# Pedro Pina discusses the success of 'The Rest Is Politics' podcast at MIP London



At the recent MIP London industry event held at The Savoy hotel, Pedro Pina, the vice president of YouTube EMEA, discussed the remarkable success of "The Rest Is Politics," a podcast hosted by Alastair Campbell, the former Downing Street director of communications, and ex-Tory MP Rory Stewart. Highlighting the podcast's robust performance, Pina noted that it is considered one of the most successful podcasts in the UK, with strong viewership on the YouTube platform.

Pina remarked, “When you look at their podcast, their live transmission, which was on YouTube (covering) the US election, the production values was one of those (it) feels like a high school put together (with) a couple of tables, and yet the viewership was tremendous.” This observation points to a growing trend where audiences prioritise content over production quality, suggesting that viewers are increasingly willing to engage with material that may not boast high-end production features.

The live version of the podcast, which included appearances from notable figures such as former White House spokesman Anthony Scaramucci and historian Dominic Sandbrook, and gained viral attention for a clip featuring Stewart’s disappointment over a mistaken prediction regarding the electoral outcome of Kamala Harris and Donald Trump. This segment, among others, has contributed to the podcast's rising popularity, which also includes episodes aired on Channel 4 leading up to the 2024 UK general election.

In recognition of its influence, "The Rest Is Politics" received accolades including the Political Podcast of the Year award at the Political Podcast Awards and the Podcast Champion award at the British Podcast Awards. The show, produced by Goalhanger Podcasts—which was co-founded by former footballer Gary Lineker—typically releases two episodes weekly.

Pina reflected on the evolving viewing habits of audiences, noting a significant shift towards connected TV in living rooms as YouTube's primary growth area. “This idea of teenagers closed in their bedrooms with their mobile phones was translated during Covid into ‘Hey, come to the living room and share with your parents’,” he explained, highlighting the platform's increased familial engagement during the pandemic.

While emphasising his perspective on production quality, Pina acknowledged that many creators are now opting for higher production standards such as 4K and 5K formats, showcasing a diversity of content delivery approaches on the platform.

He also addressed misconceptions surrounding YouTube, asserting that the platform has "no interest whatsoever in producing our own content," a stance reinforced by their historical experimentation with YouTube Originals. Pina elaborated on collaboration practices, stating that the company's arrangements—such as those made with international stars like Cristiano Ronaldo—are similarly available to all creators, fostering an equitable environment for content generation.

Moreover, Pina touched on the strategic collaboration with Channel 4 to host full episodes of TV content on YouTube, suggesting that this move enhances local reach and monetisation opportunities. He concluded by romanticising the cultural impact of British media on the global stage, remarking, “one of the soft powers of (the) UK has been culture,” and asserted that tools leveraging artificial intelligence will soon help further break down language barriers for global audiences.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://pressgazette.co.uk/publishers/broadcast/first-political-podcast-election-youtube-rest-is-politics-goalhanger/> - This article supports the claim that 'The Rest Is Politics' is one of the most successful UK politics podcasts, particularly noting its strong performance on YouTube during the election period.
* <https://en.wikipedia.org/wiki/The_Rest_Is_Politics> - This Wikipedia page provides background information on 'The Rest Is Politics,' including its hosts, Alastair Campbell and Rory Stewart, and its production by Goalhanger Podcasts.
* <https://www.noahwire.com> - This source is mentioned as the origin of the article discussing Pedro Pina's remarks about 'The Rest Is Politics' and YouTube trends.
* <https://www.youtube.com/watch?v=TpD4CL9pjSo> - This YouTube video does not directly support the article but is related to 'The Rest Is Politics' and its engagement strategies.
* <https://pressgazette.co.uk/publishers/broadcast/first-political-podcast-election-youtube-rest-is-politics-goalhanger/> - This article also mentions the podcast's influence and awards, such as the Political Podcast of the Year award.