

Global Podcasting Market Size study, by Genre (News & Politics, Society % culture, Comedy, Sports and Others), Formats (Interviews, Panels, solo, Repurposed content, conversational) and Regional Forecasts 2020-2027

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Abstracts

Global Podcasting Market was valued about USD 9.28 billion in 2019 which is likely to grow at the rate of more than 27.5% over the forecasted period 2020-2027. Podcasting is an episodic audio series which simply allows the user to listen to the broadcasted content and can be share via audio files through the internet. Podcast can be downloaded and listen online by the personal device. It combines blogging with digital audio to create an endless content. It is a way of distributing audio files via internet. The increasing time management and easy accessibility to podcast while doing exercise, walking, gardening, or cleaning and the rise in demand of audio books are the major drivers the demand of podcast in the market. According to the report of Ofcom In 2019, around 7.1 million people in UK listen to podcast in every week, and one in every eight people listen to podcast every week there is an increase of over 24% from the past year and also is more than double over the past five years. It was also reported that the half of podcast listeners have subscribed the podcast wave in past two years. However, the mobile phone storage problem and low internet speed and connectivity impedes the market growth over the forecast period of 2020-2027. Also, with the advent of smart phones, strong bandwidth and personal digital assistance is likely to increase the market growth during the forecast period.

The regional analysis of 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 its attributes towards the early adoption of latest technologies prevailing in the

market and presence of diversified listener on the base of all age groups. Whereas, Latin America is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as penetration of digital devices and availability of latest podcast content offered in Spanish language would create lucrative growth prospects for the Podcasting market across Asia-Pacific region.

Major market player included in this report are:

Amazon.com, Inc.

Apple, Inc

Iheartmedia, Inc.

Megaphone LLC

Pandora Media, Inc. Radio.com By entercom communication Corp.

Soundcloud Limited

Spotify

Stitcher

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

Others

By Formats:

Interviews

Panels

Solo

Repurposed content

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
 - 1.2.1. Podcasting Market, by Region, 2018-2027 (USD Billion)
 - 1.2.2. Podcasting Market, by Genre, 2018-2027 (USD Billion)
 - 1.2.3. Podcasting Market, by Formats, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL PODCASTING MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL PODCASTING MARKET DYNAMICS

- 3.1. Podcasting Market Impact Analysis (2018-2027)
 - 3.1.1. Market Drivers
 - 3.1.2. Market Challenges
 - 3.1.3. Market Opportunities

CHAPTER 4. GLOBAL PODCASTING MARKET: INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)
- 4.2. PEST Analysis

- 4.2.1. Political
- 4.2.2. Economic
- 4.2.3. Social
- 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PODCASTING MARKET, BY GENRE

- 5.1. Market Snapshot
- 5.2. Global Podcasting Market by Genre, Performance - Potential Analysis
- 5.3. Global Podcasting Market Estimates & Forecasts by Genre 2017-2027 (USD Billion)
- 5.4. Podcasting Market, Sub Segment Analysis
 - 5.4.1. News & Politics
 - 5.4.2. Society & Culture
 - 5.4.3. Comedy
 - 5.4.4. Sports
 - 5.4.5. Others

CHAPTER 6. GLOBAL PODCASTING MARKET, BY FORMATS

- 6.1. Market Snapshot
- 6.2. Global Podcasting Market by Formats, Performance - Potential Analysis
- 6.3. Global Podcasting Market Estimates & Forecasts by Formats 2017-2027 (USD Billion)
- 6.4. Podcasting Market, Sub Segment Analysis
 - 6.4.1. Interviews
 - 6.4.2. Panels
 - 6.4.3. Solo
 - 6.4.4. Repurposed Content
 - 6.4.5. Conversational

CHAPTER 7. GLOBAL PODCASTING MARKET, REGIONAL ANALYSIS

- 7.1. Podcasting Market, Regional Market Snapshot
- 7.2. North America Podcasting Market
 - 7.2.1. U.S. Podcasting Market
 - 7.2.1.1. Genre breakdown estimates & forecasts, 2017-2027

- 7.2.1.2. Formats breakdown estimates & forecasts, 2017-2027
- 7.2.2. Canada Podcasting Market
- 7.3. Europe Podcasting Market Snapshot
 - 7.3.1. U.K. Podcasting Market
 - 7.3.2. Germany Podcasting Market
 - 7.3.3. France Podcasting Market
 - 7.3.4. Spain Podcasting Market
 - 7.3.5. Italy Podcasting Market
 - 7.3.6. Rest of Europe Podcasting Market
- 7.4. Asia-Pacific Podcasting Market Snapshot
 - 7.4.1. China Podcasting Market
 - 7.4.2. India Podcasting Market
 - 7.4.3. Japan Podcasting Market
 - 7.4.4. Australia Podcasting Market
 - 7.4.5. South Korea Podcasting Market
 - 7.4.6. Rest of Asia Pacific Podcasting Market
- 7.5. Latin America Podcasting Market Snapshot
 - 7.5.1. Brazil Podcasting Market
 - 7.5.2. Mexico Podcasting Market
- 7.6. Rest of The World Podcasting Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Company Profiles
 - 8.2.1. Amazon.com, Inc
 - 8.2.1.1. Key Information
 - 8.2.1.2. Overview
 - 8.2.1.3. Financial (Subject to Data Availability)
 - 8.2.1.4. Product Summary
 - 8.2.1.5. Recent Developments
 - 8.2.2. Apple, Inc
 - 8.2.3. Iheartmedia, Inc
 - 8.2.4. Megaphone, LLC
 - 8.2.5. Pandora Media, Inc
 - 8.2.6. Radio.com by entercom communication corp
 - 8.2.7. Soundcloud Limited
 - 8.2.8. Spotify AB
 - 8.2.9. Sititchen

8.2.10. Tunein Inc

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Podcasting market, report scope

TABLE 2. Global Podcasting market estimates & forecasts by Region 2017-2027 (USD Billion)

TABLE 3. Global Podcasting market estimates & forecasts by Genre 2017-2027 (USD Billion)

TABLE 4. Global Podcasting market estimates & forecasts by Formats 2017-2027 (USD Billion)

TABLE 5. Global Podcasting market estimates & forecasts by Form 2017-2027 (USD Billion)

TABLE 6. Global Podcasting market estimates & forecasts by Farm Genre 2017-2027 (USD Billion)

TABLE 7. Global Podcasting market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 8. Global Podcasting market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 9. Global Podcasting market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 10. Global Podcasting market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 11. Global Podcasting market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 12. Global Podcasting market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 13. Global Podcasting market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 14. Global Podcasting market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 15. Global Podcasting market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 16. Global Podcasting market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 17. U.S. Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 18. U.S. Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 19. U.S. Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

Billion)

TABLE 20. Canada Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 21. Canada Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 22. Canada Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 23. UK Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 24. UK Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 25. UK Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 26. Germany Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 27. Germany Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 28. Germany Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 29. RoE Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 30. RoE Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 31. RoE Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 32. China Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 33. China Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 34. China Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 35. India Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 36. India Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 37. India Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 38. Japan Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 39. Japan Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 40. Japan Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 41. RoAPAC Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 42. RoAPAC Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 43. RoAPAC Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 44. Brazil Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 45. Brazil Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 46. Brazil Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 47. Mexico Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 48. Mexico Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 49. Mexico Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 50. RoLA Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 51. RoLA Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 52. RoLA Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 53. Row Podcasting market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 54. Row Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 55. Row Podcasting market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 56. List of secondary sources, used in the study of global Podcasting market

TABLE 57. List of primary sources, used in the study of global Podcasting market

TABLE 58. Years considered for the study

TABLE 59. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Podcasting market, research methodology
- FIG 2. Global Podcasting market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Podcasting market, key trends 2019
- FIG 5. Global Podcasting market, growth prospects 2020-2027
- FIG 6. Global Podcasting market, porters 5 force model
- FIG 7. Global Podcasting market, pest analysis
- FIG 8. Global Podcasting market, value chain analysis
- FIG 9. Global Podcasting market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Podcasting market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Podcasting market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Podcasting market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Podcasting market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Podcasting market, regional snapshot 2017 & 2027
- FIG 15. North America Podcasting market 2017 & 2027 (USD Billion)
- FIG 16. Europe Podcasting market 2017 & 2027 (USD Billion)
- FIG 17. Asia pacific Podcasting market 2017 & 2027 (USD Billion)
- FIG 18. Latin America Podcasting market 2017 & 2027 (USD Billion)
- FIG 19. Global Podcasting market, company market share analysis (2019)

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