



# BEGINNER'S GUIDE TO AI

Tech Podcast



[beginnersguideto.ai](https://beginnersguideto.ai)



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## ABOUT THE PODCAST

BGAI is an AI-generated podcast tailored for beginners in the field, aimed at clarifying essential concepts and topics related to understanding AI.

## NEW FEATURES 2024

- Real Interviews with AI experts
- Personal View (non AI gen.)
- YouTube Channel, TikTok Shorts

## AUDIENCE

**848**

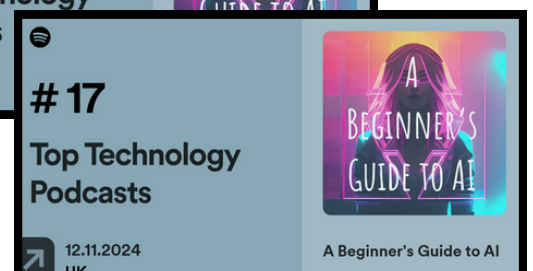
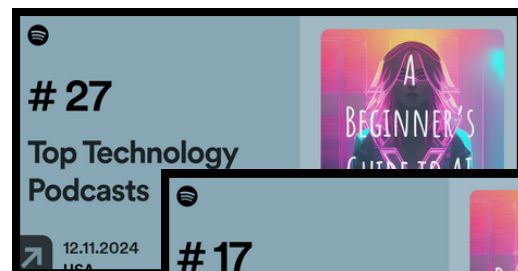
Daily  
Listeners

**26K**

Monthly  
Listeners

**15K**

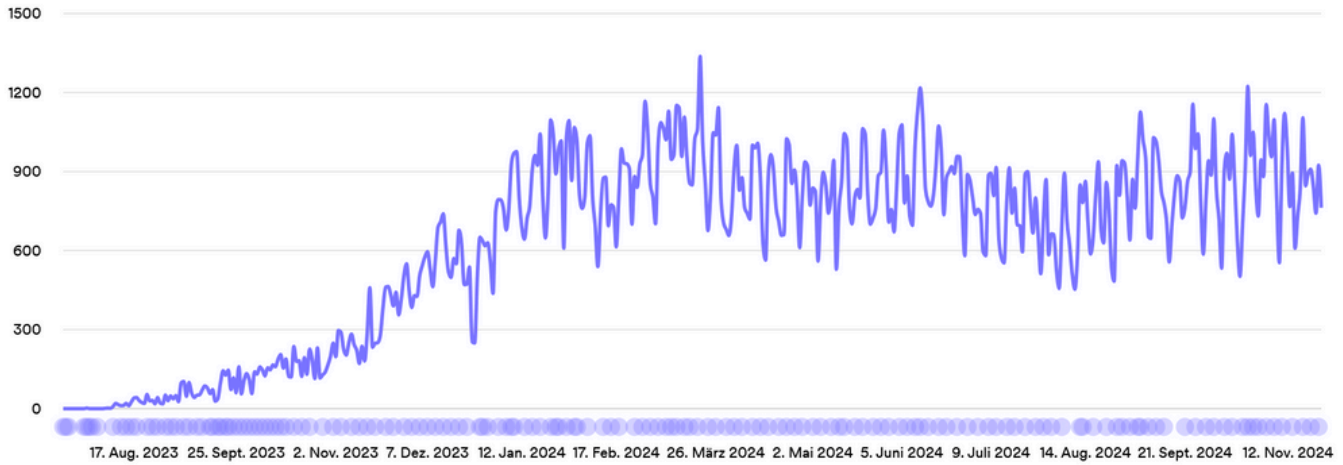
Followers



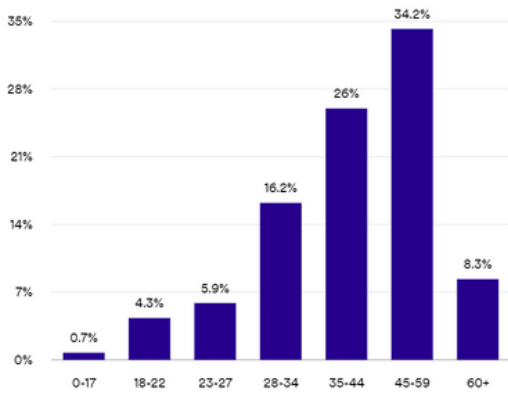


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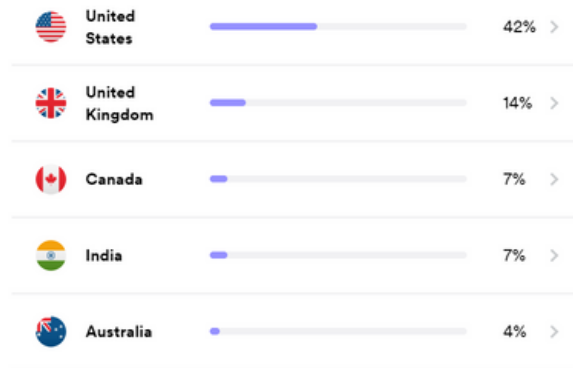
## DAILY PLAYS



## DEMOGRAPHICS



## AUDIENCE





# BEGINNER'S GUIDE TO AI

## TIKTOK

TikTok is our new channel and still at the start, although we already have some interesting Data.

## TIKTOK AUDIENCE

15K

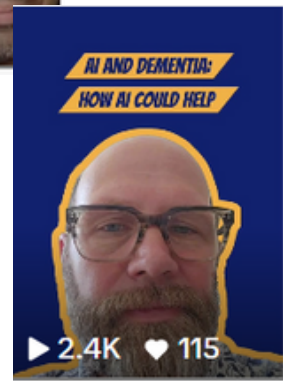
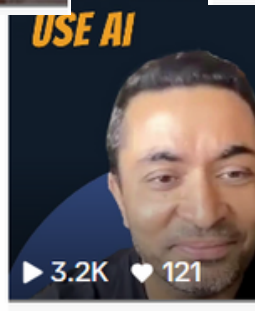
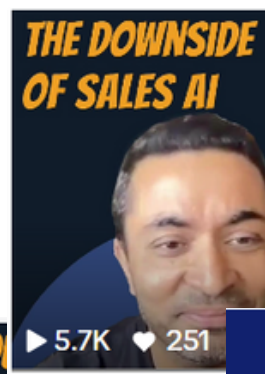
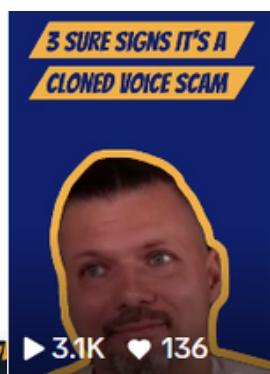
Video Views  
August

10,5K

Likes

1.2K

Followers





# BEGINNER'S GUIDE TO AI

## POSSIBLE AD FORMATS

- Pre-Produced Ad from you
- Ad spoken by me or by or AI host

## POSSIBLE POSITION OF AD, EITHER:

- At the start
- After the teaser
- In the middle

### **Always:**

- A “thanks to our sponsor” at the end
- Links in the show notes
- Sponsor's Logo on all new Short videos

## BONUS

Interview with a person of your choice  
(topic has to be AI, though)

## PRICE

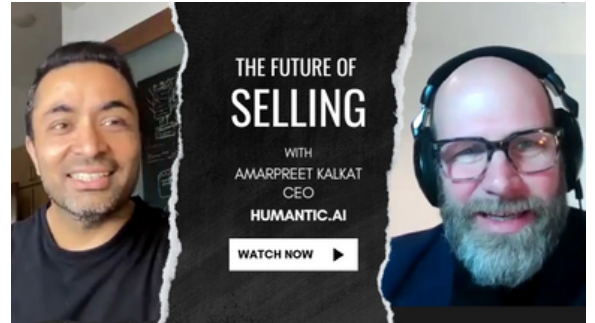
- CPM: 75 Euro
- If you want exclusive sponsoring, we'll calculate with 100 Euro.
- The Ad will be inserted in all new and also our most successful older episodes, reaching between 500 and 1,000 Listeners a day.



# BEGINNER'S GUIDE TO AI

## CASE STUDY HUMANTIC AI

- First podcast guest on the Beginner's Guide to AI
- Published throughout 2024



## PODCAST LISTENS

- First Post: 1,024 Listeners\*
- Repost: 722 Listeners

*\* Listeners listen for at least 60 seconds to an episode*

## TIKTOK

4 Videos:

- 14.6 K Views
- 622 Likes
- 20 Bookmarks

## OTHER CHANNELS

Additionally, the podcast was posted to YouTube, Mailing Lists and LinkedIn.