

STRATEGIES OBSERVED IN EUROPEAN MEDIA

Switch to “video-first design” from the production stage

The most advanced media outlets don't just film a podcast: they produce a video program adapted for audio.

Use YouTube as the primary editorial platform

YouTube is becoming a publishing channel in its own right, not just a relay.

Structure a multi-layered content strategy

- long-form episode (YouTube / video podcast)
- short clips (TikTok, Reels, Shorts)
- native audio (Spotify / Apple Podcasts)

Strengthen the journalistic presence

The host becomes a central “editorial asset” (face + voice + personality).

Adapt the narrative rhythm to video

Quick hooks, visual editing, camera presence integrated into the narration.

MORE INFORMATION ABOUT CARL

👉 Visit the Data for Creators website : <https://dataforcreators.com/>

👉 Join the Carl initiative on LinkedIn : <https://www.linkedin.com/company/data-for-media>

CONTACT

Carla Bertone
Head of Marketing, Distribution
& Communication
carla.bertone@louiemedia.com

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VIDEO PODCASTS

How European media are adapting their formats for platforms

“Podcasts are no longer just an audio experience, with many now being filmed and pitched as video-first.”

“Young people are more likely than older groups to prefer to listen to or to watch news online.”

Source: Reuters Institute for the Study of Journalism, Digital News Report 2025



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💡 KEY FIGURES

28%

of adults in Europe listen to a podcast every month

Source : WARC, Globalni audio trendy 2025

2 bn

of monthly users on YouTube (podcasts have become essential)

Source : YouTube

1 bn

monthly viewers of video podcasts on YouTube (January 2025)

Source : YouTube

44%

among 18–24-year-olds: social media = primary source of information

Source : Reuters Institute, Digital News Report 2025



MÉLISSA BOUNOUA

co-founder of Louie Media, France

When we launched our media and podcast studio in 2018, we initially posted everything on YouTube so that users could find us, get to know us, and listen to all the episodes of all our podcasts. The images were static. In 2024, before YouTube became the leading podcast platform in the United States, we adapted our audio episodes by animating them with illustrations and paintings, which created a new way to showcase our work and allowed us to reach a new, younger audience.



MEDIA BENCHMARK

BBC

"The News Agents (video format on YouTube)" & "Grounded with Louis Theroux"

The BBC is implementing an "audio + native video" strategy where podcasts are designed for YouTube from the production stage.

→ "Grounded with Louis Theroux" was conceived as a long-form filmed interview, distributed simultaneously in audio and video.

Objective : to enhance the human touch and capture YouTube audiences without losing editorial depth.

The Guardian

filmed podcasts and social media clips

The Guardian develops video formats around its news and opinion podcasts. → Filmed clips used on YouTube and social media to extend the lifespan of episodes

Rationale : transform each episode into "distributed social content."

Le Monde

video adaptations of editorial podcasts

Le Monde is experimenting with video formats around its podcasts to improve distribution on social platforms.

→ Approach: "one story, multiple formats" (long-form audio + short video + social media clips).

El País

native video/audio integration

El País produces certain podcasts specifically designed to be filmed.

→ Episodes are structured from the writing stage for dual audio and video consumption (as highlighted by Apple Podcasts since the iOS 26.4 update)