

# AFROS & AUDIO PODCAST FESTIVAL (Virtual Only)

## The Future of African Podcasting in the Global Podcast Market

### DESCRIPTION:

In this session, panelists will take a sample subject of Kenya to discuss how major podcast companies and players can impact the future of podcasting in Africa. Learn how CPM advertising, investing in the growing African podcast sector of business owners, creatives, and production professionals and content creation support can level the playing fields and contribute to the burgeoning African podcast market.

- Discover ways that Black Americans can contribute to the African podcast market and work with podcast creatives and professionals throughout the continent.
- Identify key service and product needs that African podcasters require to improve relationships and opportunities with global marketing giants.
- Learn how the diaspora of Black people in America and on the continent can collaborate and benefit from each other's insight, access, and success.



## **FACILITATORS:**

**Sambaza** host of the Sambaza Podcast is a relatively newbie in podcasting. His podcast is the template for experimenting on creativity and styles of podcasting. As relates to podcasting he is a firm believer in making podcasting; happy spaces to entertain, teach and educate.

**Kevin Y. Brown** is the Chief Content Officer & Head of Strategy at Afripods, a pan-african podcast hosting and distribution platform focused on the African listener and creator. He is responsible for bringing the company to technical global baseline standards while leading the strategy for its broadcast to podcast on the African continent where radio is the #1 consumed medium. With over 6 years of experience in the podcasting industry, Kevin's podcast production company Podcast Laundry, has launched dozens of new shows, taken podcasters from idea to top 3 in the world while producing over 900 podcast episodes and over 20 million downloads across clients. Kevin is also a podcaster and hosts the Create Your Life series podcast, a podcast for self-starters that provides strategic insights into maximizing your potential and resources. (over 188 episodes recorded).

**Dan Aceda's** background spans work in music, film architecture and tech for development. But these days he runs Africa's biggest podcast incubator SemaBOX out of Nairobi Kenya. SemaBOX is providing space skills and equipment to emerging podcasters in Nairobi and East Africa enabling them to tell stories that can resonate globally.

