

# **LAMEA 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**

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## **Abstracts**

The Latin America, Middle East and Africa Podcasting Market would witness market growth of 30.1% CAGR during the forecast period (2020-2026).

With the outbreak of COVID-19, listeners over all the world are seen to be investing more time at home because of the work from home arrangements and severe norms restricting social affairs. This has changed the whole dynamic of the market for podcasts where the targeted audience group before the pandemic were individuals tuning in to broadcasts during their commutes. However, the business is still anticipated to observe development since the listeners are occupied with the content while stuck inside and while working from home. Moreover, a few Podcasts are currently being launched that are constantly giving timely updates on the outbreak of coronavirus. New intuitive digital podcasts talk shows and call-in shows, with social components, are elements of podcasting's future. However, for the podcast market to thrive, podcasting needs to focus on finding new and simpler ways for makers to circulate their own content, own their clients, and to monetize through various sources other than promoting and off-platform donations.

Podcasting is a method of disseminating audio files by means of the Internet. A podcast refers to an audio file that can be downloaded via the Internet, frequently in MP3 format. When a podcast has been downloaded, it is listened to on a PC, or be moved to a portable gadget, for example, an iPod or other Portable Media Player (PMP), a cell phone, or a Personal Digital Assistant (PDA).

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

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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