AUDIO DRAMA/FICTION PODCAST PRODUCTION RANGE

LISTENERS: 100s ──────────────▶ **LISTENERS: 1,000,000s**

Model: **Playwriting**
Verbal storytelling
Producers: indie & regional/nonprofit theatres

Model: **Screenwriting**
Visual storytelling
Producers: indie & commercial companies

1. Specialized audience: Local theatre	1. General audience: not primarily theatre
2. Attracted by theatre reputation & prior attendance	2. Attracted by story & producer reputation
3. Goal: Engage subscribers while closed for live performance	3. Goal: National audience
4. Monetization: Paywall with Tks $10-20	4. Monetization: Free w/ads & Paywall for extras
5. Listening restrictions (limited availability) typical	5. No listening restrictions (stream on listeners' schedule)
6. Distributed via theatre website	6. Distributed via Apple, Spotify, others
7. Recorded stage plays (even if said to be audio focused)	7. Conceived for audio
8. Dialogue-heavy	8. Dialogue: Supported by "visual" sfx & score
9. One-off productions, occasionally several episodes	9. Episodic productions in seasons
10. Light suspense plot & primary character focus	10. Strong suspense plot & some character focus
11. Minimal sfx/ambience/score not integrated w/ story	11. Heavy use of integrated sfx/ambience/score
12. Theatrical performance/acting style	12. Non-theatrical performance/acting style