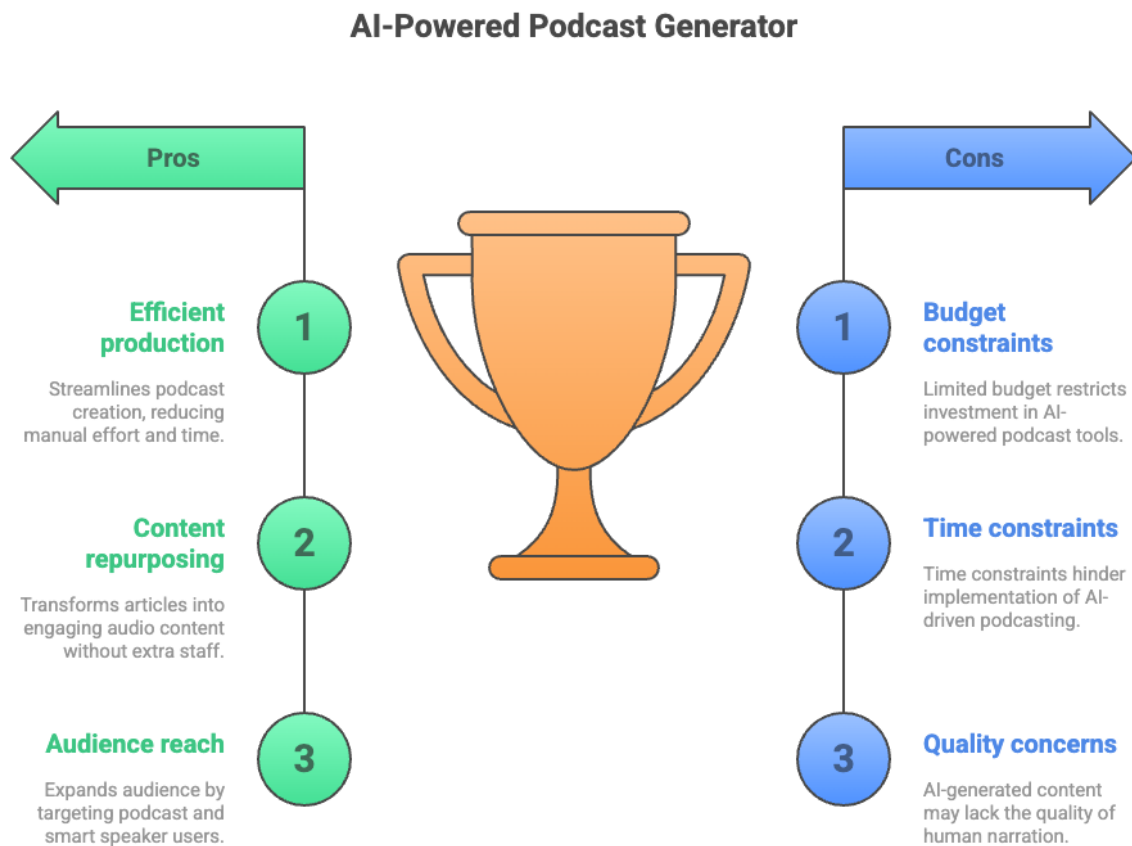


□ Case Study: AI-Powered Podcast Generator

□ Client Profile

A media company with a robust archive of written content (blogs, news, articles) aiming to expand into audio content delivery.

□ Business Challenge



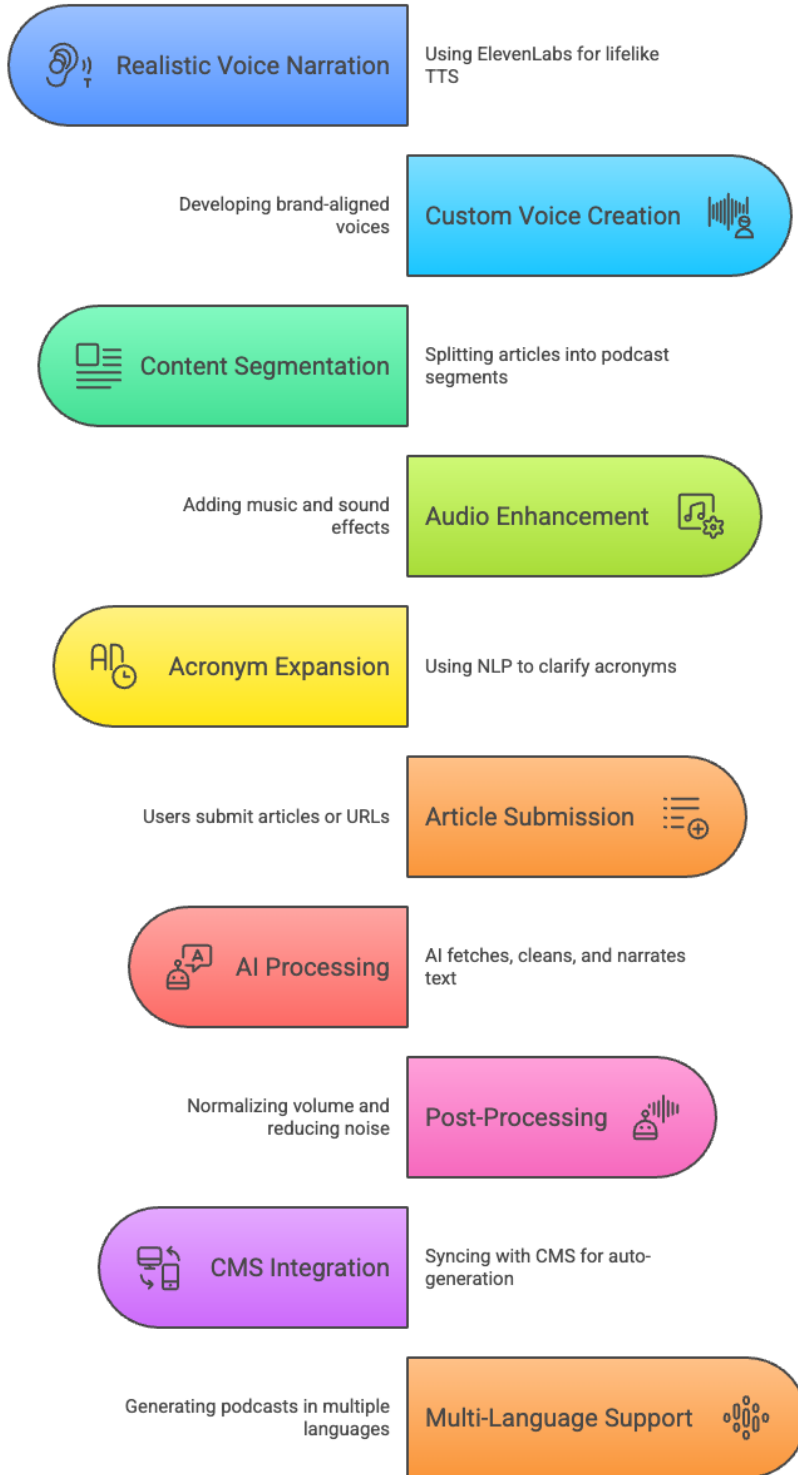
The content marketing team faced multiple obstacles:

- Limited capacity for manual **podcast production** (recording, editing, publishing).

- Need to **repurpose articles into engaging audio** without additional headcount.
 - Desire to tap into the **podcast and smart speaker audience** (e.g., Alexa briefings).
 - Budget and time constraints prevented scaling human-led audio narration.
-

Solution Approach

Podcast Creation Process





We engineered a fully automated **AI podcast generation pipeline**.

Key Components

- **Realistic Voice Narration:**
 - Leveraged **ElevenLabs** for lifelike TTS.
 - Created **custom brand-aligned voices**, including voice cloning with consent (e.g., editor-in-chief).
- **Content Segmentation & Formatting:**
 - Articles are split into podcast-ready segments.
 - Inserted **royalty-free music**, sound effects, and intro/outro branding.
 - Expanded acronyms using **NLP techniques** for listener clarity.
- **Automation Engine:**
 - Users could submit articles or URLs.
 - AI agent (via **Google ADK**) fetched, cleaned, and narrated the text.
 - Included post-processing is **volume normalisation, noise reduction, and branding audio stitching**.
- **CMS Integration + Scheduling:**
 - Synced with the company's CMS to auto-generate audio versions upon article publication.
 - Supported **multi-language podcast generation** with appropriate native-speaker AI voices.

✓Results & Benefits

Podcast Performance After AI Implementation

	 Before AI	 After AI
Episode Output	4 episodes/month	Daily
Production Time	Not specified	~15 minutes/article
Time Saved	Not specified	10–15 hours weekly
Podcast Downloads	Baseline	Doubled in 3 months
Narration Feedback	Not specified	Positive
Reach	Not specified	Expanded
Revenue	Not specified	New stream via ads

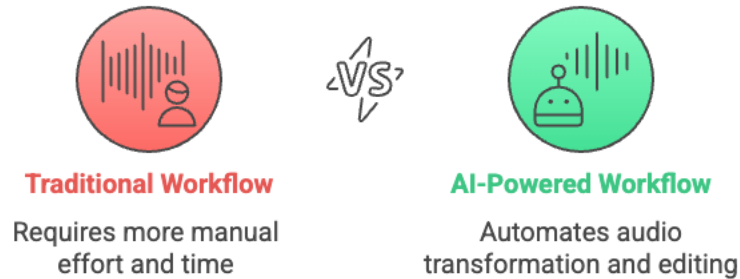
- Produced over **180 podcast episodes** in the first quarter post-launch.
- Shifted from 4 episodes/month to **daily output**.
- Reduced podcast production time to **~15 minutes per article**.
- **10–15 hours saved weekly** in editing and narration.

Audience Metrics:

- Podcast downloads **doubled in 3 months**.
 - Positive feedback on AI narration quality – many users didn't notice it wasn't human.
 - Expanded reach via **Spotify, Apple Podcasts, and smart speakers**.
 - Generated a **new revenue stream via podcast ads**.
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□ User Impact

How to optimize podcast production for efficiency and team morale?



- Writers focused solely on content; the AI handled **audio transformation end-to-end**.
- Editors only reviewed episodes for accuracy and style tweaks.
- Feedback tools allowed quick corrections for names and pronunciation.

"We went from publishing maybe one podcast a week to a new one every day, without killing our team – it's like magic."

- Launched new series (e.g., **daily news briefs**) that would've been infeasible without automation.
- Boosted team morale and reinforced a **culture of innovation**.

□ What's Next

- Exploring an **AI audiobook service** for long-form reports.
- Developing an **AI summary bot** to convert articles into short-form audio insights.

The AI podcast generator has become a model use case in how **generative AI enhances content scalability** while preserving quality and user engagement.