

Global Podcasting Market By Genre (News & Politics, Comedy, Society & Culture, Sports and Others), By Formats (Interview, Panels, Conversational, Solo and Others), By Region, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Global Podcasting Market size is expected to reach \$41.8 billion by 2026, rising at a market growth of 24.6% CAGR during the forecast period. Podcasts are a series of verbally expressed word audio documents that can be downloaded by means of the internet on playback devices. The simple availability of Podcasts during travel times and performing multiple tasks, for example, strolling, planting, working out, or cleaning, drive the market development.

The prevalence of this audio broadcasting content was a progressive procedure since its beginning in the early 2000s. This audio content was available just on iPods, media players, PCs, and laptops, with just radio shows being changed over in podcasts. The slow web speed and low storage space issues ruined this current industry's development in those days as clients battled to stream Podcasts on their cell phones. However, the arrival of cell phones, high bandwidth, and recently, personal digital assistants has made the progress for this industry and has changed from niche media to standard music mediums.

While the market is still in its early stage, it has seen massive development in both production volume and utilization over the previous decade. As indicated by a report published by the New York City legal body, New York, known as the focal point of this industry, recorded 42.0 million weekly listeners in 2017. Since the market for podcasts is adjusted to follow present-day consumption patterns, it is anticipated to become exponentially over the forecast period due to the popularity of promptly accessible entertainment content.

The COVID-19 episode has prompted expanded guidelines on venturing out of homes

and assembling at public spots. This outbreak has decidedly affected the already emerging market for Podcasts; clients pick to tune in to streaming channels when doing their family tasks or when working from home. While podcast utilization is straightforwardly related to commuting practices, the shortening of drive times because of less traffic has diminished the listening extents. Nonetheless, the Podcast industry has accomplished opportunities because of the unexpected rise in in-home media consumption during this outbreak.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The major strategies followed by the market participants are Partnerships and Product Launches. Based on the Analysis presented in the Cardinal matrix; Apple, Inc. is the major forerunner in the Podcasting Market. Companies such as Amazon.com, Inc., Spotify Technologies S.A., iHeartMedia, Inc., Entercom Communications Corporation, Megaphone LLC, Sirius XM Holdings, Inc, TuneIn, Inc., SoundCloud Ltd., and The Adecco Group are some of the key innovators in the market.

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.

Recent strategies deployed in Podcasting Market

Partnerships, Collaborations, and Agreements:

Jul-2020: Megaphone extended its partnership with Podsights, the leading attribution platform for podcast advertising. The partnership was aimed to enhance Podsights' attribution capabilities to all campaigns run through the Megaphone Targeted Marketplace (MTM). The Megaphone Targeted Marketplace (MTM) is the largest collection of premium podcast inventory offering data-driven targeting and measurement.

Jun-2020: iHeartRadio came into partnership with WarnerMedia Entertainment, a mass media and entertainment conglomerate. The partnership was focused on producing a slate of companion podcasts for HBO Max's upcoming catalog of original and legacy shows. The first podcasts will be for the comedy-thriller series "Search Party".

Jun-2020: Megaphone announced its collaboration with ESPN, a cable company.

Following the collaboration, the latter company has been using the former company's hosting, publishing, dynamic ad insertion, campaign management, forecasting, and analytics tools.

Jun-2020: Sirius extended its partnership with Fox News Media, a media company. Together, the companies combined over 100 million listeners; the listeners have continued access to their cutting edge news coverage, as well as best in class lifestyle and opinion programming.

Jun-2020: TuneIn extended partnerships with top-rated broadcast news networks CNN and Bloomberg Media. These partners joined TuneIn Premium's commercial-free news lineup that includes CNBC, FOX News Talk, and MSNBC. Exclusive to TuneIn, commercial-free news provides listeners with a seamless ad-free experience as partners can use station-specific short-form content and curated clips to replace ad breaks for the networks' full lineup of on-air programs.

May-2020: iHeartMedia collaborated with OZY, a media company. Together, the companies launched a new podcast series 'Flashback: History's Unintended Consequences'. The series features stories of disastrous turning points, dangerous ideas, crazy coincidences, unsung heroes, and forgotten villains.

May-2020: Cadence13, a subsidiary of Entercom signed partnership agreement with Headspace, a global leader in meditation and mindfulness. Together, the companies would create a slate of new and original podcasts. The first, Radio Headspace, would feature a daily, short-form meditation podcast to help listeners cope with the heightened stress of the changing world.

Apr-2020: iHeartMedia teamed up with BuzzFeed, an internet media, news, and entertainment company. Jointly, the companies announced a new, original Podcast "News O'Clock," a One-Stop-Shop for the Daily News and Pop Culture Listeners. News O'Clock is a 20-minute news digest debuting every weeknight that breaks down the day's headlines from the worlds of politics, culture, and entertainment.

Aug-2019: U.S. Bank and TuneIn launched their six-part, bi-weekly new finance podcast series, The Save Space Podcast. The new podcast series aimed to raise awareness around financial literacy and features experts, musicians, and entrepreneurs.

May-2019: iHeartRadio extended its agreement with ARN, a media company. ARN extended its iHeartRadio license in Australia, providing millions of listeners with access to the free, all-in-one digital audio entertainment platform until 2036. The latter company aimed to deliver all forms of broadcast and on-demand audio content in one place. Additionally, ARN broadened its capability and innovation in areas such as smart speaker integration for radio, podcasting development, data profiling, and targeting, as well as exclusive access to a global platform development team.

May-2019: Entercom came into an agreement with Liberated Syndication, a worldwide leader of podcast hosting, distribution, and monetization. The agreement was aimed to

distribute Libsyn podcasts on RADIO.COM, Entercom's integrated digital platform. The RADIO.COM partnership made it easier for listeners to consume the great podcasts by making the podcasts directly available on an app they already use daily.

Apr-2019: Megaphone came into collaboration with NBC News Group, the news division of NBCUniversal. Under this collaboration, NBC News aimed to use Megaphone's industry-leading distribution, content management, measurement, and monetization features for all of its podcast programming.

Acquisition and Mergers:

Jul-2020: Sirius took over E.W. Scripps Co.'s Stitcher podcast production, distribution, and advertising unit, Variety. The acquisition expanded Sirius XM footprint across all audio-entertainment formats.

May-2020: Amazon acquired Podcast Networks related to news and sports. The acquisition helped the company in entering Local Search Advertising. Localized podcasting complemented Amazon's Echo device.

Aug-2019: Entercom completed the acquisition of Pineapple Street Media, an independent producer of top-rated podcast content, and reached an agreement to acquire Cadence13, an industry leader in podcast creation and distribution. The acquisitions helped the company in becoming one of the country's top three podcasters and a leading creator, distributor, and seller of top-rated podcast content.

Mar-2019: Spotify acquired a small podcasting studio called Parcast, known best for true-crime and other factual serials in genres. This acquisition scaled up its business and helped it become the world's biggest music streaming platform.

Feb-2019: Spotify took over Gimlet Media and Anchor, the media companies. Gimlet Media is a start-up podcast network, and Anchor provides creators with tools to build, publish, and monetize podcasts. The acquisition accelerated its podcast credentials and working to become the world's number one audio platform.

Sep-2018: iHeartMedia signed an agreement to acquire Stuff Media, LLC, the leading publisher of entertaining and informative podcast content. The acquisition would enable iHeartMedia to use Stuff Media's original content, programming, and experienced podcasting management team and to further expand its podcasting platform.

Dec-2017: Apple acquired the start-up behind a podcast search engine, Pop Up Archive. The acquisition enhanced the knowability and sortability of the hundreds of thousands of shows distributed through its Apple Podcast platform.

Product Launches and Product Expansions:

Jul-2020: Apple introduced its own daily podcast; it announced the show along with other news about audio stories coming to Apple News and curated local Apple News collections, as well as the release of iOS 13.6. The show, called Apple News Today, will

be hosted by Apple News editors Shumita Basu and Duarte Geraldino. Additionally, Apple will release 20 audio stories a week through Apple News Plus. The stories will be voiced by professional actors, and there will be narrated long-form pieces published by big-name outlets like Esquire, GQ, New York magazine, and Vanity Fair.

Jul-2020: Apple announced several new features for Apple News and Apple News+. These features include audio stories of some of the best feature stories from Apple News+, a daily audio news briefing hosted by Apple News editors, and curated local news collections beginning in five cities and regions and expanding to more areas in the future. Apple News is also adding more top local and regional news outlets for readers and subscribers, including The Charlotte Observer, the Miami Herald, and The News & Observer (Raleigh, North Carolina).

Jul-2020: Spotify introduced 'Vodcasts' Spotify's new video podcasts. Spotify Free and Premium users can watch video content from podcasts including Book of Basketball 2.0, Fantasy Footballers, The Misfits Podcast, H3 Podcast from Ethan, and Hila Klein of h3h3, The Morning Toast (a talk show hosted by Claudia Oshry, aka "Girl With No Job").

Jun-2020: Apple launched The Zane Lowe Interview Series, available on Apple Music, Apple Podcasts, and via RSS. The new series is the first series aimed at Apple's consumers that focuses exclusively on entertainment content. The episodes in the series will feature Apple's Global Creative Director Zane Lowe in conversations with leading artists like Billie Eilish, Justin Bieber, Kanye West, Hayley Williams, and, most recently, Lady Gaga.

May-2020: Spotify launched nine new Indonesian podcasts as the latest additions to its exclusive line up. The new podcasts are BKR Brothers, Makna Talks, Destanya Siapa?, Podcast DariTaDi Yu Ya Yukk, Podcast Malam Kliwon, Rintik Sedu, Teman Tidur, Kinosgina, and Thirty Days of Lunch.

Dec-2019: Audible, Amazon's audiobook company launched a new app exclusively for India, called Audible Suno. The app provides free access to original audio series across many genres from India.

Scope of the Study

Market Segmentation:

By Genre

News & Politics

Comedy

Society & Culture

Sports

Others

By Formats

Interview

Panels

Conversational

Solo

Others

By Geography

North America

- o US
- o Canada
- o Mexico
- o Rest of North America

Europe

- o Germany
- o UK
- o France
- o Russia
- o Spain
- o Italy

o Rest of Europe

Asia Pacific

- o China
- o Japan
- o India
- o South Korea
- o Singapore
- o Malaysia
- o Rest of Asia Pacific

LAMEA

- o Brazil
- o Argentina
- o UAE
- o Saudi Arabia
- o South Africa
- o Nigeria
- o Rest of LAMEA

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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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Podcasting Market, by Genre
 - 1.4.2 Global Podcasting Market, by Formats
 - 1.4.3 Global Podcasting Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
 - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. COMPETITION ANALYSIS - GLOBAL

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
 - 3.2.1 Partnerships, Collaborations and Agreements
 - 3.2.2 Product Launches and Product Expansions
 - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
 - 3.3.2 Key Strategic Move: (Partnerships, Collaborations, and Agreements: 2017, Jul – 2020, Jul) Leading Players

CHAPTER 4. GLOBAL PODCASTING MARKET BY GENRE

- 4.1 Global News & Politics Podcasting Market by Region
- 4.2 Global Comedy Podcasting Market by Region

4.3 Global Society & Culture Podcasting Market by Region

4.4 Global Sports Podcasting Market by Region

4.5 Global Other Genre Podcasting Market by Region

CHAPTER 5. GLOBAL PODCASTING MARKET BY FORMATS

5.1 Global Interview Podcasting Market by Region

5.2 Global Panels Podcasting Market by Region

5.3 Global Conversational Podcasting Market by Region

5.4 Global Solo Podcasting Market by Region

5.5 Global Others Podcasting Market by Region

CHAPTER 6. GLOBAL PODCASTING MARKET BY REGION

6.1 North America Podcasting Market

6.1.1 North America Podcasting Market by Genre

6.1.1.1 North America News & Politics Podcasting Market by Country

6.1.1.2 North America Comedy Podcasting Market by Country

6.1.1.3 North America Society & Culture Podcasting Market by Country

6.1.1.4 North America Sports Podcasting Market by Country

6.1.1.5 North America Other Genre Podcasting Market by Country

6.1.2 North America Podcasting Market by Formats

6.1.2.1 North America Interview Podcasting Market by Country

6.1.2.2 North America Panels Podcasting Market by Country

6.1.2.3 North America Conversational Podcasting Market by Country

6.1.2.4 North America Solo Podcasting Market by Country

6.1.2.5 North America Others Podcasting Market by Country

6.1.3 North America Podcasting Market by Country

6.1.3.1 US Podcasting Market

6.1.3.1.1 US Podcasting Market by Genre

6.1.3.1.2 US Podcasting Market by Formats

6.1.3.2 Canada Podcasting Market

6.1.3.2.1 Canada Podcasting Market by Genre

6.1.3.2.2 Canada Podcasting Market by Formats

6.1.3.3 Mexico Podcasting Market

6.1.3.3.1 Mexico Podcasting Market by Genre

6.1.3.3.2 Mexico Podcasting Market by Formats

6.1.3.4 Rest of North America Podcasting Market

6.1.3.4.1 Rest of North America Podcasting Market by Genre

- 6.1.3.4.2 Rest of North America Podcasting Market by Formats
- 6.2 Europe Podcasting Market
 - 6.2.1 Europe Podcasting Market by Genre
 - 6.2.1.1 Europe News & Politics Podcasting Market by Country
 - 6.2.1.2 Europe Comedy Podcasting Market by Country
 - 6.2.1.3 Europe Society & Culture Podcasting Market by Country
 - 6.2.1.4 Europe Sports Podcasting Market by Country
 - 6.2.1.5 Europe Other Genre Podcasting Market by Country
 - 6.2.2 Europe Podcasting Market by Formats
 - 6.2.2.1 Europe Interview Podcasting Market by Country
 - 6.2.2.2 Europe Panels Podcasting Market by Country
 - 6.2.2.3 Europe Conversational Podcasting Market by Country
 - 6.2.2.4 Europe Solo Podcasting Market by Country
 - 6.2.2.5 Europe Others Podcasting Market by Country
 - 6.2.3 Europe Podcasting Market by Country
 - 6.2.3.1 Germany Podcasting Market
 - 6.2.3.1.1 Germany Podcasting Market by Genre
 - 6.2.3.1.2 Germany Podcasting Market by Formats
 - 6.2.3.2 UK Podcasting Market
 - 6.2.3.2.1 UK Podcasting Market by Genre
 - 6.2.3.2.2 UK Podcasting Market by Formats
 - 6.2.3.3 France Podcasting Market
 - 6.2.3.3.1 France Podcasting Market by Genre
 - 6.2.3.3.2 France Podcasting Market by Formats
 - 6.2.3.4 Russia Podcasting Market
 - 6.2.3.4.1 Russia Podcasting Market by Genre
 - 6.2.3.4.2 Russia Podcasting Market by Formats
 - 6.2.3.5 Spain Podcasting Market
 - 6.2.3.5.1 Spain Podcasting Market by Genre
 - 6.2.3.5.2 Spain Podcasting Market by Formats
 - 6.2.3.6 Italy Podcasting Market
 - 6.2.3.6.1 Italy Podcasting Market by Genre
 - 6.2.3.6.2 Italy Podcasting Market by Formats
 - 6.2.3.7 Rest of Europe Podcasting Market
 - 6.2.3.7.1 Rest of Europe Podcasting Market by Genre
 - 6.2.3.7.2 Rest of Europe Podcasting Market by Formats
 - 6.3 Asia Pacific Podcasting Market
 - 6.3.1 Asia Pacific Podcasting Market by Genre
 - 6.3.1.1 Asia Pacific News & Politics Podcasting Market by Country

- 6.3.1.2 Asia Pacific Comedy Podcasting Market by Country
- 6.3.1.3 Asia Pacific Society & Culture Podcasting Market by Country
- 6.3.1.4 Asia Pacific Sports Podcasting Market by Country
- 6.3.1.5 Asia Pacific Other Genre Podcasting Market by Country
- 6.3.2 Asia Pacific Podcasting Market by Formats
 - 6.3.2.1 Asia Pacific Interview Podcasting Market by Country
 - 6.3.2.2 Asia Pacific Panels Podcasting Market by Country
 - 6.3.2.3 Asia Pacific Conversational Podcasting Market by Country
 - 6.3.2.4 Asia Pacific Solo Podcasting Market by Country
 - 6.3.2.5 Asia Pacific Others Podcasting Market by Country
- 6.3.3 Asia Pacific Podcasting Market by Country
 - 6.3.3.1 China Podcasting Market
 - 6.3.3.1.1 China Podcasting Market by Genre
 - 6.3.3.1.2 China Podcasting Market by Formats
 - 6.3.3.2 Japan Podcasting Market
 - 6.3.3.2.1 Japan Podcasting Market by Genre
 - 6.3.3.2.2 Japan Podcasting Market by Formats
 - 6.3.3.3 India Podcasting Market
 - 6.3.3.3.1 India Podcasting Market by Genre
 - 6.3.3.3.2 India Podcasting Market by Formats
 - 6.3.3.4 South Korea Podcasting Market
 - 6.3.3.4.1 South Korea Podcasting Market by Genre
 - 6.3.3.4.2 South Korea Podcasting Market by Formats
 - 6.3.3.5 Singapore Podcasting Market
 - 6.3.3.5.1 Singapore Podcasting Market by Genre
 - 6.3.3.5.2 Singapore Podcasting Market by Formats
 - 6.3.3.6 Malaysia Podcasting Market
 - 6.3.3.6.1 Malaysia Podcasting Market by Genre
 - 6.3.3.6.2 Malaysia Podcasting Market by Formats
 - 6.3.3.7 Rest of Asia Pacific Podcasting Market
 - 6.3.3.7.1 Rest of Asia Pacific Podcasting Market by Genre
 - 6.3.3.7.2 Rest of Asia Pacific Podcasting Market by Formats
- 6.4 LAMEA Podcasting Market
 - 6.4.1 LAMEA Podcasting Market by Genre
 - 6.4.1.1 LAMEA News & Politics Podcasting Market by Country
 - 6.4.1.2 LAMEA Comedy Podcasting Market by Country
 - 6.4.1.3 LAMEA Society & Culture Podcasting Market by Country
 - 6.4.1.4 LAMEA Sports Podcasting Market by Country
 - 6.4.1.5 LAMEA Other Genre Podcasting Market by Country

- 6.4.2 LAMEA Podcasting Market by Formats
 - 6.4.2.1 LAMEA Interview Podcasting Market by Country
 - 6.4.2.2 LAMEA Panels Podcasting Market by Country
 - 6.4.2.3 LAMEA Conversational Podcasting Market by Country
 - 6.4.2.4 LAMEA Solo Podcasting Market by Country
 - 6.4.2.5 LAMEA Others Podcasting Market by Country
- 6.4.3 LAMEA Podcasting Market by Country
 - 6.4.3.1 Brazil Podcasting Market
 - 6.4.3.1.1 Brazil Podcasting Market by Genre
 - 6.4.3.2 Brazil Podcasting Market by Formats
 - 6.4.3.3 Argentina Podcasting Market
 - 6.4.3.3.1 Argentina Podcasting Market by Genre
 - 6.4.3.3.2 Argentina Podcasting Market by Formats
 - 6.4.3.4 UAE Podcasting Market
 - 6.4.3.4.1 UAE Podcasting Market by Genre
 - 6.4.3.4.2 UAE Podcasting Market by Formats
 - 6.4.3.5 Saudi Arabia Podcasting Market
 - 6.4.3.5.1 Saudi Arabia Podcasting Market by Genre
 - 6.4.3.5.2 Saudi Arabia Podcasting Market by Formats
 - 6.4.3.6 South Africa Podcasting Market
 - 6.4.3.6.1 South Africa Podcasting Market by Genre
 - 6.4.3.6.2 South Africa Podcasting Market by Formats
 - 6.4.3.7 Nigeria Podcasting Market
 - 6.4.3.7.1 Nigeria Podcasting Market by Genre
 - 6.4.3.7.2 Nigeria Podcasting Market by Formats
 - 6.4.3.8 Rest of LAMEA Podcasting Market
 - 6.4.3.8.1 Rest of LAMEA Podcasting Market by Genre
 - 6.4.3.8.2 Rest of LAMEA Podcasting Market by Formats

CHAPTER 7. COMPANY PROFILES

- 7.1 Amazon.com, Inc.
 - 7.1.1 Company Overview
 - 7.1.2 Financial Analysis
 - 7.1.3 Segmental and Regional Analysis
 - 7.1.4 Recent strategies and developments:
 - 7.1.4.1 Acquisition and Mergers:
 - 7.1.4.2 Product Launches and Product Expansions:
 - 7.1.5 SWOT Analysis

7.2 Apple, Inc.

7.2.1 Company Overview

7.2.2 Financial Analysis

7.2.3 Product and Regional Analysis

7.2.4 Research & Development Expense

7.2.5 Recent strategies and developments:

7.2.5.1 Acquisition and Mergers:

7.2.5.2 Product Launches and Product Expansions:

7.2.6 SWOT Analysis

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

7.3.1 Company Overview

7.3.2 Financial Analysis

7.3.3 Segmental Analysis

7.3.4 Research & Development Expense

7.3.5 Recent strategies and developments:

7.3.5.1 Acquisition and Mergers:

7.3.5.2 Product Launches and Product Expansions:

7.3.5.3 Partnerships, Collaborations, and Agreements:

7.4 Spotify Technologies S.A.

7.4.1 Company Overview

7.4.2 Financial Analysis

7.4.3 Segmental Analysis

7.4.4 Research & Development Expense

7.4.5 Recent strategies and developments:

7.4.5.1 Acquisition and Mergers:

7.4.5.2 Product Launches and Product Expansions:

7.5 Entercom Communications Corporation (Radio.com)

7.5.1 Company Overview

7.5.2 Financial Analysis

7.5.3 Recent strategies and developments:

7.5.3.1 Acquisition and Mergers:

7.5.3.2 Partnerships, Collaborations, and Agreements:

7.6 The Adecco Group

7.6.1 Company Overview

7.6.2 Financial Analysis

7.6.3 Segmental Analysis

7.7 iHeartMedia, Inc. (Thomas H. Lee Partners)

7.7.1 Company Overview

7.7.2 Financial Analysis

7.7.3 Segmental And Regional Analysis

7.7.4 Recent strategies and developments:

7.7.4.1 Partnerships, Collaborations, and Agreements:

7.7.4.2 Acquisition and Mergers:

7.8 TuneIn, Inc.

7.8.1 Company Overview

7.8.2 Recent strategies and developments:

7.8.2.1 Partnerships, Collaborations, and Agreements:

7.8.2.2 Product Launches and Product Expansions:

7.9 Megaphone LLC (The Slate Group)

7.9.1 Company Overview

7.9.2 Recent strategies and developments:

7.9.2.1 Partnerships, Collaborations, and Agreements:

7.10. SoundCloud Ltd.

7.10.1 Company Overview

7.10.2 Recent strategies and developments:

7.10.2.1 Product Launches and Product Expansions:

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 2 GLOBAL PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– PODCASTING MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– PODCASTING MARKET

TABLE 5 MERGERS & ACQUISITIONS – PODCASTING MARKET

TABLE 6 GLOBAL PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 7 GLOBAL PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 8 GLOBAL NEWS & POLITICS PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 9 GLOBAL NEWS & POLITICS PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 10 GLOBAL COMEDY PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 11 GLOBAL COMEDY PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 12 GLOBAL SOCIETY & CULTURE PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 13 GLOBAL SOCIETY & CULTURE PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 14 GLOBAL SPORTS PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 15 GLOBAL SPORTS PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 16 GLOBAL OTHER GENRE PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 17 GLOBAL OTHER GENRE PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 18 GLOBAL PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 19 GLOBAL PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 20 GLOBAL INTERVIEW PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 21 GLOBAL INTERVIEW PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 22 GLOBAL PANELS PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 23 GLOBAL PANELS PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 24 GLOBAL CONVERSATIONAL PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 25 GLOBAL CONVERSATIONAL PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 26 GLOBAL SOLO PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 27 GLOBAL SOLO PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 28 GLOBAL OTHERS PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 29 GLOBAL OTHERS PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 30 GLOBAL PODCASTING MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 31 GLOBAL PODCASTING MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 32 NORTH AMERICA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 33 NORTH AMERICA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 34 NORTH AMERICA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 35 NORTH AMERICA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 36 NORTH AMERICA NEWS & POLITICS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 37 NORTH AMERICA NEWS & POLITICS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 38 NORTH AMERICA COMEDY PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 39 NORTH AMERICA COMEDY PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 40 NORTH AMERICA SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 41 NORTH AMERICA SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 42 NORTH AMERICA SPORTS PODCASTING MARKET BY COUNTRY, 2016

- 2019, USD MILLION

TABLE 43 NORTH AMERICA SPORTS PODCASTING MARKET BY COUNTRY, 2020

- 2026, USD MILLION

TABLE 44 NORTH AMERICA OTHER GENRE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 45 NORTH AMERICA OTHER GENRE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 46 NORTH AMERICA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 47 NORTH AMERICA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 48 NORTH AMERICA INTERVIEW PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 49 NORTH AMERICA INTERVIEW PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 50 NORTH AMERICA PANELS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 51 NORTH AMERICA PANELS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 52 NORTH AMERICA CONVERSATIONAL PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 53 NORTH AMERICA CONVERSATIONAL PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 54 NORTH AMERICA SOLO PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 55 NORTH AMERICA SOLO PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 56 NORTH AMERICA OTHERS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 57 NORTH AMERICA OTHERS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 58 NORTH AMERICA PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 59 NORTH AMERICA PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 60 US PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 61 US PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 62 US PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 63 US PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 64 US PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 65 US PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 66 CANADA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 67 CANADA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 68 CANADA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 69 CANADA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 70 CANADA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD
MILLION

TABLE 71 CANADA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD
MILLION

TABLE 72 MEXICO PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 73 MEXICO PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 74 MEXICO PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 75 MEXICO PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 76 MEXICO PODCASTING MARKET BY FORMATS, 2016 - 2019, USD
MILLION

TABLE 77 MEXICO PODCASTING MARKET BY FORMATS, 2020 - 2026, USD
MILLION

TABLE 78 REST OF NORTH AMERICA PODCASTING MARKET, 2016 - 2019, USD
MILLION

TABLE 79 REST OF NORTH AMERICA PODCASTING MARKET, 2020 - 2026, USD
MILLION

TABLE 80 REST OF NORTH AMERICA PODCASTING MARKET BY GENRE, 2016 -
2019, USD MILLION

TABLE 81 REST OF NORTH AMERICA PODCASTING MARKET BY GENRE, 2020 -
2026, USD MILLION

TABLE 82 REST OF NORTH AMERICA PODCASTING MARKET BY FORMATS, 2016
- 2019, USD MILLION

TABLE 83 REST OF NORTH AMERICA PODCASTING MARKET BY FORMATS, 2020
- 2026, USD MILLION

TABLE 84 EUROPE PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 85 EUROPE PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 86 EUROPE PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 87 EUROPE PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 88 EUROPE NEWS & POLITICS PODCASTING MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 89 EUROPE NEWS & POLITICS PODCASTING MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 90 EUROPE COMEDY PODCASTING MARKET BY COUNTRY, 2016 - 2019,

USD MILLION

TABLE 91 EUROPE COMEDY PODCASTING MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 92 EUROPE SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 93 EUROPE SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 94 EUROPE SPORTS PODCASTING MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 95 EUROPE SPORTS PODCASTING MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 96 EUROPE OTHER GENRE PODCASTING MARKET BY COUNTRY, 2016 -
2019, USD MILLION

TABLE 97 EUROPE OTHER GENRE PODCASTING MARKET BY COUNTRY, 2020 -
2026, USD MILLION

TABLE 98 EUROPE PODCASTING MARKET BY FORMATS, 2016 - 2019, USD
MILLION

TABLE 99 EUROPE PODCASTING MARKET BY FORMATS, 2020 - 2026, USD
MILLION

TABLE 100 EUROPE INTERVIEW PODCASTING MARKET BY COUNTRY, 2016 -
2019, USD MILLION

TABLE 101 EUROPE INTERVIEW PODCASTING MARKET BY COUNTRY, 2020 -
2026, USD MILLION

TABLE 102 EUROPE PANELS PODCASTING MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 103 EUROPE PANELS PODCASTING MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 104 EUROPE CONVERSATIONAL PODCASTING MARKET BY COUNTRY,
2016 - 2019, USD MILLION

TABLE 105 EUROPE CONVERSATIONAL PODCASTING MARKET BY COUNTRY,
2020 - 2026, USD MILLION

TABLE 106 EUROPE SOLO PODCASTING MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 107 EUROPE SOLO PODCASTING MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 108 EUROPE OTHERS PODCASTING MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 109 EUROPE OTHERS PODCASTING MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 110 EUROPE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 111 EUROPE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 112 GERMANY PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 113 GERMANY PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 114 GERMANY PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 115 GERMANY PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 116 GERMANY PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 117 GERMANY PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 118 UK PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 119 UK PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 120 UK PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 121 UK PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 122 UK PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 123 UK PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 124 FRANCE PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 125 FRANCE PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 126 FRANCE PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 127 FRANCE PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 128 FRANCE PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 129 FRANCE PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 130 RUSSIA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 131 RUSSIA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 132 RUSSIA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 133 RUSSIA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 134 RUSSIA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 135 RUSSIA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 136 SPAIN PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 137 SPAIN PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 138 SPAIN PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 139 SPAIN PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 140 SPAIN PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 141 SPAIN PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 142 ITALY PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 143 ITALY PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 144 ITALY PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 145 ITALY PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 146 ITALY PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 147 ITALY PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 148 REST OF EUROPE PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 149 REST OF EUROPE PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 150 REST OF EUROPE PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 151 REST OF EUROPE PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 152 REST OF EUROPE PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 153 REST OF EUROPE PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 154 ASIA PACIFIC PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 155 ASIA PACIFIC PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 156 ASIA PACIFIC PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 157 ASIA PACIFIC PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 158 ASIA PACIFIC NEWS & POLITICS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 159 ASIA PACIFIC NEWS & POLITICS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 160 ASIA PACIFIC COMEDY PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 161 ASIA PACIFIC COMEDY PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 162 ASIA PACIFIC SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 163 ASIA PACIFIC SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 164 ASIA PACIFIC SPORTS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 165 ASIA PACIFIC SPORTS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 166 ASIA PACIFIC OTHER GENRE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 167 ASIA PACIFIC OTHER GENRE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 168 ASIA PACIFIC PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 169 ASIA PACIFIC PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 170 ASIA PACIFIC INTERVIEW PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 171 ASIA PACIFIC INTERVIEW PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 172 ASIA PACIFIC PANELS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 173 ASIA PACIFIC PANELS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 174 ASIA PACIFIC CONVERSATIONAL PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 175 ASIA PACIFIC CONVERSATIONAL PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 176 ASIA PACIFIC SOLO PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 177 ASIA PACIFIC SOLO PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 178 ASIA PACIFIC OTHERS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 179 ASIA PACIFIC OTHERS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 180 ASIA PACIFIC PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 181 ASIA PACIFIC PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD

MILLION

TABLE 182 CHINA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 183 CHINA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 184 CHINA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 185 CHINA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 186 CHINA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD
MILLION

TABLE 187 CHINA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD
MILLION

TABLE 188 JAPAN PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 189 JAPAN PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 190 JAPAN PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 191 JAPAN PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 192 JAPAN PODCASTING MARKET BY FORMATS, 2016 - 2019, USD
MILLION

TABLE 193 JAPAN PODCASTING MARKET BY FORMATS, 2020 - 2026, USD
MILLION

TABLE 194 INDIA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 195 INDIA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 196 INDIA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 197 INDIA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 198 INDIA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD
MILLION

TABLE 199 INDIA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD
MILLION

TABLE 200 SOUTH KOREA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 201 SOUTH KOREA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 202 SOUTH KOREA PODCASTING MARKET BY GENRE, 2016 - 2019, USD
MILLION

TABLE 203 SOUTH KOREA PODCASTING MARKET BY GENRE, 2020 - 2026, USD
MILLION

TABLE 204 SOUTH KOREA PODCASTING MARKET BY FORMATS, 2016 - 2019,
USD MILLION

TABLE 205 SOUTH KOREA PODCASTING MARKET BY FORMATS, 2020 - 2026,
USD MILLION

TABLE 206 SINGAPORE PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 207 SINGAPORE PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 208 SINGAPORE PODCASTING MARKET BY GENRE, 2016 - 2019, USD
MILLION

TABLE 209 SINGAPORE PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 210 SINGAPORE PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 211 SINGAPORE PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 212 MALAYSIA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 213 MALAYSIA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 214 MALAYSIA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 215 MALAYSIA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 216 MALAYSIA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 217 MALAYSIA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 218 REST OF ASIA PACIFIC PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 219 REST OF ASIA PACIFIC PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 220 REST OF ASIA PACIFIC PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 221 REST OF ASIA PACIFIC PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 222 REST OF ASIA PACIFIC PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 223 REST OF ASIA PACIFIC PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 224 LAMEA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 225 LAMEA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 226 LAMEA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 227 LAMEA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 228 LAMEA NEWS & POLITICS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 229 LAMEA NEWS & POLITICS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 230 LAMEA COMEDY PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 231 LAMEA COMEDY PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

USD MILLION

TABLE 232 LAMEA SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 233 LAMEA SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 234 LAMEA SPORTS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 235 LAMEA SPORTS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 236 LAMEA OTHER GENRE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 237 LAMEA OTHER GENRE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 238 LAMEA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 239 LAMEA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 240 LAMEA INTERVIEW PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 241 LAMEA INTERVIEW PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 242 LAMEA PANELS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 243 LAMEA PANELS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 244 LAMEA CONVERSATIONAL PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 245 LAMEA CONVERSATIONAL PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 246 LAMEA SOLO PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 247 LAMEA SOLO PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 248 LAMEA OTHERS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 249 LAMEA OTHERS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 250 LAMEA PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 251 LAMEA PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 252 BRAZIL PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 253 BRAZIL PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 254 BRAZIL PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 255 BRAZIL PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 256 BRAZIL PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 257 BRAZIL PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 258 ARGENTINA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 259 ARGENTINA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 260 ARGENTINA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 261 ARGENTINA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 262 ARGENTINA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 263 ARGENTINA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 264 UAE PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 265 UAE PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 266 UAE PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 267 UAE PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 268 UAE PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 269 UAE PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 270 SAUDI ARABIA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 271 SAUDI ARABIA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 272 SAUDI ARABIA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 273 SAUDI ARABIA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 274 SAUDI ARABIA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 275 SAUDI ARABIA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 276 SOUTH AFRICA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 277 SOUTH AFRICA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 278 SOUTH AFRICA PODCASTING MARKET BY GENRE, 2016 - 2019, USD

MILLION

TABLE 279 SOUTH AFRICA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 280 SOUTH AFRICA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 281 SOUTH AFRICA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 282 NIGERIA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 283 NIGERIA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 284 NIGERIA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 285 NIGERIA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 286 NIGERIA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 287 NIGERIA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 288 REST OF LAMEA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 289 REST OF LAMEA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 290 REST OF LAMEA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 291 REST OF LAMEA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 292 REST OF LAMEA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 293 REST OF LAMEA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 294 KEY INFORMATION – AMAZON.COM, INC.

TABLE 295 KEY INFORMATION – APPLE, INC.

TABLE 296 KEY INFORMATION – SIRIUS XM HOLDINGS, INC.

TABLE 297 KEY INFORMATION – SPOTIFY TECHNOLOGIES S.A.

TABLE 298 KEY INFORMATION – ENTERCOM COMMUNICATIONS CORPORATION

TABLE 299 KEY INFORMATION – THE ADECCO GROUP

TABLE 300 KEY INFORMATION – IHEARTMEDIA, INC.

TABLE 301 KEY INFORMATION – TUNEIN, INC.

TABLE 302 KEY INFORMATION – MEGAPHONE LLC

TABLE 303 KEY INFORMATION – SOUNDCLOUD LTD.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 4 KEY STRATEGIC MOVE: (PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS: 2016, JAN – 2020, JUN) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: AMAZON.COM, INC.

FIG 6 SWOT ANALYSIS: AMAZON.COM, INC.

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: APPLE, INC.

FIG 8 SWOT ANALYSIS: APPLE, INC.

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: SIRIUS XM HOLDINGS, INC.

FIG 10 RECENT STRATEGIES AND DEVELOPMENTS: SPOTIFY TECHNOLOGIES, INC.

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: ENTERCOM COMMUNICATIONS CORPORATION

FIG 12 RECENT STRATEGIES AND DEVELOPMENTS: IHEARTMEDIA, INC.

FIG 13 RECENT STRATEGIES AND DEVELOPMENTS: TUNEIN, INC.

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