

Novel Chairman Simon Morris gives his predictions for the future of the podcast industry at Web Summit 2023

16th November 2023: Simon Morris, chairman of the multi-award-winning independent podcast company Novel, will discuss the future of the industry as it enters a golden era at Web Summit 2023, which takes place in Lisbon this week.

With the current explosion in podcasts being optioned for film and TV, Morris will outline how storytelling is powering the industry's further growth. He will also issue a call for the sector to urgently embrace data and analytics.

Morris will be speaking at two Web Summit sessions on Thursday, November 16th.

In *Transforming the podcasting landscape: Lessons learned and strategies for the future*, Morris joins Anna Sinfield, award-winning executive producer of Novel's hit true-crime podcast series *The Girlfriends* – the true story of a group of women who band together to put their murderous ex in jail, which is now being turned into a TV series by A24. They will discuss the secrets behind great storytelling, the ethics of true crime and the importance of storytelling with a social conscience - and how to ensure podcast original series can scale to different formats, such as TV and film. The talk will take place on Thursday, November 16th at 12.20 pm. More details here:

<https://websummit.com/schedule/ws23/timeslot/transforming-the-podcasting-landscape-lessons-learned-and-strategies-for-the-future>

In *Why podcasts are here to stay*, Morris will make his predictions for the future of the industry and discuss with Stefano Fallaha, founder & CEO of media-tech company Podeo, how, with Hollywood's growing interest in adapting successful podcasts, the industry is entering a golden era. This talk takes place on Thursday at 14.20 pm. More details here:

<https://websummit.com/schedule/ws23/timeslot/why-podcasts-are-here-to-stay-1116-1420>

About Simon Morris

Simon Morris is one of the UK's most successful creative entrepreneurs, with an unrivalled track record in entertainment brands. He joined Novel in April 2023 from Amazon, where he was Chief Creative Officer, having taken up the role when Amazon acquired LOVEFiLM (now Prime Video), which he co-founded in 2004.

Always at the forefront of seismic shifts in entertainment, Morris has been a major player in some of the UK's most iconic media moments. He launched Sega's Sonic the Hedgehog in the 90s, and pioneered youth culture TV as Managing Director of Chris Evan's production company, Ginger, maker of ground-breaking shows such as TFI Friday.

As Consumer Marketing Director at BskyB, he was part of the revolution in satellite broadcasting before co-founding digital publisher 365 Corp; Football 365, Music 365 – which went from start-up to IPO in just four years. Earlier in his career, Morris served as Managing Director of Ginger TV, which produced TFI Friday, and later created the first-wave dot.com giant Football 365 (Music 365, Rugby 365, etc).

His achievements have been recognised with three Emmy nominations and a raft of other creative awards, including multiple appearances on the Campaign Power 100 list and induction into the UK Marketing Hall of Fame.

About Anna Sinfield

Anna Sinfield is an award-winning Audio Producer and Journalist who specialises in scripted narrative podcasts. She has produced programmes such as The Girlfriends (iHeartRadio), Stolen Hearts (Wondery) and Lifers (Spotify).

She has also made and developed several hit always on and branded formats for: The Financial Times (Working It), The British Library (Anything but Silent), National Trust Podcast, Virgin (Earth Unscrewed), Vue Cinemas, National Literacy Trust (Story Explorers), Happy Mum Happy Baby, What If? With Lorraine Kelly and Open Mind with Frankie Bridge.

Before this, Anna worked as a Studio Manager for Monocle 24 and BBC Radio Drama, where she designed SFX and foley on the legendary series, The Archers and Home Front.

About Novel

Novel is the UK's fastest-growing leading independent premium podcast company and the largest in Europe, making shows that go long on story, rich in detail and heavy on sonics. The world is now building a new kind of relationship with audio, and Novel is at the forefront of shaping that landscape. Their stack of global chart-topping, award-winning podcasts includes Stolen Hearts, Harsh Reality and Superhero Complex. Most recently, A24 recently squired its true crime podcast The Girlfriends to turn into a TV series.

By drawing deeply from their tastes and maintaining a magpie eye for the new and the next, they're truly championing their mantra of 'Brave New Audio'.

<https://www.novel.audio/>