



The app recommends podcasts based on your listening history | Photo source Majelan

Innovation > Publishing & Media > A Netflix-like service for podcasts

A NETFLIX-LIKE SERVICE FOR PODCASTS

 PUBLISHING & MEDIA

Majelan uses data to create personalised experiences for podcast lovers

Spotted: French startup, Majelan, has created a curated experience platform for podcast listeners. The app wants to disrupt the podcast industry by making it easier for users to find the content that interests them.

Unlike other podcast apps, Majelan seeks to match listeners to shows, based on their prior listening preferences. The app collects a huge amount of data from listeners, including when they stop or exit out of a podcast. That data is then used to curate playlists and recommendations, similar to the Netflix model for TV viewing. It also offers its own original content.

Unlike Netflix, however, using the app is free, although Majelan is also offering a premium, paid service for listeners who want to access its original programming. The business model is based on subscriptions to that service, as well as one-time access fees to its exclusive content.

Majelan recently raised €6 million from investors, which include French tech billionaire, Xavier Niel, and the total investment in the startup is €10 million. The subscription is €4.99 per month, and the service is currently available in 50 countries, offering programming in 15 languages.

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Takeaway:

Podcasts are becoming increasingly popular in the US and in Europe, according to statistics. Well-known podcast providers, such as Apple and Google, can make it hard to find shows that listeners are directly interested in. Majelan's model of matching listeners to content has the potential to change the podcast industry, placing it in line with the successful models of other media-based subscription services, such as Netflix and Amazon Prime. It could also help expand podcast audience numbers, by making it easier for users to navigate their preferences.