

According to a study by [Edison Research](#), 62% of the American population listened to podcasts in 2022, an increase of nearly 9% in 2021 and more than 50% in 2017. The burgeoning audience for podcasts means that listeners need to know how to get started and, once they've started, how to stay hooked. We built a recommendation engine that serves these two needs.

. The recommendation engine enables users to discover new podcasts of interest. Using Spotify's English podcast transcript dataset, we used a transformer language model to identify the most similar podcast episodes. The recommendation engine can be used in two ways:

- a user can input the name of a podcast episode, and the engine provides the names of other similar episodes; or
- a user can input a description of a podcast or podcast episode that they'd like to hear, and the engine provides podcast episodes that are similar to the description.

We ensured that our engine provides relevant recommendations by measuring the extent to which podcasts within user-tagged categories were represented as similar to each other.

The recommendation engine enhances user experience by making it easy to find podcasts that suit the preferences of the user. Providing only the most relevant podcasts ensures that users do not have to sift through lengthy lists of podcasts to find episodes that they are likely to enjoy. The engine has the potential to promote further content collaboration among users, by simplifying the process of identifying thematically-similar podcast episodes for creating public playlists. Relevant podcast recommendations not only enhance the user experience but also promote further engagement with the platform and reduce churn. The benefits of this recommendation engine are not limited to listeners/users only, but also extend to podcasters, advertisers, and sponsors.

With our recommendation engine, podcasters will benefit from increased visibility and discoverability. With more visibility, the popularity of individual podcasters increases, making their partnerships with brands more profitable. With increased discoverability, even less influential podcasters may attract large and diverse audiences.

Just as podcasters and users benefit, so will the platform and advertisers. Firstly, Spotify will generate increased revenue from increased streaming. Additionally, advertisers and sponsors may see increased revenue as users listen to similar podcasts within the advertisers' portfolio. Advertisers can use the recommendation engine themselves to target similar podcasts for advertising different types of products.

Finally, the recommendation engine has a high potential for more-refined recommendations. With the appropriate modifications to our app, we can gather user data and solicit user feedback to improve the model and experience of the engine.