

How Afripods is trying to grow the podcast market in Africa

This is Hot Pod, The Verge's newsletter about podcasting and the audio industry. Sign up here for more.

Hope everyone has had an enjoyable Labor Day weekend. For today's issue of Hot Pod, I have a Q&A I conducted with Afripod's chief content officer and head of strategy, Kevin Y. Brown. The African podcasting platform – headquartered in Kenya – is considered the largest in the continent and is in the middle of an interesting partnership with radio stations. I got to hear Brown's thoughts on the new initiative and – as well as how Afripods is spreading awareness of podcasting as a medium throughout Africa. I also have a lightning round of deals and announcements for today's issue.

Since I'll be off for the rest of the week, *Hot Pod* will be publishing on an abbreviated schedule. So, no Insider issue of *Hot Pod* on Thursday. But rest assured, *Hot Pod* editor Jake Kastrenakes will take over Friday's Insider issue. If you have any tips, feel free to send him an email.

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white">Lightning Round

Wondery is launching a new podcast, *Exposed: Cover-Up at Columbia University*, which dives into the story of OB-GYN Dr. Robert Hadden, who was recently sentenced to 20 years in prison for sexually abusing his patients. The first episode of *Exposed* will be released on September 11th on Wondery Plus, Amazon Music, and all podcast platforms. You can listen to a trailer [here](#).

CNN Audio will launch *Chasing Life with Dr. Sanjay Gupta*, featuring the network's chief medical correspondent, **Dr. Sanjay Gupta**, as host. The podcast will tackle the mysteries surrounding the human brain, including the impact of depression, stimulants, dating apps, and long covid on cognitive abilities. The first episode will premiere on September 12th on all podcast players, and future guests include **Stephen King** and science writer **Michael Pollan**.

On Air Fest announced its programming lineup for On Air LA Annex 2023, which will be held in Los Angeles from November 1st–4th. Events will be held at **KCRW's** Annenberg Performance Studio in Santa Monica and the headquarters for the radio station **dublab**. The festival will feature a live taping of *Talk Easy with Sam Fragoso*, an interactive rendition of *Let's Make a Horror*, and a behind-the-scenes look at **LAist Studios'** relaunched podcast *Imperfect Paradise*.

Hot Docs Festival is coming back in 2023. The Canadian podcast festival returns for its first in-person event since the pandemic. This year's fest takes place in Toronto from October 19th–22nd and will include both Canadian and international podcasts, including *The New Yorker's Fiction Podcast*, *Articles of Interest*, and *Dinner SOS*. The event will include a creators forum with executives from **Acast**, **Bumper**, **Canadaland**, **CBC Podcasts**, **Condé Nast**, **HBO**, **Media Girlfriends**, **NPR**, **Pushkin Industries**, and other players in the podcast space.

Lotten Skeppstedt is joining **PodX Group** as its new head of commercial. She previously served as director of books and podcasts at **Acast** founder **Sesamy**.

PodcastOne will launch *Salty with Captain Lee*, a new podcast hosted by **Captain Lee Rosbach** from the Bravo reality series *Below Deck*. The first episode will launch on September 6th on all podcast players.

<https://www.theverge.com/2023/9/5/23859798/afripods-broadcast-to-podcast-kevin-brown-africa-podcast-market-hot-pod>