

the
podcast
bar ●

podcast production for great people

1

The Podcast Bar established in 2020 in Kyiv, Ukraine, as a boutique production of audio & video podcasts for personal brands.

Since 2022 the core team located in Madrid, Spain. Producing content as a part of complex communication for clients all over the world.

2

Podcasts have been around for nearly two decades, but the format has come into its own over the last five years.

It's a growing trend. Audio is the only type of content that can be consumed without the use of sight, which always allows you to do something else. You can make dishes, walk a dog and safely drive a car while listening.

3

According to the study: among all media, including Instagram, Facebook, and YouTube, PODCASTS HAVE THE MOST LOYAL AUDIENCE. Because people are primarily interested in the content, not in the form.

On the podcast, you will not post photos with boobs or booty, and you will not get a million listeners at one click, you will not have that million followers just for giveaways. But if someone is listening to you they mean it.



Joe Rogan, move over!

We believe anyone can be a great podcaster.
At least, the greatest for your mom.

The Podcast Bar can help you reach a wider audience.



what do we do except for opening champagne...

1. Babysitting with an idea

- we start with "why" – "Why do you need a podcast?" Knowing your genuine purpose we are brainstorming the core idea.
- then we are creating the podcast concept and scenario & aligning it with you.
- we are developing & testing the podcast name and its description

2. Coordination

- we are looking for guests for your show
- we are organizing recording sessions & making a pilot episode
- we are taking control of quality & keeping deadlines

3. Production & all that jazz

- we create a recognizable jingle and music arrangement with clean copyright
- we design the podcast cover that others would love to copy
- we record, edit, and sound design each episode



also, we help you with:

4. Launching & Publishing

We release audio & video episodes on podcast platforms using multi- deployment tools.

We take care of visuals, SEO texts, correct tags, time codes, etc.

5. Distribution & Promotion

We make a lot of Social Media Marketing for your podcast. Yeap, to be visible/audible/notable and to reach out to a large audience you need to be present literally everywhere.

Again, with all those tags, texts, images adjusted to each platform.

6. Partnership & Sponsorship

We make influence marketing and at some point engage partners and sponsors to your show.

Yes, one day your podcast starts making money.



thank
you



oh, wait!

we haven't told
you a word about
who we are



Tatiana Skydan

Founder at The Podcast Bar

Media expert with 20 years of experience in radio broadcasting (15 years aka Tatiana Morozova at PROSTO RADI.O), content-making, production, event management, PR/GR, international communications.



+ brilliant team

@ Odesa, Kyiv, Ukraine & Madrid, Spain

studios sound engineers
musicians & composers
film crew
videographers & designers
reels makers
SMM geniuses

In 2019-2023 we created



www.thepodcast.bar

podcast "Mayak Innovatsiy: Ukrainian Pitch"

by Dominique
Piotet, CEO
at UNIT.City

~60 episodes in 2019-2023.
Listeners in 15 countries.



MID SEASON / Episode #41

UNIT.City

MAYAK INNOVATSIY

Ukrainian Pitch

with Dominique Piotet, CEO UNIT.City



Bill Reichert,
Partner at Pegasus Tech Ventures



The first-ever Ukrainian Podcast Forum

with top-podcasters
in the country

September 2021



ПОДКАСТ Ф[☀]РУМ

26.09

10:00 — 18:00

Нетворкінг
Кава брейк + ланч
Подарунки від партнерів



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SINCE 1822
SHABO



UNET



The Podcast Bar

as a live studio at Kyiv International Economic Forum'21

October 2021
marathon with
40 interviews





UNIT

ГЕНИИ СТАЮТ
В СТЕНЫ
ТА



Cheers for
your own
podcast!

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