SoSo

Canberra & Sydney · soso.media

A SHORT, HONEST GUIDE

Behind the podcast.

Most quotes are a single number with nothing behind them. This explains what sits behind the number, what moves it, and what to ask before you sign, whether or not you work with us.

The short answer

Production is sold three ways. The right one depends on what you have, not on what a producer prefers to sell.

Per episode

You pay for each episode as it is made. Right for a pilot or a one-off. Every month starts from zero.

On a monthly plan

A fixed price for a fixed cadence. A longer term costs less per episode, and the show stops being a decision you make every fortnight.

By the day

For recording rather than producing: a studio and a producer brought to your office or venue. Editing is quoted separately.

What you are actually paying for

An hour of conversation does not become an episode by itself. It takes the work below, the gear to do it, and the experience to do it well. A quote that does not mention these is hiding them, not skipping them.

Dialogue editing
Cutting the conversation for pace and sense.

Mixing
Balancing voices, music, and room noise.

Mastering
Setting loudness to platform standards.

Assembly
Intro, outro, music, and sponsor reads placed.

Revision
Your notes, applied properly.

Publishing
Uploaded, tagged, and scheduled to your host.

Expertise
Knowing what to cut, what to keep, and what a listener will notice.

Gear
Microphones, interfaces, software, and monitoring, owned and maintained.

> **The ratio that surprises people: editing a conversation takes several times longer than having it. That ratio is the cost.**

Per episode, or on a plan?

Neither is better in itself. The question is whether your show needs to go out on a set day.

Per episode suits

A pilot, a one-off, or a show that is still finding its feet. You decide each time, and each episode is booked when it is ready.

A plan suits

A show that has to go out on schedule. The cadence is booked ahead, so the work is planned rather than squeezed in, and a longer commitment brings the cost of each episode down.

Whichever you choose, ask what the commitment covers: the turnaround, what happens if you miss a month, and how much notice you need to give to stop.

Five things that move the price

01 **How long the episode is**

Length drives edit time almost linearly. A show that creeps from 30 to 60 minutes has roughly doubled its cost, which is why plans are priced up to a stated length.

02 **How many people are in it**

Every extra microphone is another track to clean, balance, and sync. A four-person panel takes far longer to edit than a two-hander.

03 **How good the recording is**

The biggest swing of all. Clean audio from decent microphones in a quiet room edits quickly. Laptop audio in a hard room can cost more to repair than the edit itself, and still not sound good.

04 **Whether you also want video**

Video is a second production with its own edit, not a by-product of the audio one. It should be priced as what it is.

05 **How fast you need it**

Standard turnaround lets work be scheduled. A 24-hour turnaround displaces someone else, and costs accordingly.

Eight questions to ask any producer

Including us. The answers tell you more than the price does.

1. What exactly is included in one episode?
2. What is quoted separately, and roughly what does it cost?
3. What unexpected costs sit outside the production itself?
4. How many rounds of changes do I get?
5. What is the turnaround, and what happens if you are late?
6. Up to what episode length is that price?
7. Who owns the raw recordings and the finished files?
8. If I stop, what happens to the show and the feed?

What a podcast takes from you

A producer handles the production. These six things stay with you, and they decide whether a show keeps going.

A host with time
Someone who can carry a conversation and keep turning up. Allow an hour or two per episode for preparing and recording.

A sign-off path
Know who approves each episode before the first one is recorded. Every extra approver adds time between recording and release.

A plan to share it
Episodes find listeners through your newsletter, your socials, and your people. A show is only valuable if it is heard, so give this more time than you think it needs.

Guests, found and briefed
Researching who to ask, the back and forth to lock in a time, and a short brief before they arrive. It adds up quickly, so decide early who owns it.

Somewhere quiet to record
A small, soft room beats a large, hard one. If you do not have one, the studio can come to you.

Consistency
A show takes time to find its footing, and showing up again and again is what makes it grow. Recording, editing, and publishing on schedule takes time, effort, and patience. That is where we come in, so you do not burn out.

Before our call, or when planning your show

Rough answers are fine. Note them here, and bring them along if you book a call.

- [ ] Who is the show for, and what should they do after listening?
- [ ] What format suits it: interview, conversational, solo, narrative, or something else?
- [ ] Who will host, and how much time can they give each month?
- [ ] How often should it go out, and is there a launch date to hit?
- [ ] Audio only, or video as well?
- [ ] Who signs off each episode before it is published?
- [ ] Where will you record?
- [ ] What would make it worth doing a year from now?

WHAT IT COSTS WITH SOSO

Edited, mixed, mastered, and published, from $450 an episode.

Or on a weekly, fortnightly, or monthly plan. What each plan includes, and what it does not, is set out in full at **soso.media/plans**.

Book a free 30-minute call

Not ready for a call? Email **hello@soso.media** and tell us about the show. We will tell you what it takes, even if the answer is that you do not need us yet.