



Crisis. Opportunity. Rinse. Repeat.

Lessons from PumaPodcast

Carl Javier
CEO, PumaPodcast



Let's look at some numbers 

In 2020, about

1,109,000

0

podcasts

were launched.

In 2021,

729,000

new titles

came out.

Last year, only

219,000

shows

debuted.

There seems to be a slowdown but...

a crisis is an opportunity

how it started



puma!
podcast



Our Vision

**A world
that listens**



What we assumed when we started in 2018:

1

**Filipino audiences
will want high
quality podcasts**

2

**“If you build it,
they will come”**

*There will be a space
in the market for it*

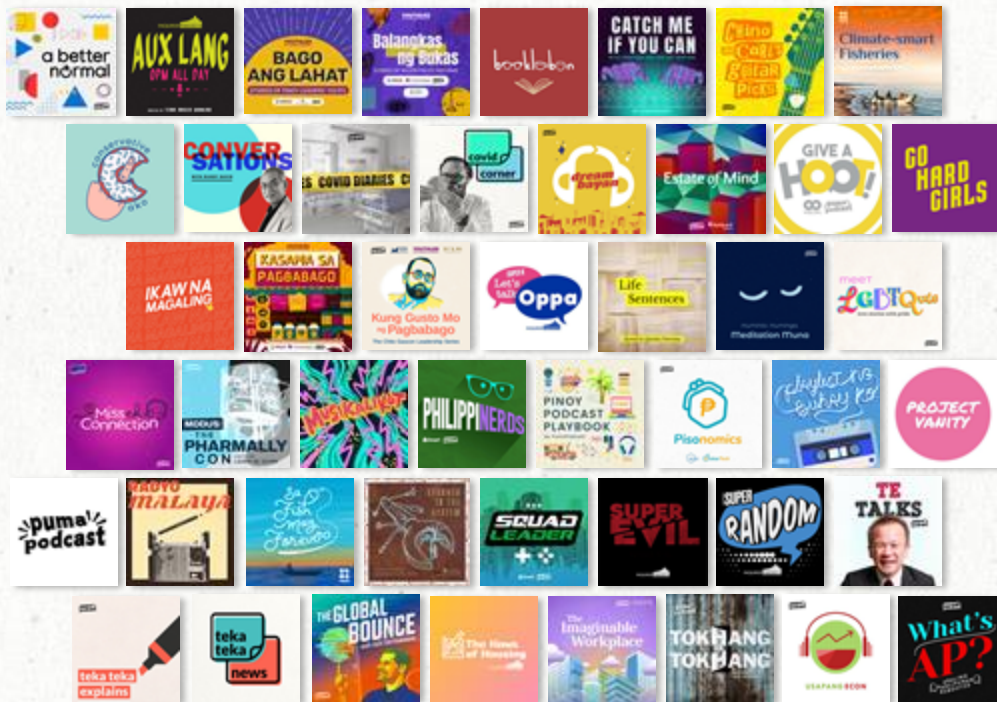
3

**We’re audio only
(audio-focused)**



Started from the bottom now we're here

Our very first episode



We're at 47 shows this year

**Our content “strategy”
was just making stuff
that we wanted to hear.**



**We didn't know how to
listen
to our audience.**

Numbers aren't enough. You need to talk to people.

“

Puma is like a friend who's in tune. They have taste. The cool and really smart friend I'll seek recommendations from.

— Jan Minette Lagman, [Pumapansclub](#)

Sometimes, you just need to ask...

So that's what we did.

We heard you loud and clear.



66% of you said you want us to help you understand what's happening in the Philippines.

→ There's a lot going on! We'll sift through it together.



50% of you said you want to learn podcasts and production from us.

→ Good ask! We love teaching.



30% of you want to attend host and producer meetups.

→ We're excited to hang out with you, even if it's just virtually for now.

**They wanted
to give
us money**





**They wanted
us to go
their house
to record**

**An assumption
we didn't
make...**



**We didn't realize
the audience
wanted to engage
with us directly**

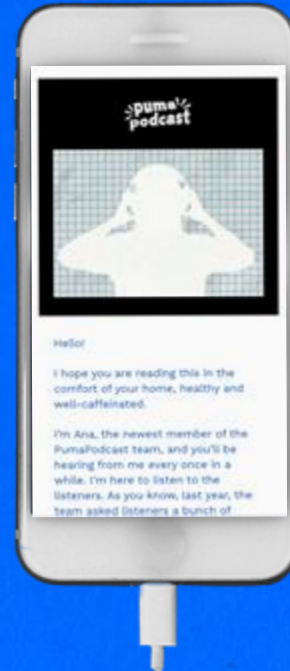
They want to hang out with us!



So here's what we did



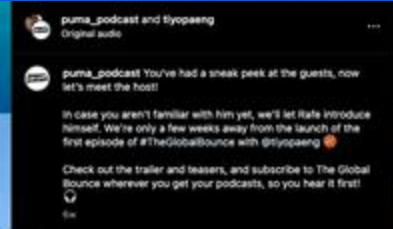
Hired an Audience Engagement Lead



... and later on, beefed up our Comms team

Fine-tuned our voice

Who we are takes different forms
depending on the platform



Reflected on our identity

We did the smart part well.
We needed to lean into
the friend part.



usagichessa 🗍️ 🏳️🌈 📍 @usagichessa · May 18

TROLLING IN THE PH POLLS

Excited for this!

[@PumaPodcastPH](#) is my go-to channel for fearlessly smart and witty discussions about local current events.

📻 **PumaPodcast** @PumaPodcastPH · May 18

We're staying up late tomorrow to hang out with #CatchMeIfYouCan hosts Prof. [@jonathan_c_ong](#) and [@KatRVentura](#)! Don't forget to send us your questions by 9pm tonight so we can sift through them! twitter.com/I/spaces/1PIJQ...



Cordillera @postpunkista · 14h

Replying to [@postpunkista](#)

I need to dive deeper into Puma Podcast but so far it's the most comprehensive Filipino society / current affairs podcast since it's an umbrella of other shows. The disinfo troll podcasts are extremely good (and depressing 😞)

Napakaganda you know TBH I've been listening and engage sa Spaces na that listening to podcast or Ted talks on YouTube. Kasi is more human. Ok Lang magkamali, minsan May dead air. It's real.

**We invited a handful
of listeners to meet
us and record some
songs they wrote.**

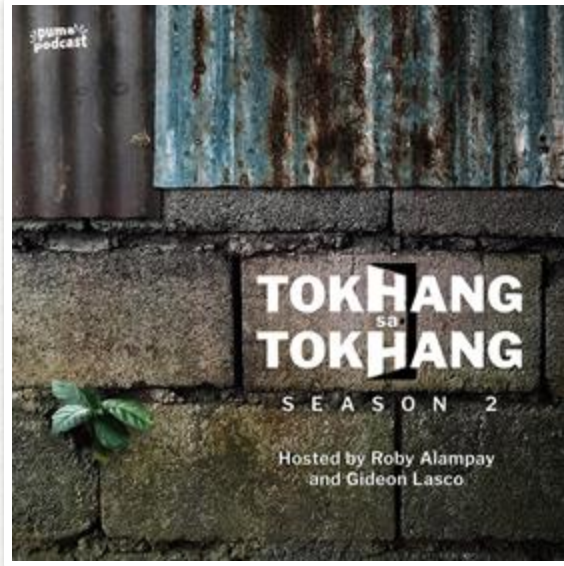
**Our team was their
backing band.**



It inspired us
to organize more
ambitious events.



**We went from “audio-only” to
“audio-first”**



We continue to do challenging work

HERSHEY'S



Bee Go
Sports journalist
and researcher

NIKE

a better
normal



a better
normal



Roche

We're engaging partners and sponsors

**Here's what
we've learned**



**It's not always
about content.**

**It's about making
content that matters
and connects.**



**We must listen
to our listeners.**



**Constantly asking
what's the next thing.**

*** Always wrestling with
the idea that journalism
is under attack.**



**Watching the
media ecosystem
and evolving with it.**





Listen with us.



@pumapodcastph



@puma_podcast



pumapodcast.com

