

# Encouraging Innovation

## Daniel Perez – International Student Podcast

### Overview

In 2006, Daniel Perez – a final year BA (Hons) Commercial Music student at Bath Spa University won innovation funding to develop a sustainable system of content production for an international student podcast.

### About the Project

The International Student Podcast (ISP) is a prototype fortnightly audio magazine produced in a ten minute podcast format. It is produced by, and for, international students in higher education in the UK. The aim is to distribute ISP digitally through university websites. The ISP was a highly original product since, at the time, the only material available to international students were printed magazines supplied by the NUS and the British Council.

The ISP aims to bring international students together by discussing issues of interest, promoting new talents, events and achievements and by encouraging general interaction within the community. In addition, the ISP is a new, interesting and very direct route for potential advertisers and sponsors to communicate with the UK university international student population of over 600,000 students.

Sustainable content production would be key to its development.

### Benefits

- Sustainability of content for this medium was proven and a system of production established.
- The British Council has been approached for sponsorship.

### Outcomes

The innovation funding was used to enable production and editing of six podcast episodes, writing of scripts and music including post-production activity, gathering information and undertaking interviews, editing time on the website, and a networking campaign for promotion.

The project was completed in eight weeks and was submitted as the final year research project and dissertation element of Daniel's degree in commercial music.

### Fast Facts

- **The idea:** development of a sustainable system of content production for an international student podcast.
- **Market opportunity:** specialised podcasting services are an exploitable new media field; connects the international students from different universities; could be expanded to further education and sixth form colleges.
- **Potential for commercial application:** 116 universities in the UK; two million higher education students.
- **Competitive advantage:** no other university-focused student podcasts.