



# CASE

**BORSOD24**

“Podcasting for the Public: Building a Studio for Production and Rental

# STUDY

### IN SHORT

Borsod24 established a community podcast studio in Miskolc to improve the quality and efficiency of its podcast production while reducing costs. By setting up its own studio and offering community access, the project created sustainable opportunities and positioned the newsroom as both a content producer and a community hub.

### ABOUT THE NEWS OUTLET

Borsod24 is a local news outlet based in Miskolc, Hungary. It reports on regional and national issues, with a strong emphasis on community relevance and accessibility. Through its podcasting initiative, the newsroom aims to diversify content formats, engage audiences beyond text, and strengthen ties with underrepresented groups such as the Roma community.



### PROJECT OBJECTIVES

To build an in-house podcast studio that improves Borsod24's production quality, reduces long-term costs, and enables the newsroom to generate sustainable revenue by offering the studio for community and commercial rental.



### IMPLEMENTED SOLUTIONS

Borsod24 designed and constructed a minimalist, flexible podcast studio with support from external consultants. The team used audience research to shape podcast formats, launched successful live podcast events, and created a rental model offering accessible rates for NGOs and students.

## WHY THIS PROJECT?

The team wanted to stop relying on external spaces for podcast recording, which had been costly and logistically difficult. Establishing their own studio reduced production costs and allowed the team to produce more episodes with greater efficiency. They also aimed to open up the studio for community and commercial use, offering preferential rental terms for NGOs and students. This decision was driven both by audience demand for podcasts and by the newsroom's need to explore sustainable revenue streams.

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## HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

Before implementing the project, Borsod24 conducted an audience survey on preferred content formats. Combined with analytics from earlier podcast episodes, this research informed the structure of the project and aligned it with listeners' needs. The preparation phase helped the team anticipate challenges and avoid unexpected problems later. Outside consultants were also helpful in the process, especially in establishing rental conditions for external use.

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## DID BORSOD24'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

The response to the new podcasts has been mixed so far — some of the most recent episodes focused on informative but less popular topics. However, several earlier episodes reached hundreds or even thousands of views, and the team is preparing to launch new series it expects to appeal to a larger audience. Borsod24 also organized two live podcast events, each attracting 70–80 people who purchased tickets for approximately 3,000 HUF (about 8 euros). Both events were considered a success and demonstrated strong community interest.

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## WHAT CHALLENGES DID BORSOD24 ENCOUNTER AND HOW DID IT ADDRESS THEM?

The greatest challenge was meeting deadlines. Finding the right contractor and completing construction took longer than expected, making it impossible to organize the planned live podcast event within the initial project period. The team responded by extending the timeline and scheduling several live events for September, which have already seen successful ticket sales. Apart from this, no other major obstacles were reported.

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## HOW WAS BORSOD24'S PROJECT RECEIVED BY ITS AUDIENCE?

Feedback has been positive overall. The successful live events showed that audiences are willing to pay for high-quality, engaging experiences. This was a surprise for the team, as the paid events attracted more interest than free ones. The newsroom also received early inquiries about studio rentals even before launching an official campaign, suggesting strong future potential.

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## WHAT INSIGHTS OR LESSONS DID BORSOD24 GAIN FROM THIS PROJECT?

The newsroom learned that building its own infrastructure enhances long-term sustainability by improving both content quality and production efficiency. It also discovered that live events can generate profit rather than cost. Another key insight is that flexibility in scheduling is essential for future projects to accommodate delays and unforeseen challenges.

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## HAS THE PROJECT HAD ANY IMPACT ON THE LOCAL COMMUNITY?

The new studio has already been used by a local public association, which expressed satisfaction and indicated interest in using it again for future podcast recordings. Borsod24 is continuing to reach out to NGOs, students, and other partners to expand the studio's community use.

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## WHAT DOES BORSOD24 PLAN ON DOING NEXT?

Borsod24 will continue producing podcasts in its new studio and plans to expand its formats. Beyond the Roma-focused and election-related series, the team will launch a new podcast featuring journalists discussing national topics to reach a wider audience. From a business perspective, the main goal is to promote the possibility of renting the studio to a broader public, which could further contribute to the organization's financial stability.

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## WHAT ADVICE WOULD BORSOD24 GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

In building a studio, the team recommends keeping to a minimalist design, both to keep costs down and to avoid over-branding the space, which can discourage potential renters. Instead, leaving room for guests to display their own logos helps create a more neutral and professional environment. The team also suggests investing in mobile, easy-to-move equipment that can be used for off-site live events.

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# VISUALS FROM THE PROJECT



A minimalist, versatile podcast studio built by Borsod24 to support both newsroom work and community recordings

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Borsod24's new podcast studio, equipped with professional video and audio gear for high-quality production

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