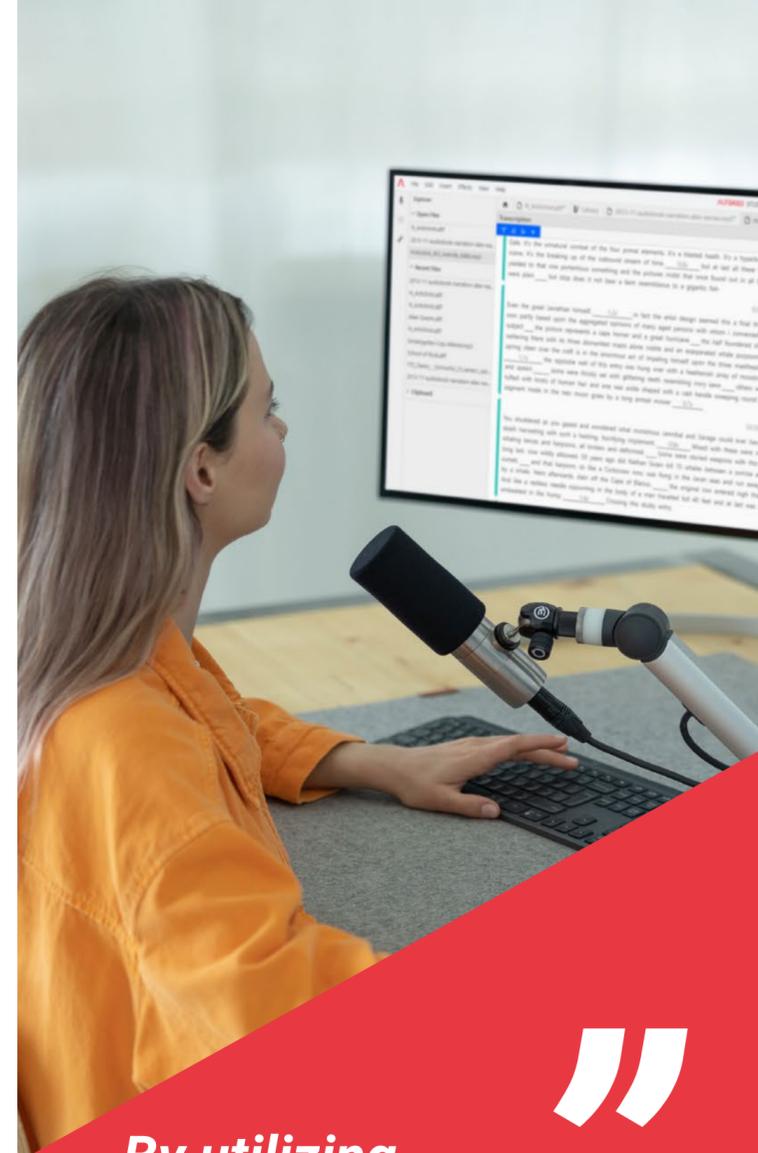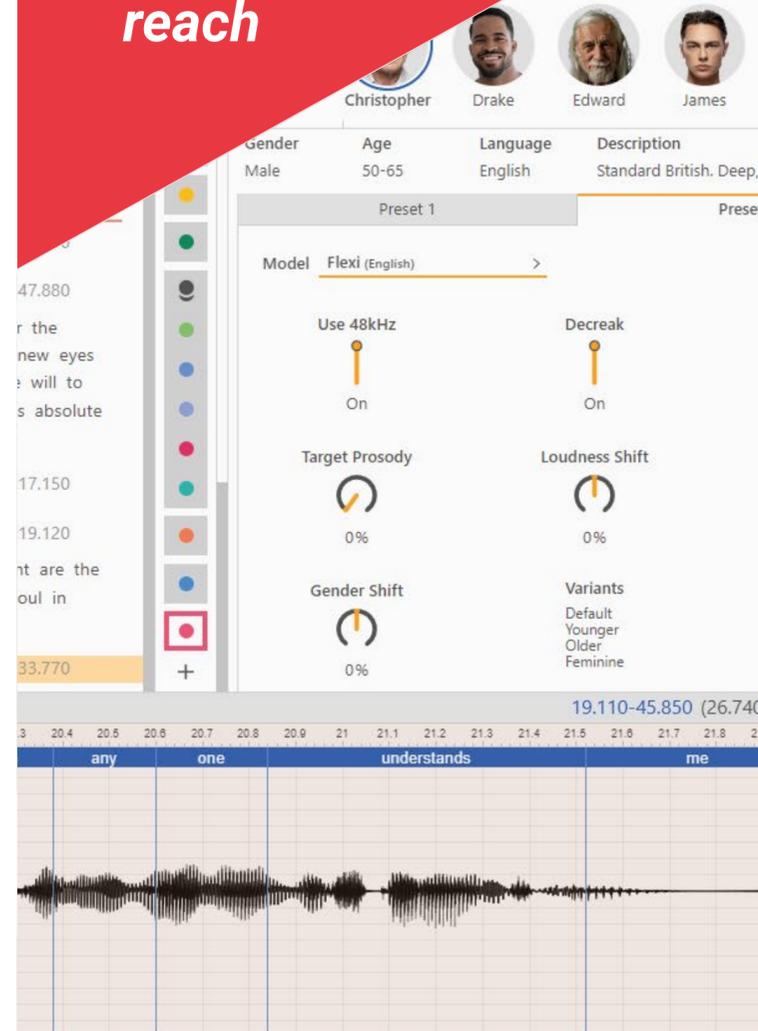# ALTERED
STUDIO

CASE STUDY
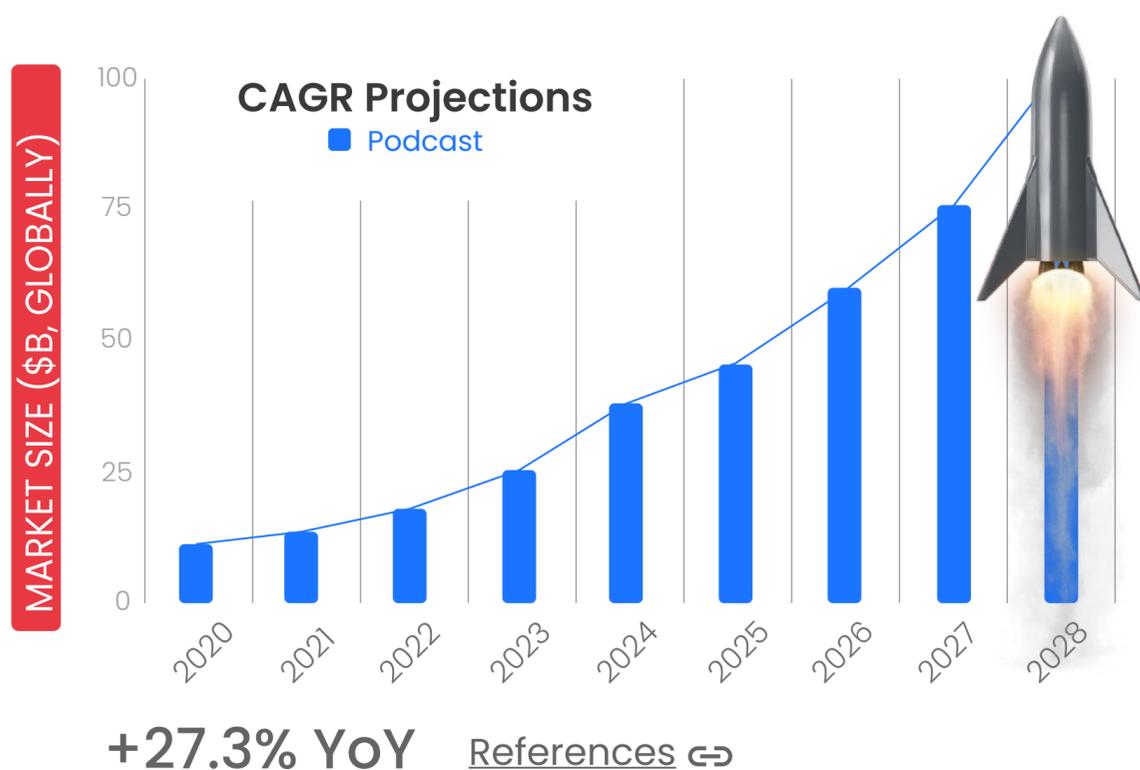
The Power of Voice AI

in Podcast Production

By utilizing Altered Studio's Voice AI technology, podcast creators have increased production efficiency and enhanced artistic quality, resulting in an expanded audience reach

Christopher   Drake   Edward   James

Gender	Age	Language	Description
Male	50-65	English	Standard British. Deep,

Preset 1   Prese

Model Flexi (English)   >

Use 48kHz   Decreak

On   On

Target Prosody   Loudness Shift

0%   0%

Gender Shift   Variants
                            Default
                            Younger
                            Older
0%   Feminine

19.110-45.850 (26.740

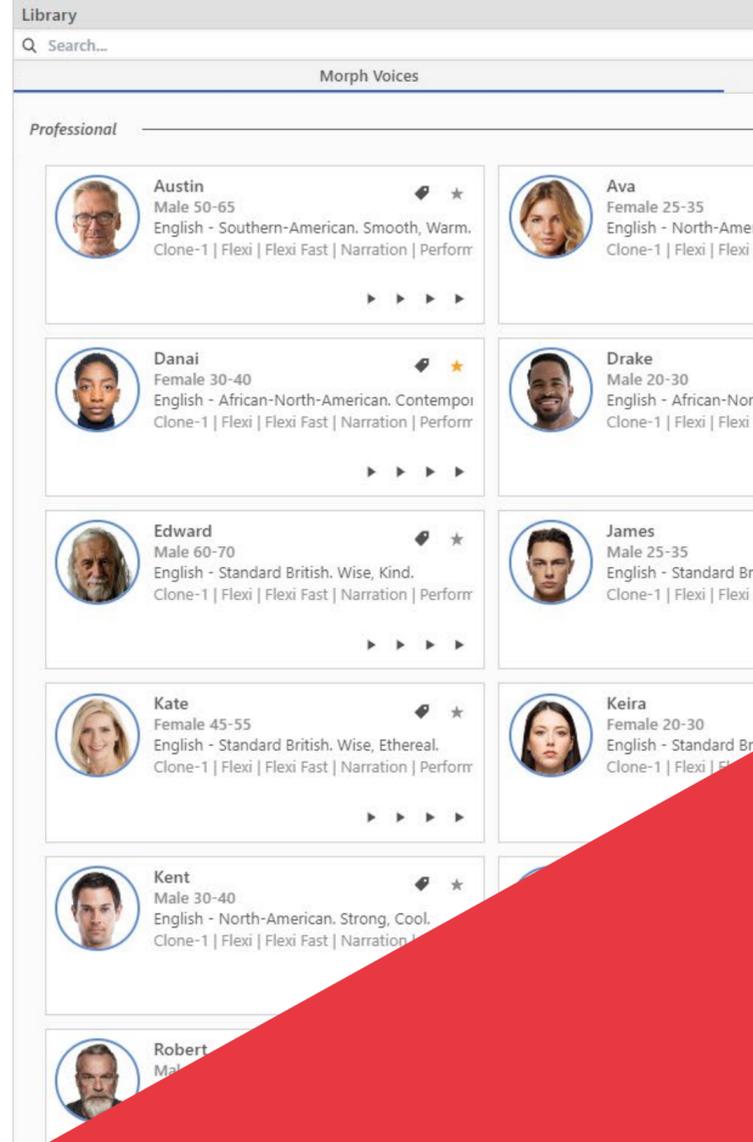any   one   understands   me

EXECUTIVE SUMMARY

The podcast industry is experiencing rapid growth, with an annual revenue increase of 27.3% projected for the better part of this decade. As podcasts become more popular, the competition intensifies, and content creators face challenges in standing out and managing their limited resources.

CAGR Projections
- Podcast

MARKET SIZE ($B, GLOBALLY)

+27.3% YoY References 🔗

This case study examines how Altered Studio, a Generative Voice AI solution for post-production that features a unique Speech-To-Speech Voice Morphing technology, has been leveraged by podcast creators to overcome challenges in character voicing, localization, and management costs. By utilizing Altered Studio's Voice AI technology, podcast creators have increased production efficiency and enhanced artistic quality, resulting in an expanded audience reach.

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> *Creators face challenges in standing out and managing their limited resources*

INTRODUCTION

The podcast industry has witnessed exponential growth in recent years, fuelled by an insatiable consumer appetite for diverse content ranging from ghost stories to political commentaries. As a result, podcast creators have become akin to small production studios, undertaking multiple roles from concept development to marketing and production. The competitive landscape of this industry demands innovative solutions to manage limited resources and budgets. Generative AI has emerged as a promising tool to address these challenges, with Altered Studio's Voice AI technology playing a crucial role in enhancing podcast production capabilities.
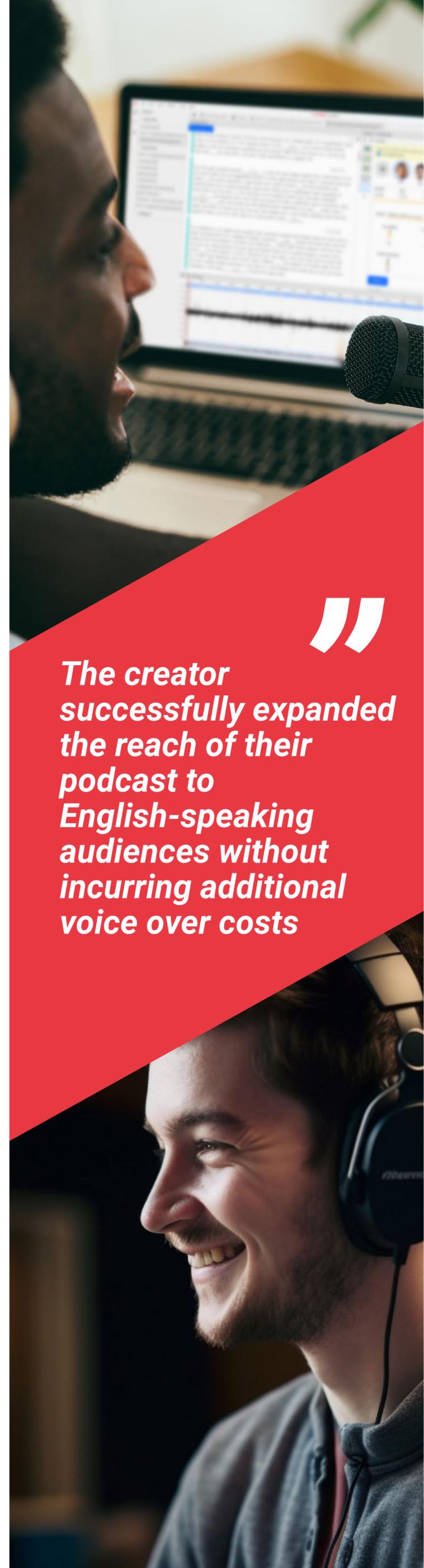
ALTERED STUDIO IN ACTION

Localization using Voice Morphing for Broader Reach

A Spanish podcast creator, with a growing listener base in the US, sought to engage English-speaking audiences. Traditional approaches to voice localization, such as hiring actors or leveraging colleagues for multilingual character portrayals, were deemed cost-prohibitive and logistically challenging. Technological solutions like Text-To-Speech were not able to convey the tone of the content, either.

The podcast creator adopted Altered Studio, which utilized Speech-To-Speech Voice Morphing to convert

> *The creator successfully expanded the reach of their podcast to English-speaking audiences without incurring additional voice over costs*

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the performance of an English-speaking colleague into the performances of the multiple Spanish characters, effectively localizing the content for English-speaking listeners. The synthetic voices generated were indistinguishable from human voices. Moreover, the emotional content of the characters was successfully passed across from Spanish to English, leading to a seamless and engaging listening experience.

The creator successfully expanded the reach of their podcast to English-speaking audiences without incurring additional voice over costs, while maintaining high production quality and authenticity.

Multi-Casting and Resource Optimization

A popular podcaster faced the dilemma of allocating significant production time and resources to multi-cast recordings or risk compromising on artistic quality. Traditional methods of managing character voicing were either too time-consuming or financially unfeasible for the podcaster.

The podcaster turned to Altered Studio's Voice AI technology, which enabled them to create a diverse range of character voices single-handedly. By employing Speech-to-Speech Voice Morphing, the creator could defy gender, age, and accent boundaries, generating a multitude of unique character voices.
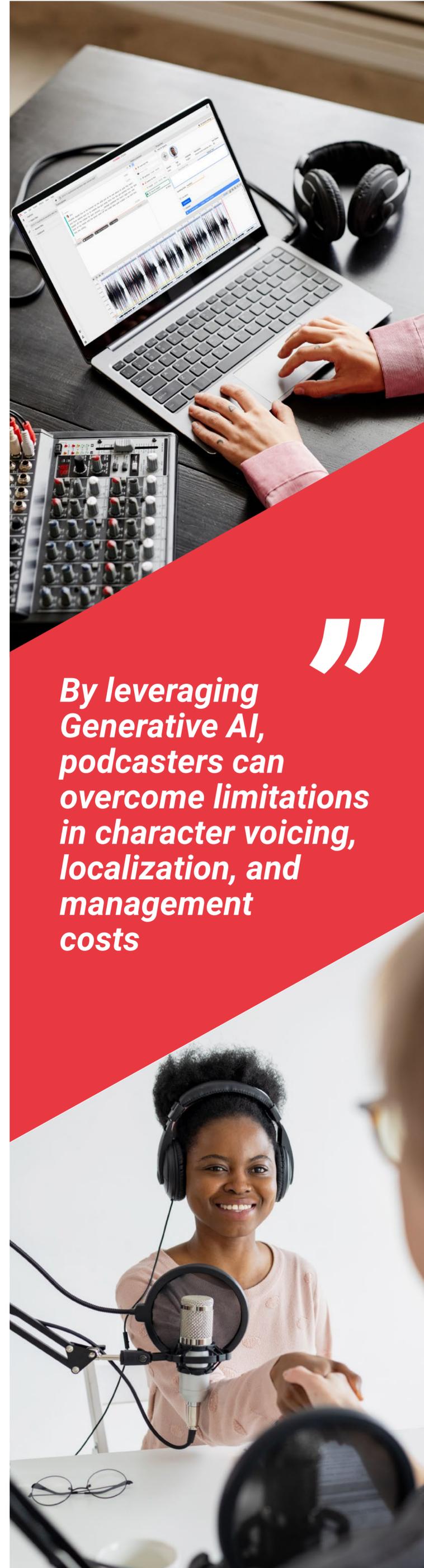
> *The creator could defy gender, age, and accent boundaries, generating a multitude of unique character voices*

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The podcaster achieved improved production efficiency and artistic quality without the need for additional human resources, the increased management costs or the logistic headaches. This innovative approach to multi-casting allowed the creator to focus on other aspects of podcast production and growth.

CONCLUSION

Altered Studio's Speech-To-Speech Voice Morphing technology has proven to be a valuable asset in addressing the challenges faced by podcast creators in an increasingly competitive industry. By leveraging Generative AI, podcasters can overcome limitations in character voicing, localization, and management costs, leading to enhanced production efficiency, artistic quality, and audience reach. As the podcast landscape continues to grow, Altered Studio will empower podcasters to compete against larger industry players and share their stories with the world.

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