

# **Asia Pacific Podcasting Market By Genre (News & Politics, Comedy, Society & Culture, Sports and Others), By Formats (Interview, Panels, Conversational, Solo and Others), By Country, Industry Analysis and Forecast, 2020 - 2026**

<https://marketpublishers.com/r/AE35E278D84BEN.html>

Date: August 2020

Pages: 91

Price: US\$ 1,500.00 (Single User License)

ID: AE35E278D84BEN

## **Abstracts**

The Asia Pacific Podcasting Market would witness market growth of 26.9% CAGR during the forecast period (2020-2026).

Over the recent years, Podcasts have developed as the most liked and interminable source of entertainment with its simple accessibility on cell phones, smart speakers, and different devices at any given point of time during drives or performing various tasks. Podcast advertising has exceptionally added to the market, expanding the end-client focus for this industry.

From entertainment fiction content to news updates to true to life kind, the market has voracious substance to interest the centennials and recent college grads in the longer run. The Podcast streaming registry is presently being timely updated with new substance requested by the audience members, and these well-known genre patterns vary for every region, age group, and gender. Moreover, the podcasting business is foreseen as a standard audio media channel over recent years with the mediation of cutting-edge advancements in the content producing practices.

The arrival of the internet and smart gadgets has behaved as the power multiplier to the market, with smart speakers rising as the favored gadget to tune in to the audio content while at the same time performing different assignments. We are going into the phase of listening telemetric, wherein the business players are underscoring on offering brilliant content and dispensing with off-subject tangents to refine the Listener Experience (LX) of their audio content stages. Moreover, Artificial Intelligence (AI) and Machine Learning (ML) advances are exceptionally being included in the streaming platforms to decide the inclinations of the significant area of audience members.

Based on Genre, the market is segmented into News & Politics, Comedy, Society & Culture, Sports and Others. Based on Formats, the market is segmented into Interview, Panels, Conversational, Solo and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Amazon.com, Inc., Apple, Inc., Sirius XM Holdings, Inc. (Pandora Media, Inc.), Spotify Technologies S.A., Entercom Communications Corporation (Radio.com), The Adecco Group, iHeartMedia, Inc. (Thomas H. Lee Partners), TuneIn, Inc., Megaphone LLC (The Slate Group), and SoundCloud Ltd.

## Scope of the Study

### Market Segmentation:

#### By Genre

News & Politics

Comedy

Society & Culture

Sports

Others

#### By Formats

Interview

Panels

Conversational

Solo

Others

## By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

## Companies Profiled

Amazon.com, Inc.

Apple, Inc.

Sirius XM Holdings, Inc. (Pandora Media, Inc.)

Spotify Technologies S.A.

Entercom Communications Corporation (Radio.com)

The Adecco Group

iHeartMedia, Inc. (Thomas H. Lee Partners)

TuneIn, Inc.

Megaphone LLC (The Slate Group)

SoundCloud Ltd.

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