

Value-for-Value (V4V): Rethinking Podcast Monetisation

What Is Value-for-Value?

Value-for-Value (V4V) is a Podcasting 2.0 model where listeners support a podcast **based on the value they receive**, not because an advert interrupts the episode.

It's appreciation, expressed in money, feedback, or sharing.

It's old-school patronage, modernised.

How V4V Works

- Listeners use **Podcasting 2.0-enabled apps**.
- They send **micro-payments** or one-time support during or after listening.
- Payments go **directly to the creator**, not through an ad broker.
- Hosts, editors, or collaborators can be automatically included.

This happens **inside the listening experience**.

Why V4V Matters for Nigerian Podcasters

Traditional podcast monetisation assumes:

- Large audiences
- Advertiser demand
- Platform trust

V4V works even with:

- Niche audiences
- Diaspora listeners
- Faith-based, educational, or community podcasts
- Independent creators outside ad networks

Small audience. Real value. Fair support.

What V4V Means for the Nigerian Podcast Index (NPI)

V4V signals **serious creator intent**.

For the NPI, it means:

- Identifying podcasts built for **sustainability**, not vanity metrics
- Highlighting shows that prioritise **direct audience relationships**
- Recognising podcasts with structured creator ownership

It separates hobby feeds from deliberate publishing.

Important Notes

- V4V is **optional**, not compulsory.
- It complements ads, it doesn't replace them.
- You don't need millions of listeners, just people who care.

Bottom Line

Value-for-Value puts **worth before reach**.

For Nigerian podcasters, it's a way to monetise with dignity, independence, and transparency without waiting to be "discovered".