



NTNU

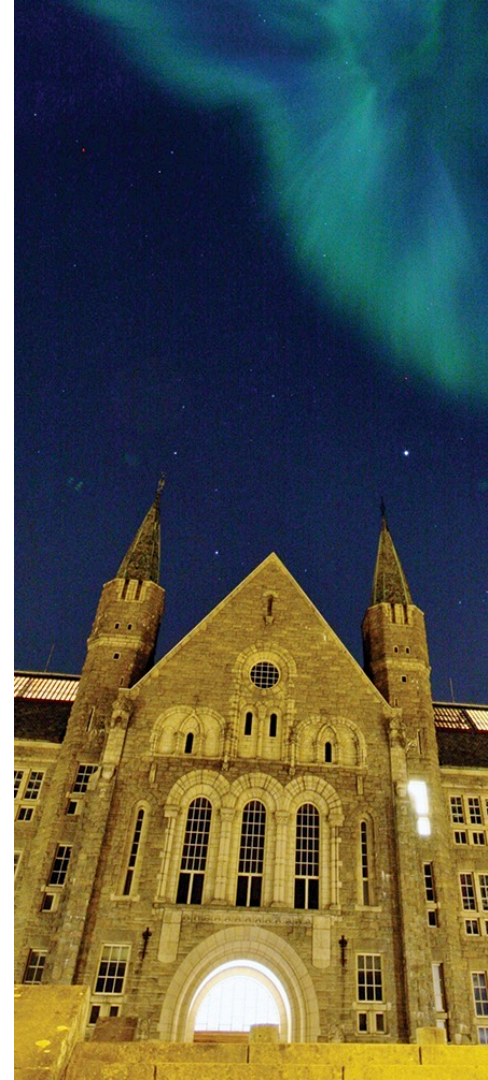
Norwegian University of  
Science and Technology

# Going where few microphones have gone before: Bringing university research to the podcast world

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- 8 faculties, 55 departments and NTNU University Museum. Owned by the Norwegian government.
- NO TUITION!!! Student pays semester fee of \$30
- 7761 FTEs (2020)
- More than 42 000 students, largest in Norway (2020). Roughly 25% study engineering/technology
- 7586 completed bachelor's and master's degrees (2019)
- 406 doctoral degrees (2020)
- Budget of NOK 9.6 billion, NOK 2.7 billion from external funders (EU, other research institutions)
- Two Nobel Laureates!

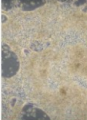




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### Mom is right – get up off the sofa

A lot of young people struggle with depression, a fact that is especially true for girls. But youth who are physically active are less vulnerable.



▶ WITH VIDEO

### Mini-hearts hearts

NTNU master's cultivates tiny lab. She takes weekends in...

🔍 **Søk i Gemini-arkivet**  
 Over 5000 artikler

## Podcasts

Sort by Month ▾

🎧 WITH PODCAST

### Darwin had Galapagos finches. Norway has... house sparrows?

Uncommon lessons learned from the world's most widespread bird.

Published 26.02.21

🎧 WITH PODCAST

### Not enough COVID-19 tests? No problem, we'll make them!

The story of what happened when a molecular biologist, some engineers and PhDs and postdocs from NTNU

Published 19.02.21

🎧 WITH PODCAST

### The Longship that could help save the planet

Everyone knows there's just too much carbon dioxide in the atmosphere – and we're heating up the planet at an unprecedented pace. In the third

Published 12.02.21

🎧 WITH PODCAST

### Viking raiders stole this box. But the real surprise is what they did with it.

What a mound of sand, some leftover nails and the box itself tell us about the Viking raiders who stole it – and

Published 05.02.21

🎧 WITH PODCAST

### Shedding light – on the polar night

The polar night is dark – if you're a person. But not if you're a krill or a

🎧 WITH PODCAST

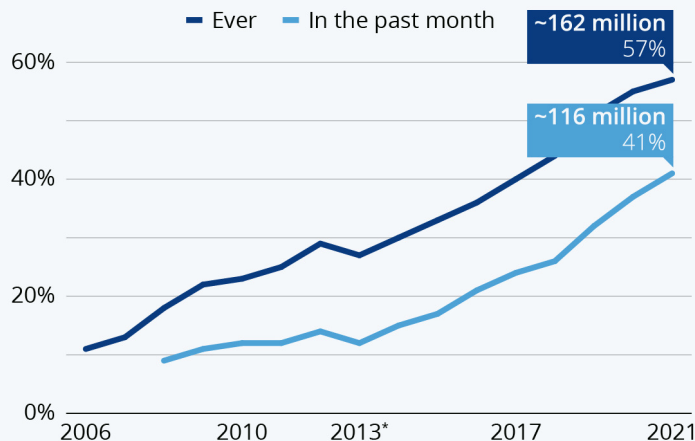
### Norway's long tradition of brewing Christmas beer

Norwegian breweries have been producing commercial Christmas beer over the last several centuries. Today's

# Going where the people are!

## The Steady Rise of Podcasts

Percentage and number of Americans (12+) who have listened to a podcast in the past



\* in 2013, the source changed the definition of what qualifies as a podcast  
Sources: Edison Research, Triton Digital



statista



VGs podkastgjeng som har jobbet med Alt fortalt: Askild Matre Aasarød (fra venstre), Emilie Hald Torp, Ronny Furveik og Monica Flatabo. Foto: Fredrik Solstad/VG

## VG med sin «største journalistiske lydsatsing» - slipper ny podkast-serie

- Det handler om å få VGs journalistikk ut til flere - også i lydform.

Jan Magnus Weiberg-Aurdal  
JOURNALIST

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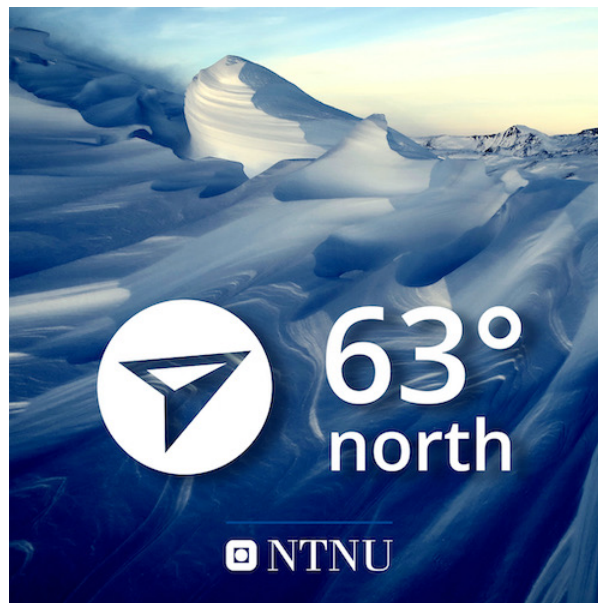
<https://www.statista.com/chart/10713/podcast-listeners-in-the-united-states/>

# NTNU's journey — we set goals

To showcase NTNU researchers in Norway as experts in the public debate - show the depth and quality of the university's research.



To make NTNU more visible internationally — and to take advantage of a niche that has not yet been occupied.



# Production, and corona

- The idea for the podcast was to tell stories from the lab or from the field.
- There are lots of roundtable discussion podcasts out there, which can work well when the participants are somewhat known. That wasn't an option for us.
- Corona complicated field recording and made remote, Zoom type recording necessary.
- In person recording was possible, with a long cable and mic stand.
- Also sent researchers out in the field with lapel mics for their phones.

Help from freelance sound designer Randi Lillealtern



# Marketing 63 Degrees North



IFLScience

29 January at 21:00 · 🌐

Science lovers listen up!

Introducing 63 Degrees North, a podcast from Europe's outermost edge, featuring science, history, and lifesaving medical innovations. Start here with an intriguing tale of scientists voyaging into the polar night in the depths of winter on the hunt for tiny critters.

Click here to subscribe and listen to the first episode: <http://bit.ly/2MxiqKC>



👍❤️😬 615

44 comments 97 shares

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💬 Comment

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Norwegian University of  
Science and Technology

## All Videos



### 63° North Podcast

2 days ago · Paid · 43.6K views

👍❤️😬 252

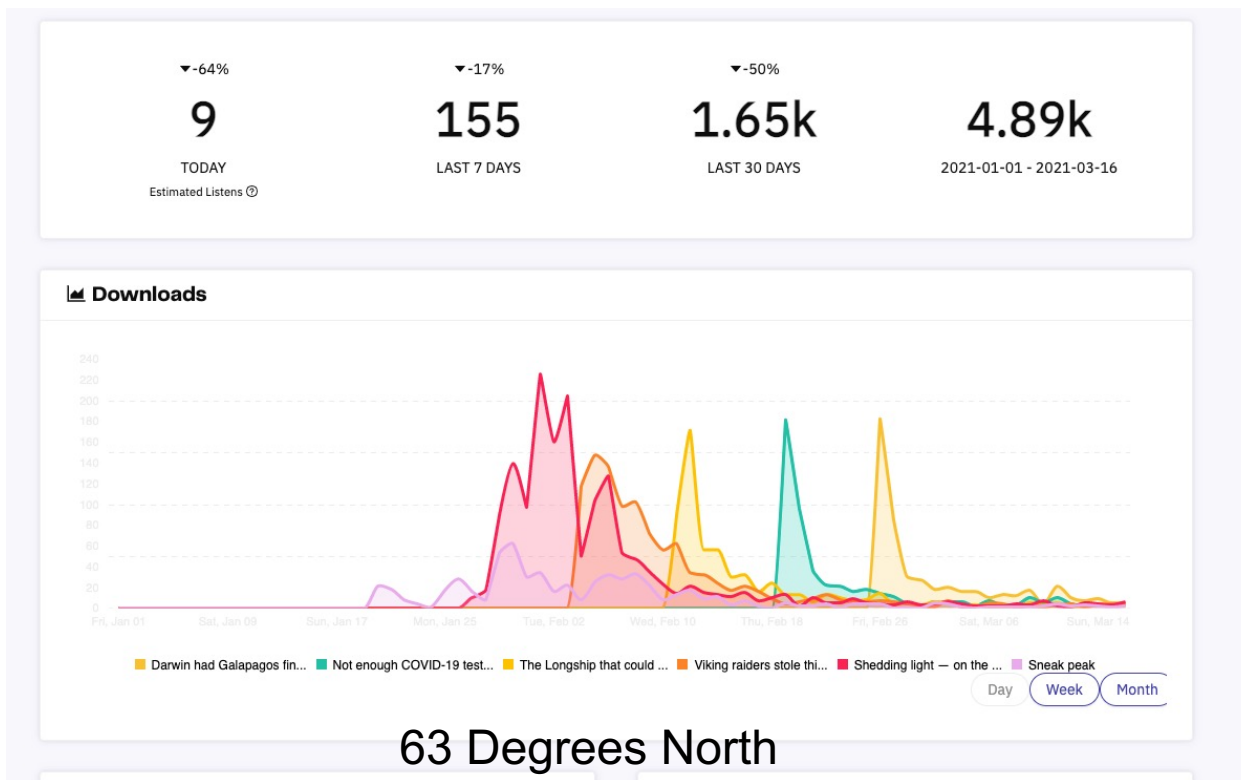
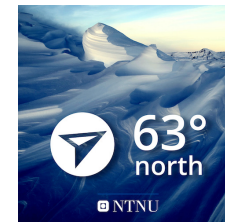


### 63° North Podcast

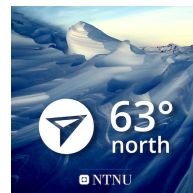
a week ago · 69.8K views

👍❤️😬 615






# And... it worked!



# Most of our listeners are outside Norway



## All locations

Country	↓ Downloads	% of total
>  United States	1,811	37.05%
>  Norway	1,121	22.93%
>  United Kingdom	582	11.91%
>  Canada	246	5.03%
>  Australia	236	4.83%

Showing 1 to 5 of 246

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Page size

# The future: NTNU goals and strategy



NTNU's main strategy is to have relatively few, but high quality podcasts.

Any podcast that is going to be published under the NTNU banner will have to have quality sound, well thought out publication and marketing plans, and a detailed, focused concept.

A podcast committee will help screen potential podcast ideas and offer the best podcasts access to the NTNU podcast publishing platform, Acast. Podcasts that might have a smaller audience will be encouraged to publish on Soundcloud or another low threshold publishing platform.

# Thanks for listening!

