

Sumario

EPI, 2022, v. 31, n. 5

Comunicación audio digital Digital audio communication

EDITORIAL / EDITORIAL

- e310507 **Audio communication in the face of the renaissance of digital audio**
Teresa Piñeiro-Otero; Luis-Miguel Pedrero-Esteban

TECHNICAL NOTE / NOTA TÉCNICA

- e310513 **Competences of SEO specialists: a perspective from the labor market. Technical note**
Raquel Escandell-Poveda; Natalia Papí-Gálvez; Mar Iglesias-García

RESEARCH ARTICLES /

ARTÍCULOS DE INVESTIGACIÓN

- e310504 **Audio identity in branding and brand communication strategy: a systematic review of the literature on audio branding**
Montserrat Vidal-Mestre; Alfonso Freire-Sánchez; Diego Calderón-Garrido; Adrien Faure-Carvalho; Josep Gustems-Carnicer
- e310505 **Characteristics of the Spanish podcast sphere. Between democratization and commercial logic**
José Gamir-Ríos; Lorena Cano-Orón
- e310503 **The value of podcasts to journalism: analysis of digital native media brands' offerings, production and publishing in Spain**
María-Pilar Martínez-Costa; Avelino Amoedo-Casais; Elsa Moreno-Moreno
- e310508 **Radio does not die on the air: Podcasting and on-demand broadcast strategies among speech-based radio stations**
José-Antonio Alonso-Fernández; Cristina Rodríguez-Luque; José-María Legorburu-Hortelano
- e310516 **Big data in the radio broadcasting companies: applications and evolution**
Manuel Fernández-Sande; Miriam Rodríguez-Pallares
- e310524 **Podcast production and marketing strategies on the main platforms in Europe, North America, and Latin America. Situation and perspectives**
María-de-la-Peña-Mónica Pérez-Alaejos; Raúl Terol-Bolínches; Andrés Barrios-Rubio
- e310514 **The daily news podcast ecosystem from the strategy and business model perspectives**
Miguel Carvajal; Cristian-Ramón Marín-Sanchiz; Carlos J. Navas
- e310515 **No habit, no listening. Radio and generation Z: snapshot of the audience data and the business strategy to connect with it**
Francesc Robert-Agell; Santiago Justel-Vázquez; Montse Bonet
- e310519 **Spatial audio and immersive journalism: production, narrative design, and sense of presence**
Paulo-Nuno Vicente; Sara Pérez-Seijo
- e310509 **Giants with feet of clay: the sustainability of the business models in music streaming services**
Alberto Arenal; Cristina Armuña; Sergio Ramos; Claudio Feijoo; Juan-Miguel Aguado

- e310511 **Digital audio and programmatic ad buying: status and prospects in the post-pandemic context**
Pablo Garrido-Pintado; David Cordón-Benito; Lidia Maestro-Espínola
- e310517 **Qualitative approach to the formalization of a professional podcasting culture. Evolution and trends**
Ana Martín-Morán; Rebeca Martín-Nieto
- e310523 **The branded podcast as a new brand content strategy. Analysis, trends and classification proposal**
Noelia García-Estévez; Manuel J. Cartes-Barroso
- e310521 **Podcast fandom in Europe: Audio audiences' participation in a digital context**
Miguel Mañas-Pellejero; Elisa Paz
- e310522 **The sound of responsibility: evolution of the use of radio advertising as a corporate social responsibility (CSR) communication channel before and after Covid-19. A significant increase**
Estrella Barrio-Fraile; Ana-María Enrique-Jiménez; Anna Fajula-Payet; María-Luz Barbeito-Veloso; Juan-José Perona-Páez
- e310501 **Spotify effect in new podcast markets. Combined model proposal for analysis of increasing interest in podcasting: The case of Turkey**
Sedat Özel
- e310506 **Internet radio and podcasts as alternative to the public service and commercial mainstream media in Poland: the cases of *Radio Nowy Świat*, *Radio 357*, and *Raport o stanie świata***
Urszula Doliwa
- e310518 **Artificial intelligence strategies in European public broadcasters: Uses, forecasts and future challenges**
César Feiras-Ceide; Martín Vaz-Álvarez; Miguel Tüñez-López
- e310510 **Early career researchers in the pandemic-fashioned 'new scholarly normality': voices from the research frontline**
David Nicholas; Eti Herman; Cherifa Boukacem-Zeghmouri; Antony Watkinson; David Sims; Blanca Rodríguez-Bravo; Marzena Świgoń; Abdullah Abrizah; Jie Xu; Galina Serbina; Hamid R. Jamali; Carol Tenopir; Suzie Allard
- e310520 **The public problem of depopulation in Spain: longitudinal analysis of the media agenda**
Vanessa Saiz-Echezarreta; Belén Galletero-Campos; Andreu Castellet-Homet; Arturo Martínez-Rodrigo
- e310512 **Galileo, a data platform for viewing news on social networks**
Luis Cárcamo-Ulloa; Claudia Mellado; Carlos Blaño-Romero; Diego Sáez-Trumper
- e310502 **SCImago Graphica: a new tool for exploring and visually communicating data**
Yusef Hassan-Montero; Félix De-Moya-Anegón; Vicente P. Guerrero-Bote

