

PCA 2024 NATIONAL CONFERENCE

**DESCRIPTIVE PORTRAIT OF THE USE
OF PODCASTING IN FRENCH AMONG
QUEBEC COMEDIANS**



ABOUT ME

- Marie-Claude Savoie
- From Québec City, Canada
- I speak French
- Master Degree student in Public Communication at Université Laval

My research subject:

Independent podcasting among Quebec comedians

FIRST STEP: CREATE A LIST OF ALL PODCAST PROJECTS

- Building a population of comedians using podcasting in French
- Extracting information from their practice for interviews

QUICK OVERVIEW OF COMEDY IN QUEBEC



A Big Industry

- Juste pour rire/Just For Laughs
- National School of Comedy
- Les Oliviers Awards
- TV/Radio hosts, actors, commercials, spokespersons, etc.

Popularity

- 25% of revenues from ticket sales and 28% of all admissions in 2021
- 498 different shows in 2022
- 1,5 million admissions in 2022 (1,7 in 2018)
- +500,000 tickets sold for big comedy stars

Podcasting

- Mike Ward Sous Écoute is the biggest one
- Some go on tour with live recordings
- Award prizes
- Included into comedy festivals program



“The second time you invited me to your podcast, I really was myself and people showed me they loved me by sending me messages. After that, I played sold out for 10 nights! That makes me quite proud.”

Source : La Presse, 2018

“We're fed up with pitching ideas to TV producers and getting turned down. Because honestly, recently, we understood that Les Denis Drolet, [...] the Drolet universe, the language, the writing, if we want to do it in complete freedom [we have to do it ourselves].”

Source : Mike Ward Sous Écoute #299, 2021



PODCASTING AMONG COMEDIANS

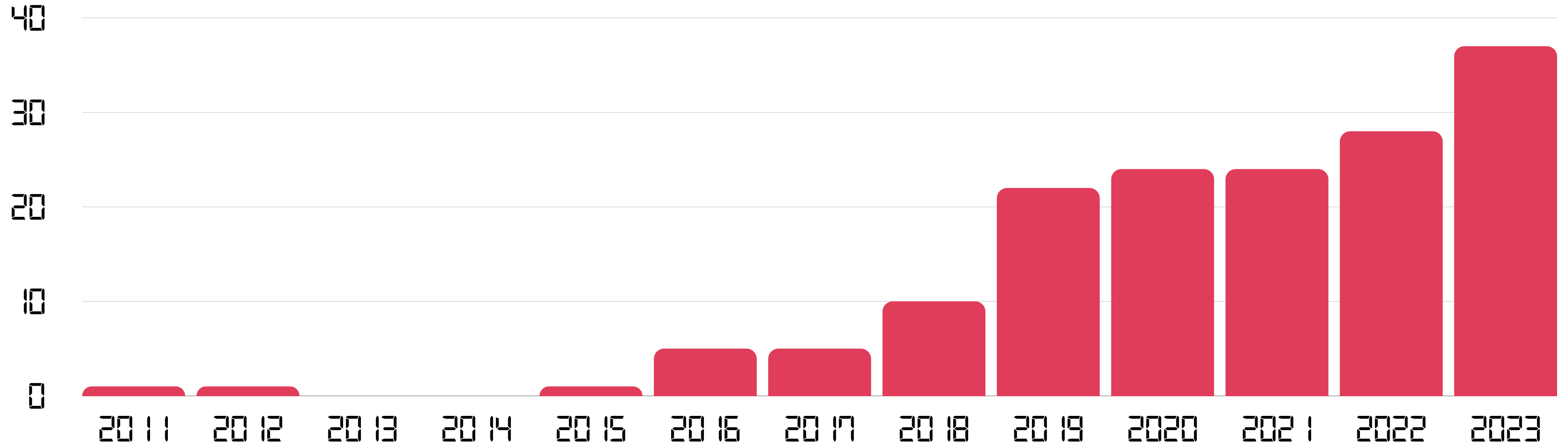
158

podcasts listed

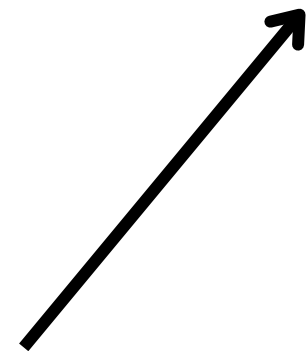
60

still active

YEARS THE LISTED PODCASTS WERE CREATED



First time as a category
at Les Oliviers awards



First time at
ComediHA



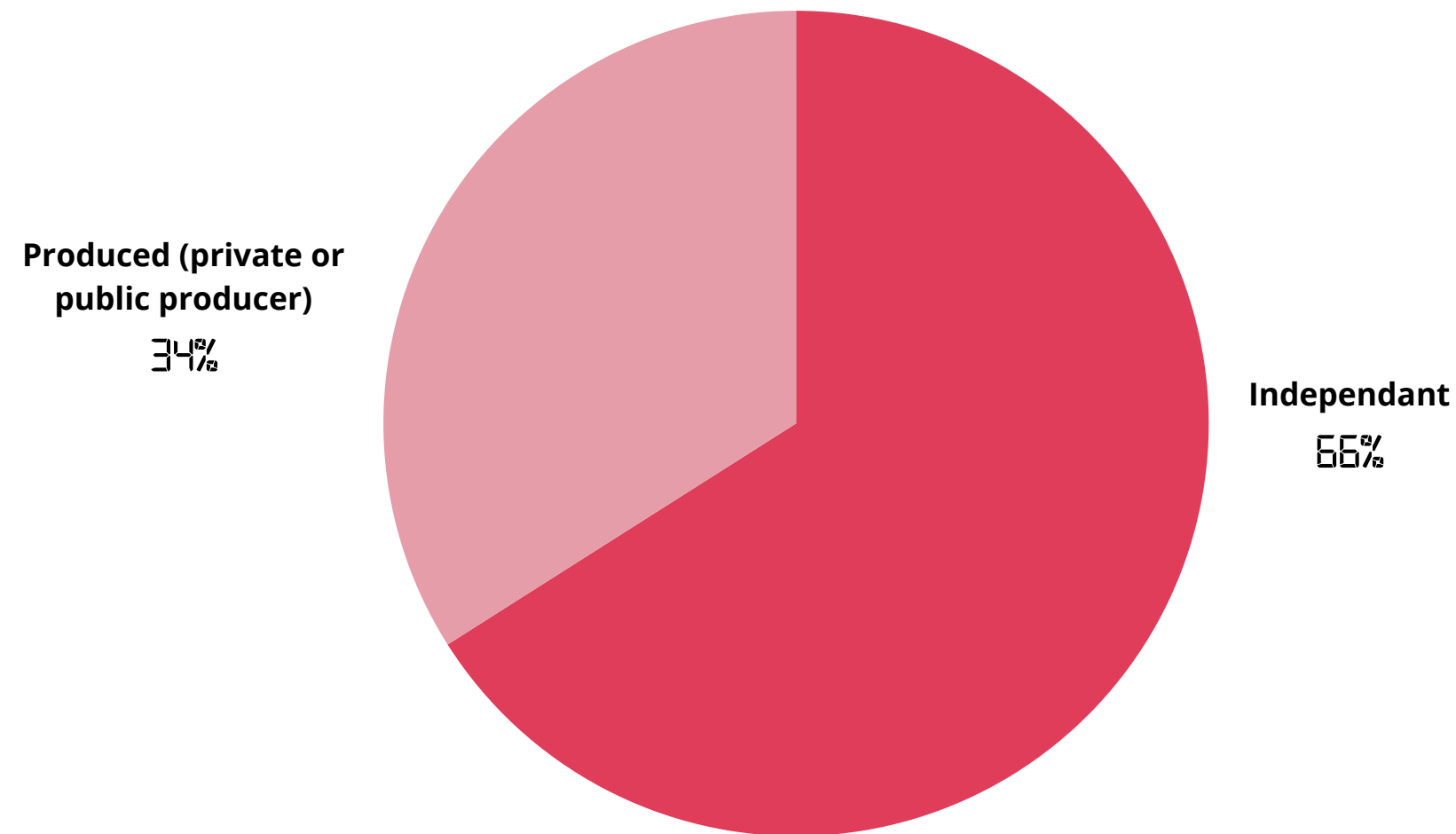
Pandemic



Mike Ward
Bell Center



PRODUCTION TYPE

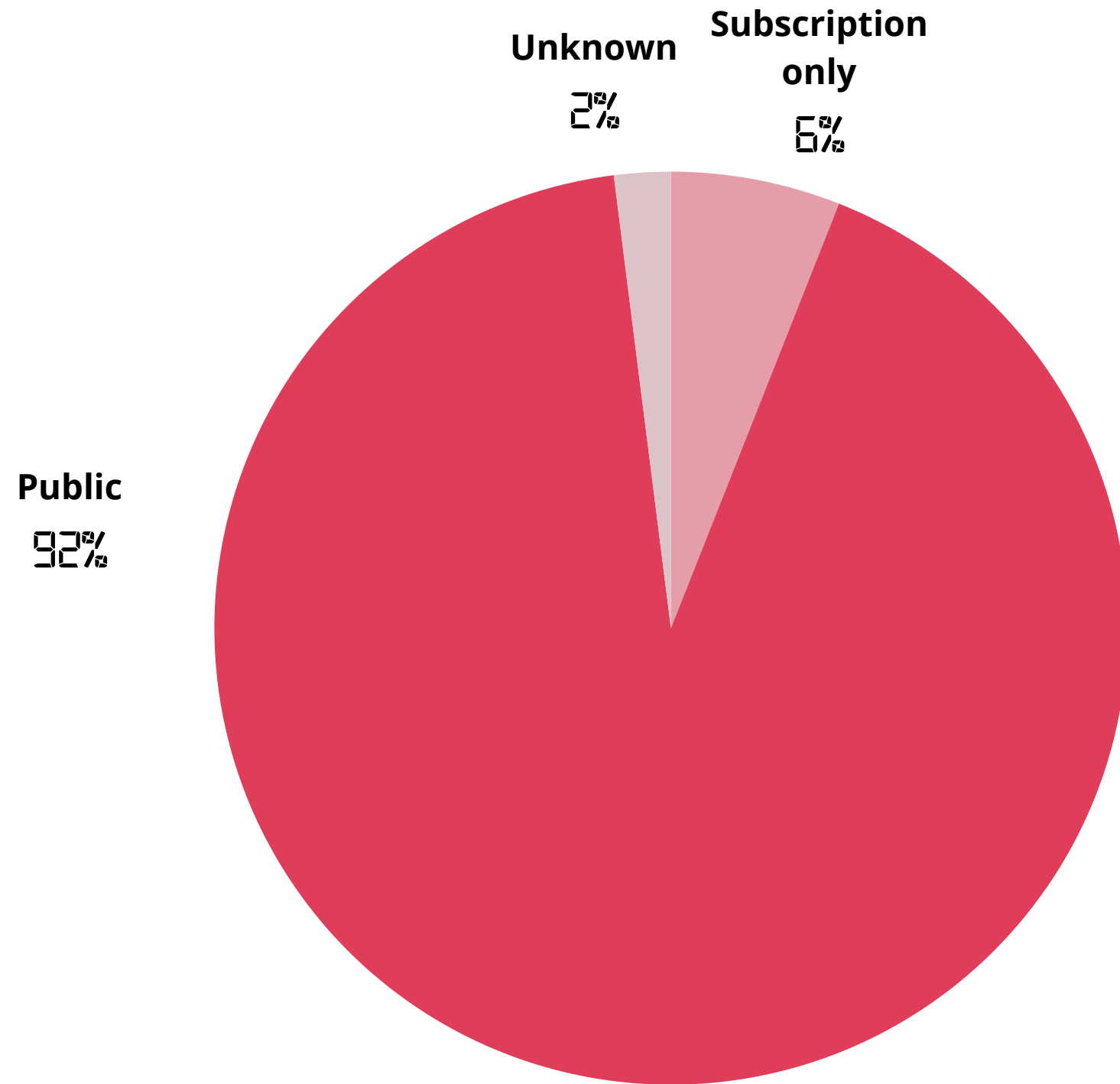


Examples of producers: Radio-Canada, Télé-Québec, Juste pour rire, ComediHa, Urbania, qub Radio

46%

use a paywall, like Patreon

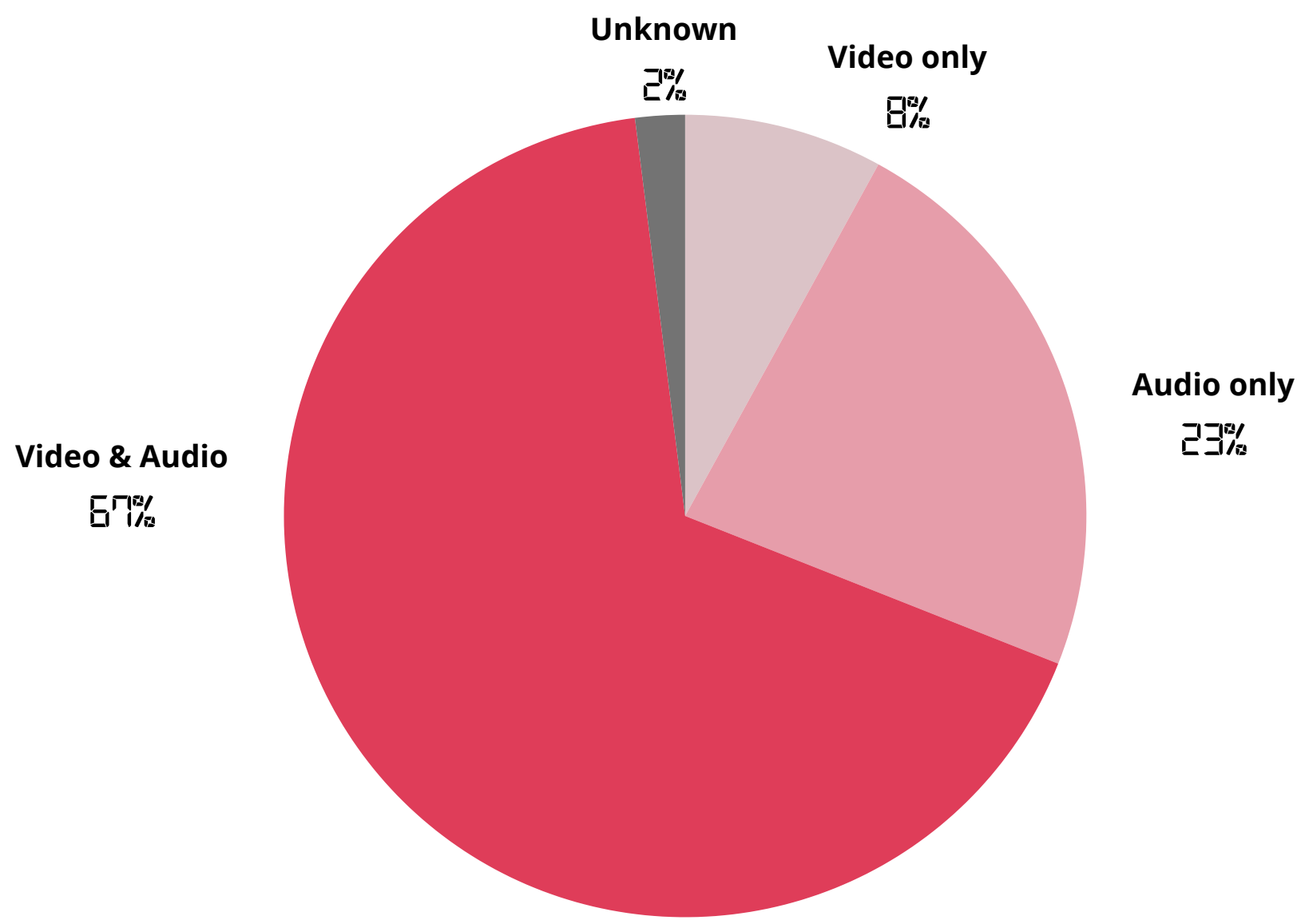
AVAILABILITY



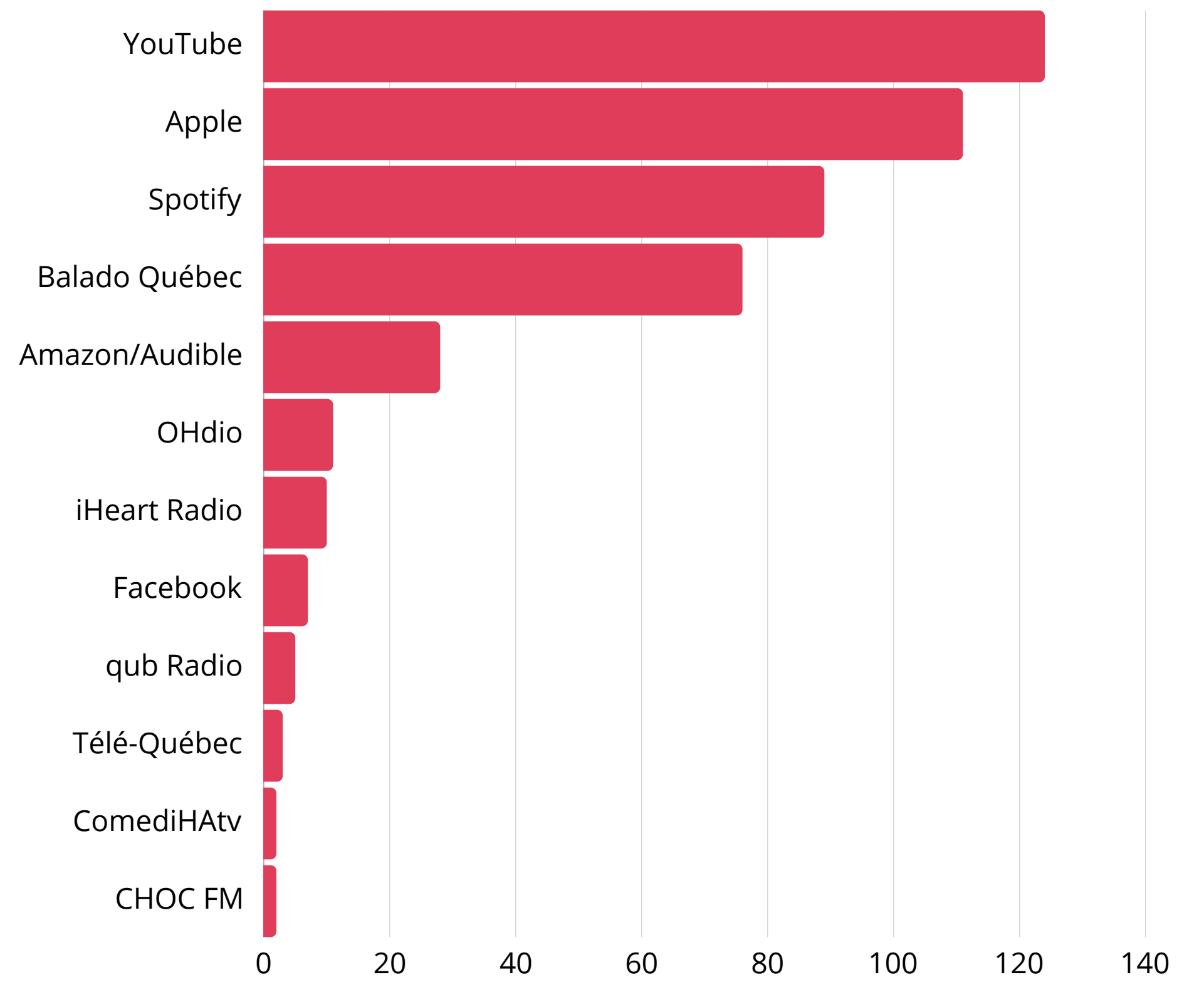
About Subscription Only

- 9 podcasts listed
- Mostly with Patreon
- Provides more freedom
- Some public episodes to get more subscribers

LISTENING MODE



LISTENING PLATFORMS





WHAT DO THEY TALK ABOUT?

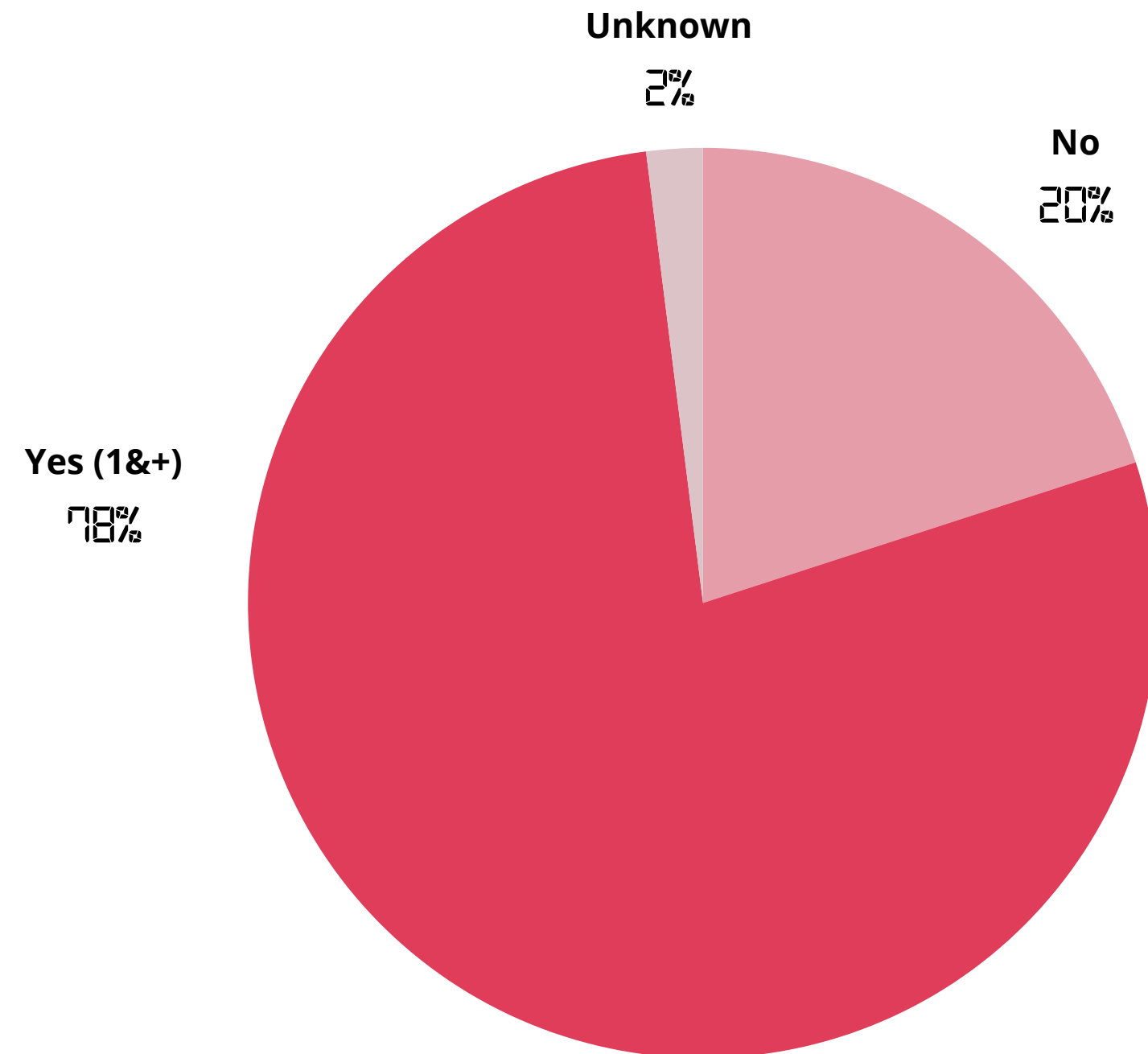


Tout le monde s'haït

MAINTENANT SUR PATREON

NOUVEAUX INVITÉS + ÉPISODES BONUS

GUESTS



Discussion Topics

- Career
- Anecdotes
- Specific subjects (dating, fears, creativity, etc.)
- Local news/politics
- Funny/weird subjects

Comedy is rarely the main subject!



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