BEGINNER'S GUIDE TO AI

Top 50 Tech Podcast

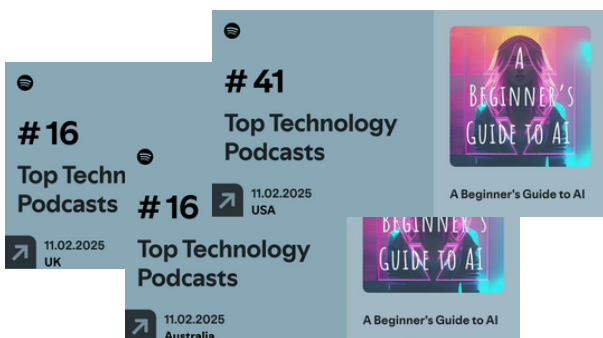🌐 beginnersguideto.ai   📞 +49-159-023 6543 1   ✉ dietmar@argo.berlin

ABOUT THE PODCAST

BGAI is an AI-generated podcast tailored for beginners in the field, aimed at clarifying essential concepts and topics related to understanding AI.

AUDIENCE

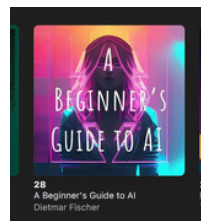| **1039**	**36K**	**18K**
Daily Listeners	Monthly Listeners	Followers

SPOTIFY

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11.02.2025
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Australia

A Beginner's Guide to AI

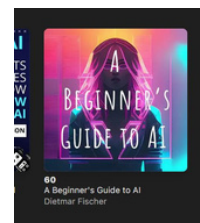## ITUNES

UK

US

Australia

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28
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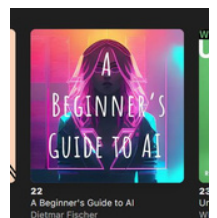
DAILY PLAYS
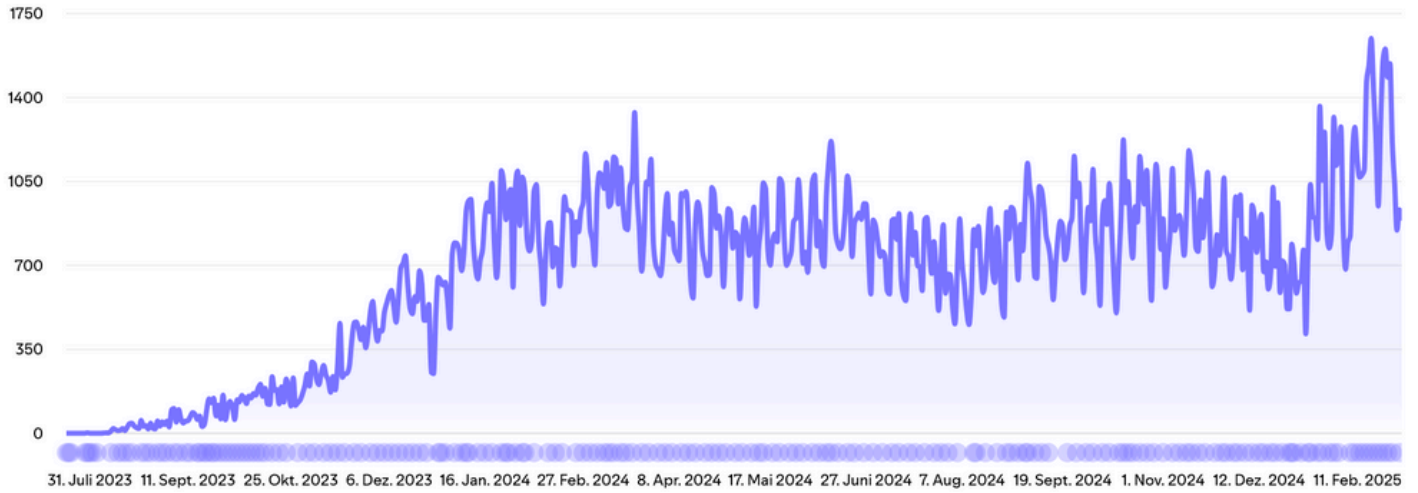
DEMOGRAPHICS
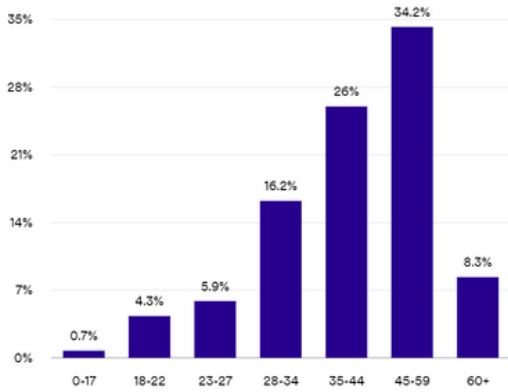
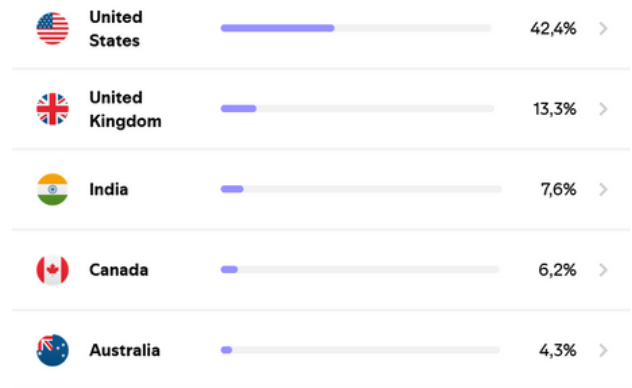|	
● Male	66%
● Female	25.7%
● Not specified	8%
● Non-binary	0.4%

AUDIENCE

🇺🇸 United States		42,4% >
🇬🇧 United Kingdom		13,3% >
🇮🇳 India		7,6% >
🇨🇦 Canada		6,2% >
🇦🇺 Australia		4,3% >

● Spotify	53,1%
● Apple Podcasts	42,3%
● Sonstiges	4,6%

TIKTOK

TikTok is our new channeld and still at the start, although we already have some interesting Data.
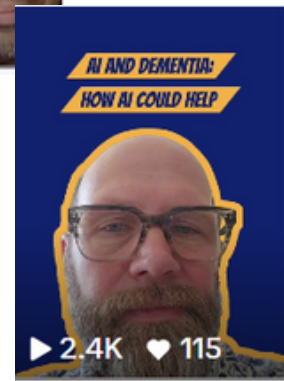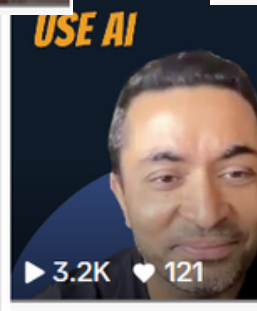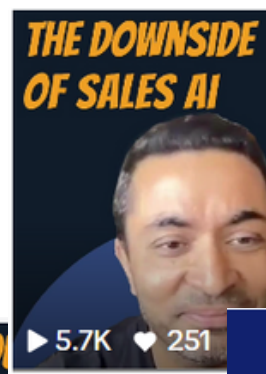
TIKTOK AUDIENCE

15K	10,5K	1.2K
Video Views August	Likes	Followers

AI WILL CREATE ZOMBIE CODE
▶ 5.3K ♥ 265

3 SURE SIGNS IT'S A CLONED VOICE SCAM
▶ 3.1K ♥ 136

THE DOWNSIDE OF SALES AI
▶ 5.7K ♥ 251

COPYRIGH FOR AI GENERATED SOFTWARE
▶ 2.4K ♥ 146

OULD YO USE AI
▶ 3.2K ♥ 121

AI AND DEMENTIA: HOW AI COULD HELP
▶ 2.4K ♥ 115
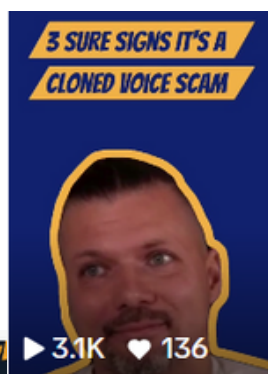
POSSIBLE AD FORMATS

- Pre-Produced Ad from you
- Ad spoken by me or by AI host

POSSIBLE POSITION OF AD, EITHER:

- At the start
- After the teaser
- In the middle

Always:
- A "thanks to our sponsor" at the end
- Links in the show notes
- Sponsor's Logo on all new Short videos

PRICE

- CPM: 75 Dollar
- If you want exclusive sponsoring, we'll calculate with 100 Dollar.
- The Ad will be inserted in all new and also our most successful backlist episodes.
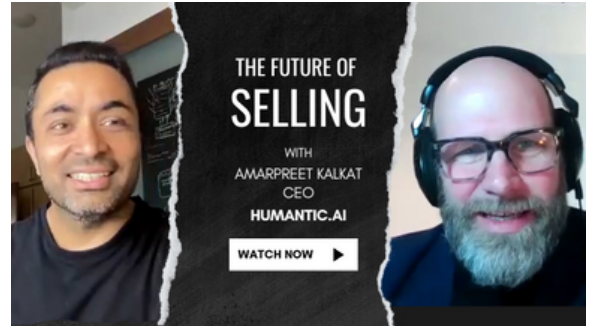- Reach of the ad: 500 and 1,000 Listeners a day.

BONUS

Interview with a person of your choice (topic has to be AI, though...)

CASE STUDY HUMANTIC AI

- First podcast guest on the Beginner's Guide to AI
- Published throughout 2024

PODCAST LISTENS

- First Post: 1,024 Listeners*
- Repost: 722 Listeners

* Listeners listen for at least 60 seconds to an episode

TIKTOK

4 Videos:
- 14.6 K Views
- 622 Likes
- 20 Bookmarks

OTHER CHANNELS

Additionally, the podcast was posted to YouTube, Mailing Lists and LinkedIn.