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**FOR IMMEDIATE RELEASE**

**WEPOD, THE EUROPEAN PROJECT LED BY PRISA AUDIO  
TO CREATE 24 TRANSNATIONAL PODCASTS, IS BORN.**

***Nine partners from seven countries will work together to produce audio content in several languages.***

**[PARIS, FRANCE, 15 September 2023]** — The WePod project is a joint agreement between nine partners from seven European countries that will produce 24 cross-border podcasts over two years. The aim of the project is to create collaborative audio content, produce a podcast white paper to address the benefits and challenges of the audio industry in Europe and develop communication and training activities across the European Union.

Funded by the European Union's Creative Europe Programme and led by PRISA Audio, the world's leading producer of Spanish-language podcasts, WePod will produce high quality, rigorous and pluralistic journalistic content about the reality of the continent.

Together with [PRISA](#) Audio — which participates through its brands El País Audio, Ser Podcast and Podium Podcast — the consortium is made up of leading European audio and media producers in their respective countries: [Bulle Media](#) from Belgium, [Chora Media](#) from Italy, [Magyar Jeti Zrt](#) from Hungary, [News Decoder](#) from France, [Outriders](#) from Poland and [Press Freedom Foundation](#) from Serbia.

Spanish company [Hiberus](#) will be the project's technology partner and academic research into the European podcast market will be carried out by [Roma Tre University](#) in Italy.

"WePod aims to fill a gap in the audio industry in Europe," explains María Jesús Espinosa de los Monteros, CEO of PRISA Audio. "Until now, the industry has been

very fragmented by different languages. We want to join forces to make the stories of our continent shine and go beyond our borders. We want to create a European sound story with the different voices and accents that enrich our region," she adds.

In addition to coordinating the project, PRISA Audio will be responsible for the executive production of all co-productions and will be one of the main driving forces behind the creation of the European Podcast Association, which will establish itself as a benchmark in the audio industry.

### **Launch of WePod**

The WePod project was officially launched on 1 September 2023 and will run for two years until 31 August 2025. PRISA Audio, as coordinator of the project, hosted all the European partners from 11 to 13 September 2023 at PRISA's headquarters in Madrid's Gran Vía.

During the meetings, the partners worked on the general project strategy. In the research, production, distribution, coordination and communication sessions, the objectives, possible cooperation tools, production plans and working methods were discussed. In addition, the interactive meetings served to promote knowledge sharing and direct relations between the partners.

For María Jesús Espinosa de los Monteros, WePod is at the forefront of something more than a podcast consortium: "WePod wants to be a community of listeners committed to the future of Europe and its many political, social and economic consequences."

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