# Article information:

YouTube's Podcast Deals With NPR, Slate and New York Times Are Flopping - Bloomberg  
<https://www.bloomberg.com/news/newsletters/2023-05-04/youtube-s-podcast-deals-with-npr-slate-and-new-york-times-are-flopping>

# Article summary:

1. YouTube's podcast deals with NPR, Slate, and New York Times are not performing well on the platform.

2. Sony Music Entertainment has laid off members of its narrative podcast team and reduced limited run series to one release per month.

3. Believe, TuneCore's owner, aims to prevent artists from distributing music 100% created by AI through their platforms.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The Bloomberg article titled "YouTube's Podcast Deals With NPR, Slate and New York Times Are Flopping" provides an analysis of how podcast networks are faring on YouTube. The article highlights that despite YouTube's efforts to court some of the biggest podcast networks, including NPR, Slate, and the New York Times, their podcasts are not doing well on the platform. The article notes that while these networks have impressive reach elsewhere, their podcasts on YouTube are averaging low views.

The article acknowledges that there is an important caveat to these numbers as all three networks have only uploaded their podcasts to the service with static images or GIFs – not a full video podcast in a studio with humans on screen. When they do include studio footage, the views improve. However, the article suggests that for these high-profile partnerships, audio alone isn't enough of a draw.

The article also reports on Sony Music Entertainment's decision to lay off members of its narrative podcast team and staff in podcast marketing and sales. The changes come as audio companies are tightening their budgets and reducing staff.

Overall, the article provides a balanced analysis of the situation but could benefit from exploring counterarguments or possible reasons why these podcasts are not performing well on YouTube. Additionally, it would be helpful to provide more evidence for claims made about YouTube being the second most frequently used service for weekly podcast listeners in the US and whether this is due to its integration with Google services or other factors.

One potential bias in the article is its focus on YouTube's efforts to court established podcasters rather than exploring how smaller or independent creators are faring on the platform. Additionally, while the article notes that putting hosts on camera helps attract bigger audiences, it does not explore whether this approach may limit access for visually impaired or blind audiences who rely solely on audio content.

In conclusion, while providing valuable insights into how established podcast networks are faring on YouTube and reporting on Sony Music Entertainment's layoffs in its podcast team, the article could benefit from exploring counterarguments and providing more evidence for claims made.

# Topics for further research:

* How are smaller or independent podcast creators performing on YouTube?
* What are the reasons behind the low views for NPR
* Slate
* and New York Times podcasts on YouTube?
* How do visually impaired or blind audiences access podcasts on YouTube?
* What are the most popular platforms for weekly podcast listeners in the US?
* How are other podcast networks faring on YouTube?
* What are the potential benefits and drawbacks of putting hosts on camera for podcast videos?

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