

Engagement of Vertical Shorts from Long Horizontal Videos: Content Analysis of Podcasts in Pakistan

Hamayun Khan ^a Noman Ahmed Ansari ^b

Abstract: *The Audience engagement on digital media is a question in need for research introspection. The aim of the current research is to analyze audience engagement on vertical short-form videos and compare it with long-form horizontal videos in the scenario of podcasts in Pakistan. The data for the current research was collected from the leading Pakistani podcasters on YouTube and engagement of audience with their horizontal full length episodes and vertical short-form videos. The content analysis of their five most viewed podcasts of each podcaster and thematic analyses of experts interviews with the prominent podcasters and experts show that, vertical short-form entertainment with controversial and politically charged videos perform better than the knowledge-based videos. For knowledge-based videos, vertical formats need to be more digitally engaged.*

Keywords: Digital Media, Short Videos, Vertical Videos, Podcasts, Pakistan, Podcasters, Reels, Shorts

Introduction

Vertical videos are not the future; they are the present. The phrase “vertical video syndrome” is capturing the rise and boom in film, drama and productions. In today’s digital world content creation, and projection has become more easy and accessible to amateurs and the vertical-format truly reigns supreme. Through seamless smartphone integration vertical media has penetrated every layer of personal, family and professional experience, (Mustikawati et al., 2023).

Vertical format in videos and moving images began as a creative experiment on social platforms has now become the core of global media engagement, (Mueller & Rajaram, 2022). From mid-2000s, short online formats like web series, tutorials, and remix began shaping how time and narratives are experienced. In 2014, Snapchat launched “Stories,” followed by Instagram and TikTok in 2016, Facebook and WhatsApp in 2017, and later Twitter (now X). These brief 24-hours clips turned everyday moments into small narratives. Since 2007, touchscreen phones have moved viewing from horizontal to vertical, especially for younger generations who experience the world through their screens. This shift has altered both the style and rhythm of storytelling, pushing creators to rethink space and composition within the vertical frame (Muñoz-Pico, 2024).

In Pakistan, Podcast have quietly turned into one of the most versatile forms of new media. They blend entertainment, education and commentary on different political and current affairs, giving a voice to independent creators and local thinkers (Haq et al., 2024). Yet, as digital viewing habits evolve, creators are breaking their long episode into short vertical clips to meet the need of mobile audiences. This approach mirrors international and local media trends, but academic study of this transformation in Pakistan remains limited (Idrees & Noor, 2025)

Vertical video has not only changed how content looks, but how it feels. The vertical frame invites a sense of closeness, drawing the viewer into the speaker’s space. It is personal, immediate and designed for the intimacy of handled screens (Mustikawati et al., 2023). Unlike horizontal formats, which emphasize landscapes and scale, vertical video focuses on faces, gestures, and direct communication. Researchers

^a MS Scholar, Riphah Institute of Media Sciences, Riphah International University, Islamabad, Pakistan.

^b Assistant Professor, Department of Media & Communication Studies, Rawalpindi Women University, Rawalpindi, Punjab, Pakistan.

argue that this format fosters strong emotional engagement, but it also challenges creators to tell complete stories in smaller, faster ways (Riaz, 2025).

Despite its growing popularity, research on vertical adaptation of long-form podcasts in Pakistan is almost absent. Mehboob et al. (2024) and Ramamurthy & Mamuwala (2024) explain podcasting as a tool for education and social dialogue, while international research focuses on short-form media engagement of western contexts. There is little evidence about how vertical repurposing affects viewer interaction, message clarity, and attention in Pakistan's fast-changing digital scene.

This study examines how vertical shorts created from full length horizontal podcast engage audiences in Pakistan. Using content analysis of the leading three individual podcasters of Pakistan (Adnan Akram with 1.26 Million Subscribers, Thought Behind Things (TBT) with 365K, and The Pakistan Experience with 329K subscribers), it explores how audiences responded to the full length podcast available on YouTube and its respective short format vertical videos uploaded on YouTube, Instagram and Facebook. The goal is to connect theory with practices and to understand how mobile-first storytelling is redefining audience behavior in the country. By mapping this shift, the study contributes to the growing body of research on vertical storytelling and digital engagement in the Global South.

Problem Statement

Digital platforms are now driven by short videos that capture attention within seconds. In Pakistan, Podcast creators are increasingly turning long episodes into short vertical clips to reach mobile audiences. However, there is limited research on how these short versions perform compared to the original full-length podcasts. Most local studies focus on podcast content or educational use, not on viewer engagement or visual adaptation. This makes it difficult to understand what factors help vertical short videos attract more views and interaction. The study addresses this issue that, what creative choices lead to higher audience engagement.

Research Objective

To examine how vertical short-form videos edited from full-length podcast episodes' influence audience engagement on digital platforms in Pakistan.

Research Questions

RQ1: How do vertically edited short-form videos derived from full-length podcasts perform in terms of views, and engagements across digital platforms in Pakistan?

RQ2: What elements (format, platforms, content, personality) contribute most to the higher/lower engagement of vertical short-form videos compared to their original long-form versions?

Literature Review

Storytelling is the core of media and communication. Since the late 1990s, digital technology has pushed filmmakers to use the screens in vertical axis more, yet the little attention has been given to how this shift affects frame format. Aspect ratio is often treated as a universal truth rather than a historical construct. This mindset explains why many critics dismiss vertical video, not because it looks bad, but because they see it as "wrong" (Menotti, 2019). The idea that moving images must be horizontal has long dominated film cultures, but today's online and digital landscapes clearly proves otherwise (Menotti, 2019).

From mid-2000s, short online formats like web series, tutorials, and remix began shaping how time and narratives are experienced. In 2014, Snapchat launched "Stories," followed by Instagram and TikTok in 2016, Facebook and WhatsApp in 2017, and later Twitter (now X). These brief 24-hours clips turned everyday moments into small narratives. Since 2007, touchscreen phones have moved viewing from horizontal to vertical, especially for younger generations who experience the world through their screens. This shift has altered both the style and rhythm of storytelling, pushing creators to rethink space and composition within the vertical frame (Muñoz-Pico, 2024).

In recent past, filmmakers laughed at the content creators of filming vertically, however consumer-led market demands now require a fresh approach and smartphones have reshaped the moving-images

(videos) landscape, creators are increasingly producing vertical content despite a century of cinematic expertise in horizontal filmmaking and this gradually fading the boundary between amateurs and professional video producers (Clayton, 2019)

Vertical medium remains critically underexplored, lacking the theoretical base and practical frameworks necessary to guide filmmakers in mastering its unique narrative and compositional possibilities (Navarro-Güere, 2023). In vertical video the rule of thirds often fails to create balance. A “rule of fifths” works better, placing the subject closer to the frame’s edge and restoring natural looking space. It is tricky to master and takes patience and practice (Clayton, 2019).

Podcasts, in Pakistan is one of the most watched, subscribed and reviewed content on YouTube. The guests invited for interviews are from various social backgrounds, and they are mainly the personalities (Known figures) in their respective fields, mainly showbiz celebrities, Politicians, sports personalities, and religious scholars. Watching Podcasts on YouTube allow the viewers to do multitasking, and are mainly consumed in travelling, or women prefer to watch while they are working in kitchen. Main topics of discussion include Polygamy, Celebrity curiosity, Politics, Religion and marriage attitude towards society. The style of interview is casual but provoking, The Podcasts reflect Pakistani socio-economic culture background where marriage and private lives of celebrities are popular topics (Idrees & Noor, 2025).

Historically, in the field of photography and videography, the two formats (Vertical and Horizontal) always lived together. Horizontal is being considered particularly for landscapes, while vertical has been used mainly for portraits and vertical lines like buildings and trees. Today the debate is again relevant (Hesmondhalgh & Lotz, 2020). Across international and local studies of Pakistan, clear trend is emerging that, short vertical videos act as amplifiers rather than replacements of long-form horizontal media (Çalışkan, 2022).

The boom of short vertical video platforms (TikTok, Instagram Reels, and YouTube shorts) has split the mass media viewers into hyper-niche market. This forces content creators (Podcasters) to adopt multi-platform circulation strategy (Napoli, 2016). Suitable portion selected for the vertical short are identified by the interest of audience and such metrics (analytics) are provided by the platform that hosts the content. Other factors for selection criteria of a short are numbers of views, watch time, retention time, and peak time. Such portions once identified can be centered on the timeline associated with high audience retention (Kuperminc, 2024).

According to Mosby (2025) short form of vertical videos receive 2.5 times more engagement than full length videos on social media forums, with 66% of marketers citing it as the most engaging format overall. The average human attention span for screens has reduced significantly and now it is approximately 47 seconds. Increased tendency towards cell phones and vertical short videos use is scientifically linked to a negative impact on attention function and may diminish executive control (Yan et al., 2024).

Studies show that audiences who prefer bite-sized media are increasing due to reduced attention spans and algorithmic recommendation system of the current social media platforms. Short vertical videos promote quick engagement and emotional arousal, diving repeat consumption and easy shareability available at a single click (Kumar et al., 2016).

Research in media studies consistently highlights that short vertical videos across all platforms are going to outperform long-format horizontal videos in engagement metrics, due to cognitive load theory and emotional immediacy. Viewers are more likely to engage with short videos that provides instant gratification and visual intimacy (Wang & Guo, 2025)

Vertical videos are not merely horizontal content edited or cropped rather leading content creators are now releasing their short films and professional advertisement in this format, and that require technique and skills to manage (Muñoz-Pico, 2024) This short vertical (9:16) format challenges the traditional (16:9) horizontal cinematic industry and this is mainly driven by the audience acceptance of the vertical frame (Mustikawati et al., 2023).

Too much usage of mobiles and vertical gadgets based short videos has been associated to a damaging impact on attentional behavior. The rise of podcast on digital platforms is creating a dialogue and is linked

with a technical shift towards verticalization where vertical short-form are redefining visual grammar and challenging traditional full length videos and narrative conception of the audience (Arif, 2025) Including many negative effects on attentional and self-control, studies also suggest that digital media in Pakistan is opening new fronts and avenues for democratic discourse on digital platforms (Yan et al., 2024).

Theoretical Framework

This study theoretically constructs upon two complimentary theories that describes viewers' engagement and content creator approaches in short-form digital media: Uses and gratifications theory and Media dependency theory. Uses and Gratification theory explains why audiences select specific media format and contents based on their motivation for entertainment, information, social connection and identity expression.

For YouTube shorts against their corresponding full length horizontal podcasts, this theory helps understand why audiences prefer shorts, easily consumable, emotionally stimulating content over long-form discussions in podcasts (Graciyal & Ranjini, 2025)

The Media dependency theory explains how audiences' reliance on specific media platforms shapes attitudes, behaviors and social perceptions. This theory complements Uses and Gratification Theory by explaining how Youtube's algorithmic design and short-form vertical formats create habitual engagement, leading audience and social media users to depend on shorts verticals for information and entertainment (Agbetoba, 2025)

This research study on the short-vertical videos of podcasts and their corresponding full-length episodes of leading podcasters in Pakistan draws on Uses and Gratification Theory (UGT) and Media Dependency Theory (MDT) to cater audience behavior patterns on digital platforms.

Based on UGT, audience engage with short-vertical videos primarily for instant entertainment, convenience and emotional connection. The high engagement rate of shorts compared to full length videos can be linked to users' pursuit of immediate gratification, shorter attention spans, and algorithm-driven exposure (Graciyal & Ranjini, 2025).

The coming together of gratification-seeking manners and media reliance cycles shifts engagement from log-format cognitive consumption to short-format vertical emotional significance.

Methodology

This study employed a mixed method approach, with quantitative content analysis of the full length podcasts and their corresponding vertical shorts of leading podcasters of Pakistan available on YouTube, and qualitative analysis of experts interviews.

Leading podcasters of Pakistan were chosen to interview through purposive sampling, as they were consistently producing podcasts and had large number of subscribers on YouTube. Each of them is actively posting full length and vertical short videos on TikTok, Instagram, Facebook and YouTube.

Semi structured interviews were conducted with the prominent podcasters. The extracted data were transcribed and coded for recurring themes, categories and sub-categories following Pat Bezeley's integrated coding framework (Bazeley, 2009).

For quantitative data, fifteen full length podcast (five from each podcaster) were selected alongwith their corresponding short vertical videos and were reviewed. Analytics available publically on YouTube were used. This data was collected manually in the month of November 2025 from their official channels.

Once the data was collected the analysis focused on the performance of full length complete horizontal podcasts and compare that with vertical shorts. The design followed interpretive tradition, focusing on meanings and perspectives shared by the prominent podcasters that are interviewed. It also used numerical indicators such as views, likes and comments to understand viewers' engagement patterns.

Analysis and Results

Content analysis of the selected top viewed podcast shows that, with controversial topics, celebrity guests or sensational content based on politics, religion or celebrity subjects saw the strongest growth, and such content tended to go viral.

Content analysis of the selected top viewed podcast shows that, with controversial topics, celebrity guests or sensational content based on politics, religion or celebrity subjects saw the strongest growth, and such content tended to go viral.

Instagram and TikTok generate the highest views but rarely converts these viewers to YouTube to watch the full length podcast. YouTube shorts, however, appear to feed views to the main podcast videos, suggesting integrated ecosystem effect.

Table 1
Average Engagement of The top 5 Episodes

Podcaster	Avg. Views Top 5 Ep	Avg. Likes	Avg. Comments	Duration (min)
Shehzad Ghias Sheikh	01 Million	8,200	510	95
Muzammil Hassan (TBT)	1.2 Million	11,400	630	100
Adnan Akram	2.5 Million	4,300	890	85

Instagram and TikTok generate the highest views but rarely convert these viewers to YouTube to watch the full length podcast. YouTube shorts, however, appear to feed views to the main podcast videos, suggesting integrated ecosystem effect. (Table 2)

Table 2
Engagement Strength of the Vertical Shorts on Social Platforms

Platform	Relative Reach (1-10)	Engagement Strength	Conversion to YouTube Views
Instagram	10	Very High	Low
TikTok	9	High	Low
Facebook	7	Medium	Low
YouTube Shorts	8	High	Medium-High

Content analysis of the podcasts and thematic analysis of excerpts from the interviews of prominent podcasters show that controversial and emotionally charged content and topics perform better. Performance of the biased, and controversial topics can be social algorithms that prioritize engagement intensity over sentiment.

The results also show that short-form vertical videos can be used as a promotional tool for the long-format content. However, this trend is more effective on YouTube shorts and less on other platforms like Instagram, Facebook and TikTok.

Table 1
Average Engagement (Corresponding Vertical Shorts) of the Top 5 Podcasts

Podcaster	Avg. Views (Shorts)	Avg. Likes	Avg. Comments	Duration (sec)
Shehzad Ghias Sheikh	1.2 Million	35,000	1,900	50
Muzammil Hassan (TBT)	1.8 Million	52,000	2,200	45
Adnan Akram	4 Millions	26,000	1,400	55

Content analysis of the selected top viewed podcast shows that, with controversial topics, celebrity guests or sensational content based on politics, religion or celebrity subjects saw the strongest growth, and such content tended to go viral.

All the qualitative results are in sync with the interviews of experts and observed that short vertical clips outperform full-length complete podcasts in reach. Average views of short vertical videos were 4 to 6 times higher than their corresponding full length videos. (Please see Table 4)

Table 4*Thematic Analysis of Expert Interviews*

Themes	Categories	Codes	Summary
Short Vertical Videos Engagement (View, Likes, Reach, etc.)	Content Performance	Shorts perform better. Higher engagement. Success based on content.	All the experts confirmed that vertical shorts perform better than full length horizontal podcast
Selection of Content and guest/ personality	Choice of content	Depends on theme/topic clips based on personalities. Controversial vertical shorts go viral.	Vertical shorts based on strong opinions and emotional reactions has more views.
Sensitivity of Topic	Viewers preferences	Controversial topics attracts more educational content perform less	Celebrities and personalities related topics bring more views than educational or social issues.
Behaviors of Platforms	Difference across platforms	Instagram is best for reach. YouTube redirect to main video. Facebook and TikTok are almost same.	Vertical Shorts on YouTube redirect audience to main video reach. Instagram, TikTok and Facebook gain more views but less conversion.
Technical Factors and Algorithms	Search Engine Optimization (Browse Features)	Hashtags, and collaborations matter. Thumbnails and Titles are also important.	Well curated titles, thumbnails and hashtags play a positive role.
Psychology and Behaviors of Viewers	Viewer behavior	Viewers say, they want to see knowledge but watch controversies. In-person podcasts perform better.	Viewers say they want to see informative content but consume controversial more.

Discussion and Conclusion

The objective of this research was to examine the short-form vertical content edited from the full length episodes of Pakistani podcasters and check their engagement across all the social media platforms. The results show that vertical short-form videos are performing much better in comparison to their corresponding horizontal full length episodes. In addition, these short videos are also more engaging as the audience prefer them more. Furthermore, the experts when interviewed responded that these short videos are playing significant role in redirecting the audience towards the full length podcast.

Results also show that, sensational, political, religious, controversial and celebrity based content perform better than the knowledge and informational based content. The respondents also shared that when they surveyed people about choosing between entertainment-based (controversial/sensational) and knowledge-based content, they chose for the later. Later, upon uploading the knowledge-based contents, the likes and views were not comparable to the controversial contents. The results also show that the short vertical videos engage more with respect to more views and likes as compared to short horizontal videos. So, this paper recommends producing more knowledge-based content in vertical videos' format to capture more audience views and likes.

Recommendations

The findings of this paper shows that viewers are increasingly shifting towards vertical short videos in comparison to the long-form podcasts. This shift is because of consumption habits shaped by social media algorithms and attention pattern of mobile usage.

Podcasters should edit every full-length podcast to vertical shorts for the consumptions of other social media platforms such as Instagram, TikTok and Facebook. This activity might not help in increasing the views or reach of full length podcast but will strengthen their brand visibility.

Podcasters should prioritize in-person podcasts over virtual recordings. The energy, authenticity and body language deeply resonate with audience. The successful podcasting is about building a connected ecosystem where long-form content feed depth and short-form content drives reach, emotion and relevance.

References

- Agbetoba, A. (2025). The role of short social media video content in brand engagement. <https://www.theseus.fi/handle/10024/891010>
- Arif, K. (2025). Soundwaves of Change: Rise of Political Podcasting as a Catalyst for Political Accountability and Civic Engagement in Pakistan. *Journal of Creative Arts and Communication (JCAC)*, 2(1). <https://doi.org/10.51846/jcac.v2i1.4506>
- Bazeley, P. (2009). Analysing qualitative data: More than 'identifying themes'. *Malaysian journal of qualitative research*, 2(2), 6–22. https://researchsupport.com.au/Bazeley_MJOR_2009.pdf
- Çalışkan, Ö. (2022). Vertical screen in the digital world: New narrative form of vertical short films. *ARTS: Artuklu Sanat ve Beşeri Bilimler Dergisi, Dijitalleşme Özel Sayısı*, 9–25. <https://doi.org/10.46372/arts.1197479>
- Graciyal, D. G., & Ranjini, C. G. G. (2025). Binge-watching on Reels/Shorts in Social Media Ecosystem: A Study on User Motivation, Gratification and Behavior. *Athens Journal of Mass Media and Communication*, (11), 1–19.
- Haq, H. U., Shahid, A., Abdullah, F., Sagheer, I., & Rasool, S. A. (2024). Content Analysis: A Comparative Study of Different Genres of Pakistani Podcasts. *PAKISTAN ISLAMICUS (An International Journal of Islamic & Social Sciences)*, 4(02), 14–32. <https://pakistanislamicus.com/index.php/home/article/view/127>
- Hesmondhalgh, D., & Lotz, A. (2020). Video screen interfaces as new sites of media circulation power. *International Journal of Communication*, 14, 386–409.
- Idrees, F., & Noor, R. (2025). Podcasting Faith: Exploring Socio-Religious Discourse in Influential Pakistani YouTube Content. *Online Media and Society*, 6(1), 1–15. <https://doi.org/10.71016/oms/55b1r688>
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. *Journal of Marketing*, 80(1), 7–25. <https://doi.org/10.1509/jm.14.0249>
- Kuperminc, A. (2024). Obtaining High Engagement Short Vertical Format Videos from Long Horizontal Videos [Thesis]. https://www.tdcommons.org/dpubs_series/7665
- Mehboob, K., Rafiq, S., & Iram, B. (2024). PODCASTING AS AN EMERGING EDUCATIONAL TOOL IN PAKISTAN: THE POTENTIAL AND CHALLENGES. *Gomal University Journal of Research*, 40(3), 301–315. <https://doi.org/10.51380/gujr-40-03-03>
- Menotti, G. (2019). Discursos em torno dos vídeos verticais: An arqueologia de uma proporção “errada” de tela. *ARS (São Paulo)*, 17(35), 147–165. <https://doi.org/10.11606/issn.2178-0447.ars.2019.140526>
- Mueller, M. E., & Rajaram, D. (2022). *Social Media Storytelling* (1st ed.). Routledge. <https://doi.org/10.4324/9781003275251>
- Muñoz-Pico, H. P. (2024). Ciencia en vertical: Nuevas narrativas en vídeo y redes sociales. *Metode Science Studies Journal*. <https://doi.org/10.7203/metode.14.26566>
- Mustikawati, R., Sadewa, G. P., & Fadholi, M. A. (2023). Vertical Video Trends Among Amateur Digital Platform Users as an Alternative for Film Production. *Journal of Urban Society's Arts*, 9(2), 129–136. <https://doi.org/10.24821/jousa.v9i2.7949>
- Napoli, M. D. (2016). The “Mobile Effect” on screen format: The case of vertical videos. *Journal of Science and Technology of the Arts*, 45–49 Páginas. <https://doi.org/10.7559/CITARI.V8I2.169>
- Navarro-Güere, H. (2023). El vídeo en formato vertical. Una revisión de la literatura en comunicación. *Revista Mediterránea de Comunicación*, 14(1), 69. <https://doi.org/10.14198/MEDCOM.23028>
- Riaz, S. (2025). DIGITAL MARKETING TRENDS: ANALYSING THE EFFECTIVENESS OF SHORT-FORM AND LONG-FORM VIDEOS. *Journal of Applied Linguistics and TESOL (JALT)*, 8(1), 1475–1483. <https://jalt.com.pk/index.php/jalt/article/view/511>
- Wang, Y., & Guo, J. (2025). A Narrative Revolution in Vertical Framing: The Aesthetics of "Spatial Compression" and Multimodal Reconstruction in Vertical Screen Short Dramas. *Journal of Media, Journalism & Communication Studies*, 1(1), 18–28. <https://doi.org/10.71222/c2j9c533>
- Yan, T., Su, C., Xue, W., Hu, Y., & Zhou, H. (2024). Mobile phone short video use negatively impacts attention functions: An EEG study. *Frontiers in Human Neuroscience*, 18, 1383913. <https://doi.org/10.3389/fnhum.2024.1383913>

- Clayton, R. (2019, September). Filmmaking theory for vertical video production. In *The European Conference on Media, Communication & Film 2019: Official Conference Proceedings*. IAFOR. <https://eprints.whiterose.ac.uk/id/eprint/180677/>
- Albert Mosby. (2025, July 28). Short Form Video Statistics [https://www.yaguara.co/short-form-video-statistics/]. *Short Form Video Statistics*. <https://www.yaguara.co/short-form-video-statistics/>

Appendices

Top 5 Full Length Podcasts of Adnan Akram

- Podcast 1 Full Length: https://youtu.be/isdQsBs5U3U?si=jp5kU79mV_q4swUY
Podcast 2 Full Length: <https://youtu.be/qMLbY2PS5HU?si=bfNH5UjwMYOzIrv5>
Podcast 3 Full Length: <https://www.youtube.com/watch?v=JXP5i8ES-dM>
Podcast 4 Full Length: https://youtu.be/Y4V0lt_1mG8?si=Pq6nSF8l5vuQkOV7
Podcast 5 Full Length: <https://youtu.be/zejvzX8Gh8o?si=VNne5SLxqw3xXAjY>

Top 5 Podcasts of Muzammil Hassan TBT

- Podcast 1 Full Length: https://www.youtube.com/watch?v=ceWjdTMY_YQ
Podcast 2 Full Length: <https://www.youtube.com/watch?v=CAJ6IE-lKP4>
Podcast 3 Full Length: <https://www.youtube.com/watch?v=xpIoukvpiWI>
Podcast 4 Full Length: <https://www.youtube.com/watch?v=jMsoydoBKGA>
Podcast 5 Full Length: <https://www.youtube.com/watch?v=UxD81Jl13KM>

Top 5 Podcasts of (The Pakistan Experience) by Shehzad Ghias

- Podcast 1 Full Length: <https://youtu.be/3lGPGOi83NA?si=Fo4NI25Egdqgqea1>
Podcast 2 Full Length: <https://youtu.be/OPTNN03y8vM?si=0J21FOox3tsRjIpC>
Podcast 3 Full Length: https://youtu.be/nKSWyEgQ_S0?si=pcyO_2fGCo5GRif8
Podcast 4 Full Length: <https://youtu.be/52Qhy1pxqeo?si=vjJTbFvsoxsXdL5i>
Podcast 5 Full Length: https://youtu.be/vpH-NsncOp4?si=2bp4hefi0Lkgn_TA