One way in which digitalization has touched most consumers is via content. The phrase ‘content is king’ is an age old adage in the media world, which has evolved from the old times of radio sets to the new world of internet. However, what has changed in the recent past is democratization of content. While earlier only professional content creators provided media channels with a steady stream of content, now pretty much anyone who has a smart device and an internet connection can create content. In this study, we focus on one type of content – the podcasts.

A podcast is a program or a series (of programs) which is in the form of digital content which can be accessed via streaming or downloading using the internet. Because podcasts are considered as background content, i.e. content that can be consumed in the background while doing some other mundane or boring tasks, they generally refer to audio content but there are also video podcasts.

In the podcast life cycle, one of the most important steps is for the podcaster to identify a podcast hosting platform that would be most suited for their podcast. There are several shortcomings of today’s mainstream hosting platforms which make it challenging for the podcasters to achieve their objectives. **The research hypothesis is that Web3.0 based podcast hosting platforms will resolve most of the shortcomings present in contemporary, Web2.0 based platforms.**

1. In this study, we would start by taking a deeper look at the process followed by a podcaster for hosting the podcast on a platform.
2. The study would then evaluate the factors which are considered by podcasters to select a platform from the options which are currently available. Basis preliminary study, the factors are as follows:
   1. Monetization possibilities
   2. Community engagement on the platform
   3. Storage and bandwidth limits
   4. Ease of use & support
   5. Analytics reporting
   6. Compatibility
   7. Media player capabilities
   8. Transcription services
   9. Pricing offered by the platform to the podcasters
3. From this list, the most important factors for podcasters would be identified (prioritization). The same would be achieved by collecting and analyzing primary data from podcasters by way of interviews.
4. The study would then evaluate Web2.0 based podcast hosting platforms and analyze their performance against the factors identified in the earlier step. *We expect this study to demonstrate that most Web2.0 based platforms fall short on the key factors mentioned above.*
5. The study would then evaluate **potential** Web3.0 based podcast hosting platform. We expect that this study will test the research hypothesis mentioned above i.e. **Web3.0 based podcast hosting platforms will resolve most of the shortcomings present in contemporary, Web2.0 based platforms.**
6. Lastly, on the basis of the factors analyzed in the study, a product strategy recommendation would be made to aspiring Web3.0 based podcast hosting platforms.