trint

Why are podcasters stuck editing?

Transcribing, scripting and producing should be *a lot* easier.

Industry:
Podcasting industry

Pain points:
Podcast and video production

Benefits:

- Instant transcript
- Time coded soundbites
- Multiple export formats
- Optimized SEO
- Episode archive

Main Takeway

With conversations immediately transcribed, producers can access, find and share the content that drives storytelling. With the best moments surfaced, producers can script faster, kick-start editing with Trint-generated timecodes and make content available online and on social media for a complete listener experience.

The needle in the content hay stack

Every podcast episode is a minor production miracle: interviewing, finding sound bites, threading scripts, editing the audio. It's manual and time-consuming, but it's important to winning over listeners. As there's more pressure to create popular content, podcast producers need more time to curate great episodes.

> It takes twice as long as the file length for me to transcribe without Trint... interviews are often 2 hours long and with several for one story it's really time intensive.

Producer, podcast with 250 million + downloads, USA

Transcripts kickstart storytelling

Producers can quickly find key moments using Trint's interactive Editor to understand literally what is said, as well as how it is said. With a head start on scripting the story, it's easier to:

Edit
With key moments highlighted and time coded, seamlessly export various file formats into audio editing softwares.

Share
Quotes and soundbites are easily added to a website for better SEO or instantly shared over social media.

Archive
Transcripts from past episodes allow listeners to easily engage with older content and simplify cross-referencing.