimpse into personal experiences and life lessons or helping listeners stay on top of current business and economic trends.

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.

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.



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.

EDUCATION

Acknowledging the important role podcasts now play in education - whether you're teaching a language, providing self help courses or improving knowledge on a particular topic.

Outstanding entries in this category will demonstrate the techniques and production skills needed to teach effectively, and show how their compilation extends to a well structured series of lessons for listeners.

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 30mins 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.

HEALTH & WELLBEING

Unpicking what has become a complicated subject for many, this category champions podcasts focused on positive learning, optimised health and overall self-improvement.

Your audio should illustrate how you tackle healthier lifestyles and sensitive topics and provide a toolkit for listeners to apply to their own lives. Outstanding entries should offer expert advice and/or debunk common myths providing audiences with a great way to relax while learning at the same time.

Please add any trigger warnings to your tracklisting that judges ears might find sensitive.

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.

IMPACT

What are the stories that really matter? This award champions podcasts that explore key perspectives around environmental, social and governance (ESG) issues.

From climate change, diversity and activism to clean technologies and the path to a net-zero future, eligible podcasts offer insights into current trends and practical advice for individuals eager to learn more about our planet and economy.

Winners will demonstrate their ability to drive meaningful conversations through creative, innovative and compelling audio on the sustainable movement.



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.

LIFESTYLE

Celebrating shows that encompass the way people live, including their style, pastimes and the experiences they seek. Whether guiding listeners on a journey, exploring personal connections with food or offering advice to level up, we're looking for podcasts that can offer both escapism and comfort.

Outstanding entries will go beyond news and reviews, telling a relatable story and providing expert commentary to foster strong relationships with their audience.

NEWS & CURRENT AFFAIRS

Whether you're an in-depth discussion programme about the political and economic forces shaping the world or a quick look at the headlines, 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.

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.





FORMATS

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 mins 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 2024 to 25.

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.

VIDEO INNOVATION

Aimed at celebrating content supported by skilful video craft and production flair, this award celebrates the very best in video podcasting.

Whether you produce sport, entertainment, news or something else entirely, outstanding entries should reflect how you are using video to expand reach, bring new audiences to podcasting and create ways to engage fans through content, production and editing.

Qualifying podcasts must have added episodes to a YouTube podcast playlist, uploaded video episodes to Spotify or made video files available directly through an RSS feed. Additionally shows that make their video episodes available online whilst audio versions are available through RSS will also be accepted.

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 15mins 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.

PODCAST CHAMPION

Every year we bestow this title on the person or company that has championed the podcasting cause. This award could honour an app, critic, newsletter... anything or anyone that aids listeners' search for the right podcast. It is an honour in the gift of the British Podcast Awards team and announced on the night.

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 220,000 individuals supported their favourite podcast, with those with the most passionate fans doing the best. Could that be your show?

Voting opens in June 2025.

To qualify for the Listeners' Choice Award, podcasts must have been available by 1 June 2025 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 October.

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.

