



ITCS[®]

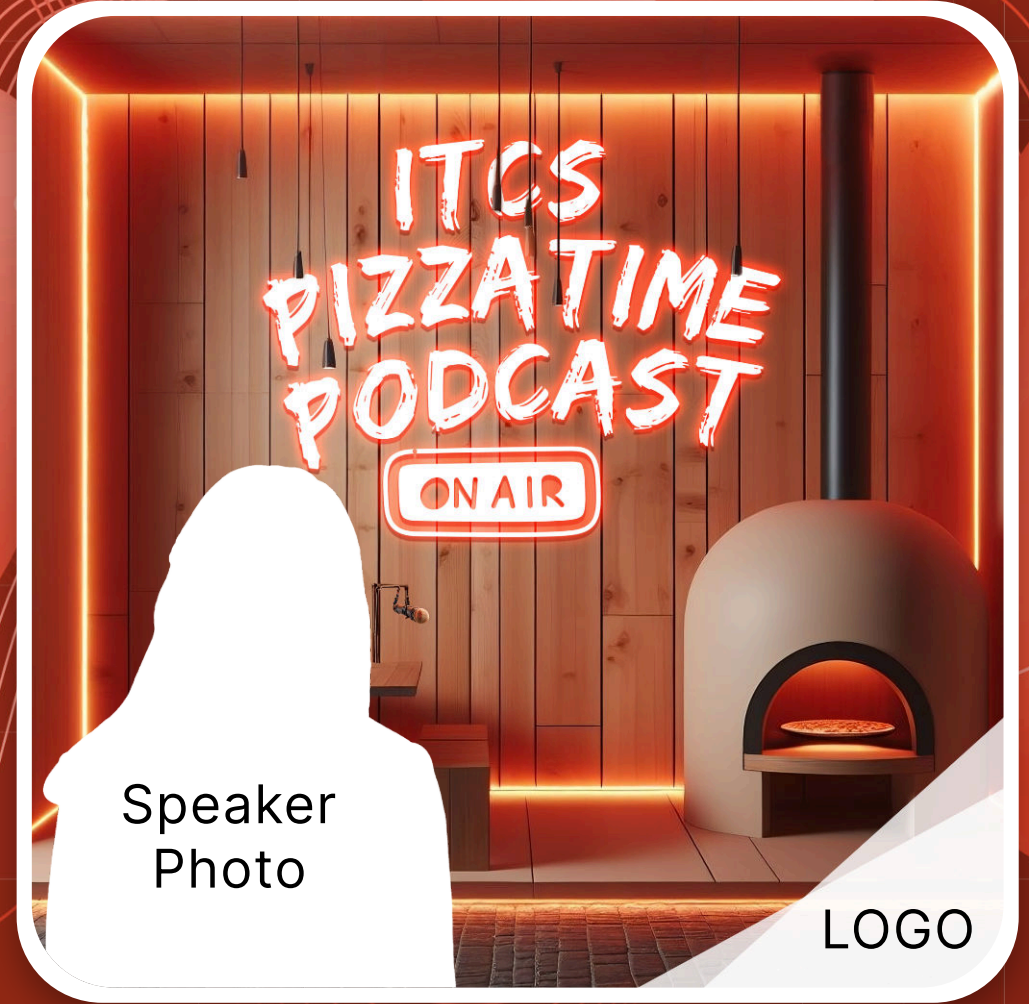
PIZZATIME
PODCAST



Main Cover



Episode Cover

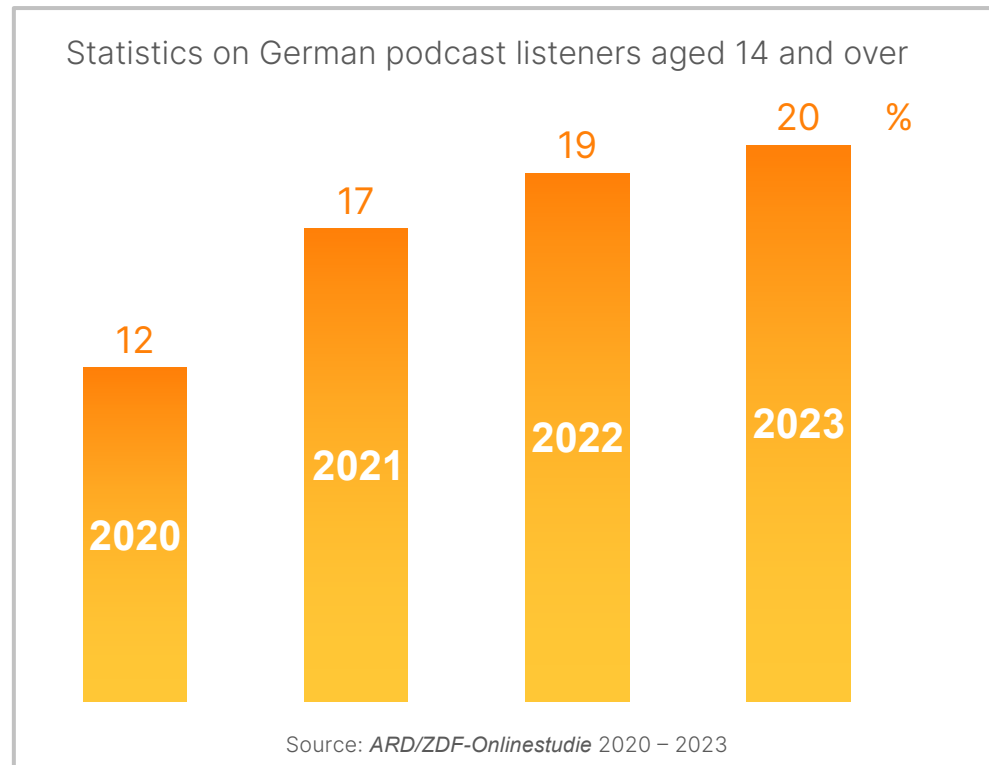


ITCS Pizzatime Podcast

Trend medium
podcast

EMPLOYER BRANDING BOOST

The podcast has gone from being a niche format to an absolute trend medium and the trend is rising sharply. It is therefore ideally suited as a boost for your employer branding strategy. Around 53% of 16-29-year-olds in Germany listen to podcasts and a fifth of them do so every day (see bitkom.org study 2021)!

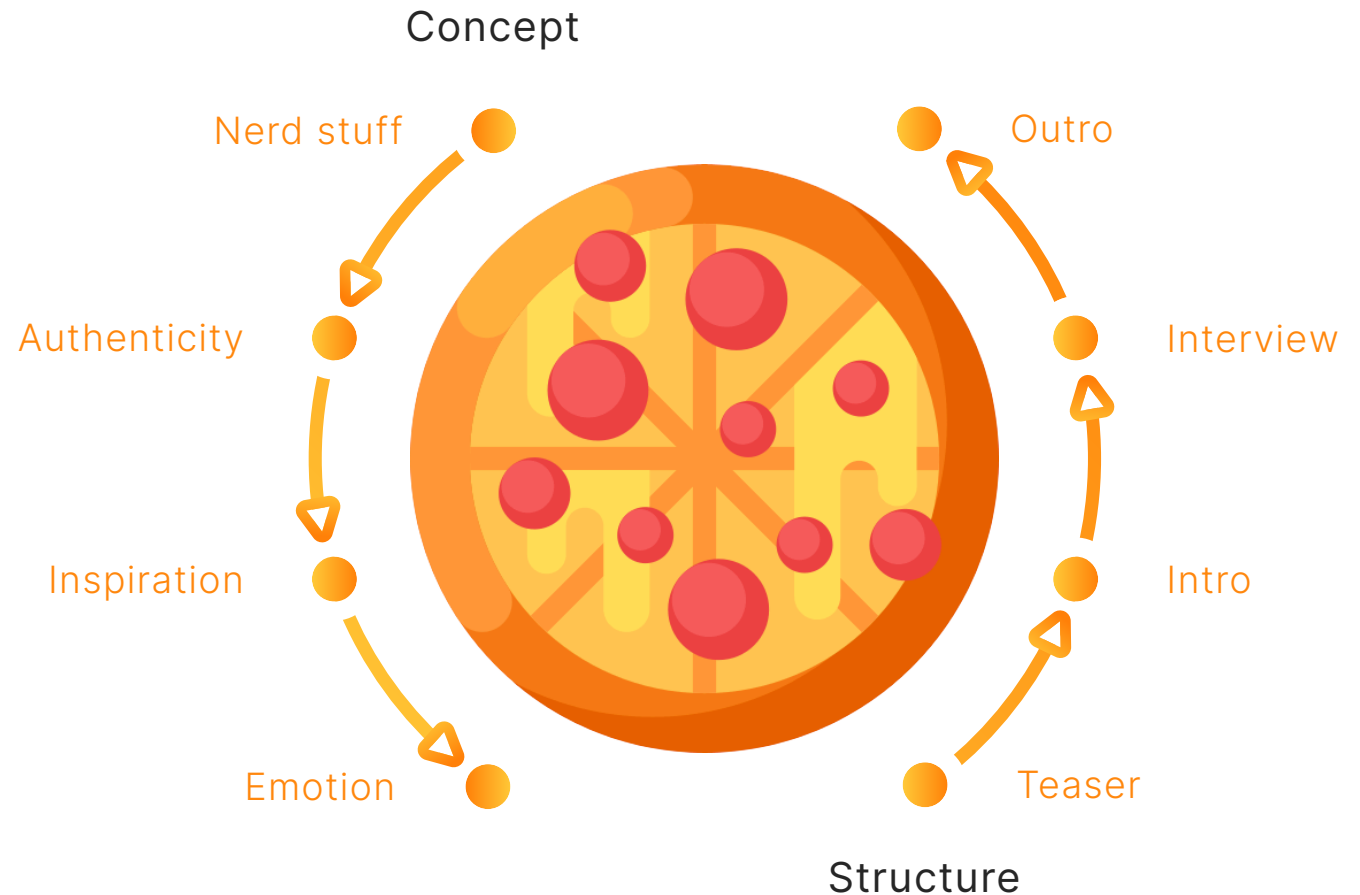


ITCS Pizzatime Podcast

Our concept

AUDIO RECRUITING

In the spirit of the ITCS, podcasts can now also be used to recruit efficiently and authentically.



ITCS Pizzatime Podcast

The realisation
& production

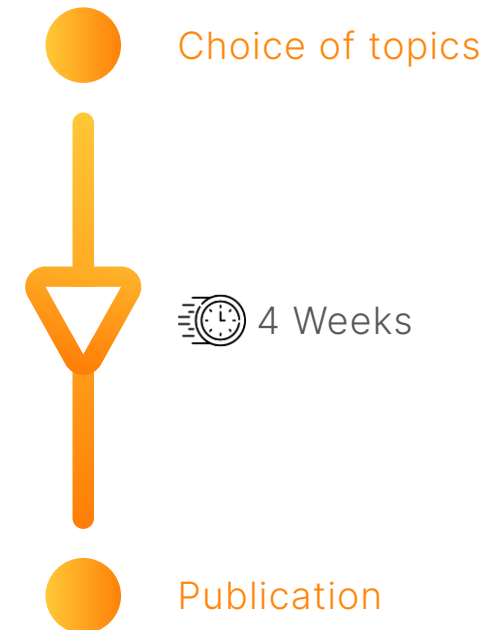
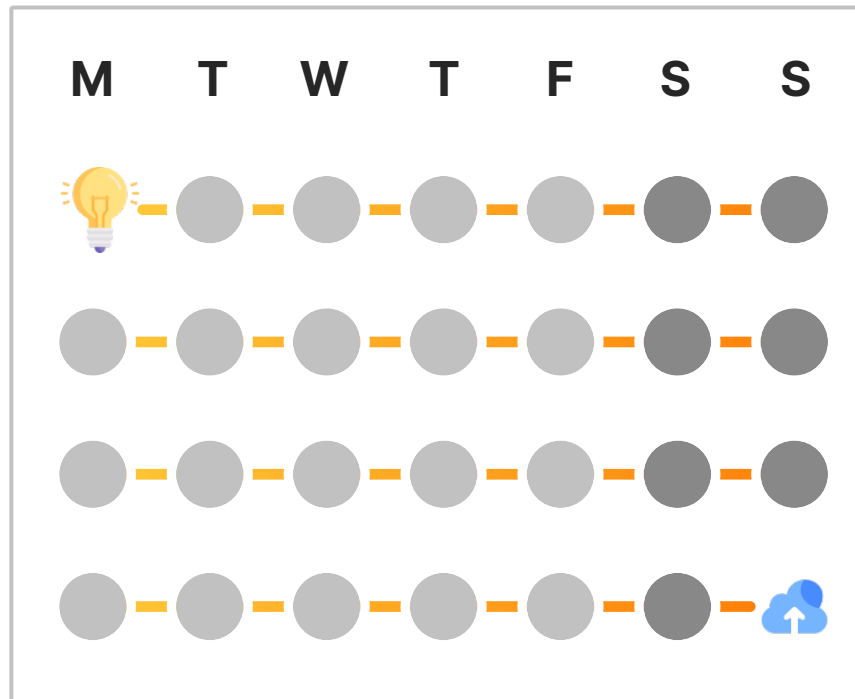
FROM IDEA TO EPISODE



ITCS Pizzatime Podcast

The realisation
& production

FROM IDEA TO EPISODE



For episodes with companies, it takes on average approx. 1 month or 4 weeks from the choice of topic to the publication of the episode. The recording can then take place approx. 1 / 2 weeks before publication or shortly after completion of the questionnaire. This timeline sketch is only intended as a guide; we are generally flexible and will work to your specifications / wishes!

ITCS Pizzatime Podcast

Typical topics

WHATEVER
SUITS YOU
BEST



*This is a Word cloud with some examples that are possible, i.e. other topics are of course also possible!



ITCS Pizzatime Podcast

Our services

WHAT WE OFFER

Concept development

Research, questionnaire, conception & recording of
the intro and outro

30 - 60 minutes interview

Via online-call (incl. microphone) OR in our studio in
Frankfurt a.M.

Sound design

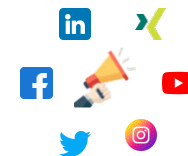
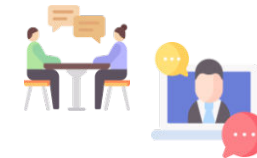
Technical post-production incl. editing

Reach optimisation

Expanding reach in the ITCS community

Social media promotion

Newsletter // Instagram // Twitter // Facebook //
LinkedIn



ITCS Pizzatime Podcast

Our performance

AMONG THE TOP 25% WORLDWIDE¹

Streams/Downloads²

~31.000+

Listeners²

~8000+

Followers²

~7000+

Streams/Downloads

(Ø first 7 days per episode)

~131  **Top 25%**

Streams/Downloads

(Ø per episode in 2022 & 2023)

~273

Growth

(Ø per episode 2022 Vs. 21)

+30,5% 

Important to note: Podcasts are on-demand content, i.e. the stream numbers continue to increase over long periods of time. For example, over 765 listeners have now streamed our Top 1 episode (as of January 2023)!

¹ According to <https://www.buzzsprout.com/stats> a podcast is among the top 25% worldwide with 122 streams within the first 7 days after publication (as of October 2023)

² Cumulative total number (as at March 2024)

ITCS Pizzatime Podcast

FAQ

QUESTIONS & ANSWARS

- ?** What does Pizzatime stand for?
ITCS Pizzatime stands for snackable content with authentic insights into the various areas of the tech and IT industry.
- ?** What topics are covered?
The Pizzatime podcast can cover a wide range of individual topics from the tech and IT industry. Whether body hacking, space tech or exclusive insights behind the scenes of IT work areas, anything is possible!
- ?** Which objectives can be realised?
The objective of the podcast episode to be produced is just as varied and individual as the possible choice of topics. Whether for the purpose of expanding the external communication strategy, for recruiting or employer branding, everything is possible here too!
- ?** Who is the podcast aimed at?
The Pizzatime podcast is an additional offer for the ITCS community in particular. The ITCS podcast also reaches a broad audience interested in IT and tech.
- ?** Where can you listen to it?
The Pizzatime Podcast is released every 2nd Sunday and can be found on Apple Podcasts, Spotify, Deezer and all other popular platforms.
- ?** What makes the podcast medium so interesting?
In recent years, the podcast medium has developed from a niche format to an absolute trend medium. The auditory medium addresses a particularly specific target group ("because only those who are interested will listen!"). This allows content to be communicated in a targeted manner.
- ?** How does the planning work?
For our cooperation partners, it is only a few steps to their own episode in the Pizzatime podcast. Once the topic and the interview partner have been selected, we prepare a customised interview concept and catalogue of questions (including a feedback loop). The interview can then be recorded.
The recording then takes place remotely, i.e. from the comfort of your own home or office (including a professional microphone sent to you) or at our podcast studio in Frankfurt am Main.
- ?** How high are the costs for a production?
The production costs currently¹ amount to EUR 1990 (net). This includes all the services described above.

¹ as of 5th March 2024

ITCS Pizzatime Podcast

The podcast
team

MEET THE TEAM & GET IN CONTACT



**LEONIE
PEYERL**

Graphic Design &
The Voice



**SIMON
PEYERL**

Technik &
Schnitt



**FELIX
PANHOLZER**

Podcast &
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