

# Sounds like Europe: WePod's New Podcast Series Explores the European Audio Industry

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WePod has introduced "Sounds like Europe," a dynamic new podcast series by PRISA Audio. This project is part of a cross-border European journalism venture, aiming to highlight the European audio industry through 24 collaborative podcasts reflecting the continent's diverse socio-political landscape from 2024 to 2025. The initiative is steered by Ana Ribera, serving as the executive producer and coordinator, while Javier Caminero, from Podium Podcast, leads as the host.



In the inaugural episode, "How to Start a Cross-Border Podcast," Caminero and Alexander Damiano Ricci from Bulle Media navigate the nuances of cross-border

podcast collaboration.

The second episode, "Press Freedom and Podcasting in the Balkans," features a deep dive with Andrea Knezevic from News Decoder and Ljudmila Jankovic from Serbia's Foundation

for Press Freedom, exploring the synergy between press freedom and the podcasting industry in the Balkan region.

Available bi-monthly on major audio platforms, this English-language series provides transcriptions on WePod's site and promises to be an auditory window into Europe's evolving narrative.

[Listen to our podcast, "Sounds like Europe".](#)

## **About WePod**

WePod is a collaborative platform aiming to revolutionize podcast production, distribution, and promotion in Europe. It serves as a melting pot for the continent's creative and cultural sectors, empowering media companies and podcasters with tools, training, and workshops. At its core, WePod fosters academic research and aims to develop a unified European podcast market.

For more on our project, visit our website [WePod](#).

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