

Global Podcasting Market Size study, by Genre (News & Politics, Society & Culture, Comedy, Sports, Repurposed Content), by Format (Interviews, Panels, Solo, Conversational) and Regional Forecasts 2020-2027

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Abstracts

Global Podcasting Market is valued approximately at USD XXX billion in 2019 and is anticipated to grow with a healthy growth rate of more than XXX% over the forecast period 2020-2027. In recent years, podcasting is gaining a lot of traction as a result of podcast production studios are increasingly concerned on producing and distributing their own content to other listening platforms, such as Spotify and Apple Podcasts. Podcasting is a means of distributing audio files through the Internet. For podcasting, a podcast is used as an audio file that a user can download from the Internet platforms, frequently in MP3 format. After a podcast has been transferred, it can be attended on a computer or can be sent to any portable electronic device, such as an iPod or other Portable Media Player (PMP), a smartphone, or a Personal Digital Assistant (PDA). Further, the acceptance of this audio broadcasting content was a steady process while its inception in the initial 2000s. With the introduction of smartphones, high bandwidth, and recently, personal digital assistants have paved the way for this industry and refurbished from niche media to mainstream music mediums. Rising penetration of smartphones and the internet around the world, along with the increasing interest among people towards music and audio content are few other factors responsible for the market growth over the forecast period. According to the Statista, in 2017, the total smartphone unit shipments around the world were about 1.6 billion units, demonstrating an increase of 7.17% from 2014 which holds almost 1.3 billion-unit smartphone shipments. Also, according to International Data Corporation, the smartphone vendors shipped a total of 369.8 million units around the world during the fourth quarter of 2019. Therefore, the rise in demand for smartphones may create huge demand for podcasts

thereby, accelerating the growth of the market during the forecast period. However, the high cost and low storage space issues are the major factors limiting the market growth over the forecast period of 2020-2027.

The regional analysis of the global Podcasting market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the early adoption of modern technologies, along with the high availability of a diverse listener base of all age groups in the region. Whereas Latin America is anticipated to exhibit the highest growth rate / CAGR over the forecast period 2020-2027. Factors such as the rapidly growing penetration of digital devices, with the rise in popularity and availability of podcast contents, would create lucrative growth prospects for the Podcasting market across the Asia-Pacific region.

Major market player included in this report are:

Apple Inc.

iHeartMedia, Inc.

Megaphone LLC

Pandora Media, LLC

Entercom Communications Corporation

SoundCloud

Spotify AB

Stitcher Radio

TuneIn, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Genre:

News & Politics

Society & Culture

Comedy

Sports
Repurposed Content

By Format:
Interviews
Panels
Solo
Conversational

By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Podcasting Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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COMPANIES MENTIONED

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Megaphone LLC
Pandora Media, LLC
Entercom Communications Corporation
SoundCloud
Spotify AB
Stitcher Radio
TuneIn, Inc.

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