

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.

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

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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 Latin America, Middle East and Africa (LAMEA) Podcasting Market, by Genre
 - 1.4.2 Latin America, Middle East and Africa (LAMEA) Podcasting Market, by Formats
 - 1.4.3 Latin America, Middle East and Africa (LAMEA) Podcasting Market, by Country
- 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. LAMEA PODCASTING MARKET BY GENRE

- 4.1 LAMEA News & Politics Podcasting Market by Country
- 4.2 LAMEA Comedy Podcasting Market by Country

- 4.3 LAMEA Society & Culture Podcasting Market by Country
- 4.4 LAMEA Sports Podcasting Market by Country
- 4.5 LAMEA Other Genre Podcasting Market by Country

CHAPTER 5. LAMEA PODCASTING MARKET BY FORMATS

- 5.1 LAMEA Interview Podcasting Market by Country
- 5.2 LAMEA Panels Podcasting Market by Country
- 5.3 LAMEA Conversational Podcasting Market by Country
- 5.4 LAMEA Solo Podcasting Market by Country
- 5.5 LAMEA Others Podcasting Market by Country

CHAPTER 6. LAMEA PODCASTING MARKET BY COUNTRY

- 6.1 Brazil Podcasting Market
 - 6.1.1 Brazil Podcasting Market by Genre
 - 6.1.2 Brazil Podcasting Market by Formats
- 6.2 Argentina Podcasting Market
 - 6.2.1 Argentina Podcasting Market by Genre
 - 6.2.2 Argentina Podcasting Market by Formats
- 6.3 UAE Podcasting Market
 - 6.3.1 UAE Podcasting Market by Genre
 - 6.3.2 UAE Podcasting Market by Formats
- 6.4 Saudi Arabia Podcasting Market
 - 6.4.1 Saudi Arabia Podcasting Market by Genre
 - 6.4.2 Saudi Arabia Podcasting Market by Formats
- 6.5 South Africa Podcasting Market
 - 6.5.1 South Africa Podcasting Market by Genre
 - 6.5.2 South Africa Podcasting Market by Formats
- 6.6 Nigeria Podcasting Market
 - 6.6.1 Nigeria Podcasting Market by Genre
 - 6.6.2 Nigeria Podcasting Market by Formats
- 6.7 Rest of LAMEA Podcasting Market
 - 6.7.1 Rest of LAMEA Podcasting Market by Genre
 - 6.7.2 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 LAMEA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 2 LAMEA 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 LAMEA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

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

TABLE 8 LAMEA NEWS & POLITICS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 9 LAMEA NEWS & POLITICS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 10 LAMEA COMEDY PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 11 LAMEA COMEDY PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 12 LAMEA SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 13 LAMEA SOCIETY & CULTURE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 14 LAMEA SPORTS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 15 LAMEA SPORTS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 16 LAMEA OTHER GENRE PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 17 LAMEA OTHER GENRE PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

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

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

TABLE 20 LAMEA INTERVIEW PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

- TABLE 21 LAMEA INTERVIEW PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 22 LAMEA PANELS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 23 LAMEA PANELS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 24 LAMEA CONVERSATIONAL PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 25 LAMEA CONVERSATIONAL PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 26 LAMEA SOLO PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 27 LAMEA SOLO PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 28 LAMEA OTHERS PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 29 LAMEA OTHERS PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 30 LAMEA PODCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION
- TABLE 31 LAMEA PODCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION
- TABLE 32 BRAZIL PODCASTING MARKET, 2016 - 2019, USD MILLION
- TABLE 33 BRAZIL PODCASTING MARKET, 2020 - 2026, USD MILLION
- TABLE 34 BRAZIL PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION
- TABLE 35 BRAZIL PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION
- TABLE 36 BRAZIL PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION
- TABLE 37 BRAZIL PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION
- TABLE 38 ARGENTINA PODCASTING MARKET, 2016 - 2019, USD MILLION
- TABLE 39 ARGENTINA PODCASTING MARKET, 2020 - 2026, USD MILLION
- TABLE 40 ARGENTINA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION
- TABLE 41 ARGENTINA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION
- TABLE 42 ARGENTINA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION
- TABLE 43 ARGENTINA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD

MILLION

TABLE 44 UAE PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 45 UAE PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 46 UAE PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 47 UAE PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 48 UAE PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 49 UAE PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 50 SAUDI ARABIA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 51 SAUDI ARABIA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 52 SAUDI ARABIA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 53 SAUDI ARABIA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 54 SAUDI ARABIA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 55 SAUDI ARABIA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 56 SOUTH AFRICA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 57 SOUTH AFRICA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 58 SOUTH AFRICA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 59 SOUTH AFRICA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 60 SOUTH AFRICA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 61 SOUTH AFRICA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 62 NIGERIA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 63 NIGERIA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 64 NIGERIA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 65 NIGERIA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 66 NIGERIA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 67 NIGERIA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 68 REST OF LAMEA PODCASTING MARKET, 2016 - 2019, USD MILLION

TABLE 69 REST OF LAMEA PODCASTING MARKET, 2020 - 2026, USD MILLION

TABLE 70 REST OF LAMEA PODCASTING MARKET BY GENRE, 2016 - 2019, USD MILLION

TABLE 71 REST OF LAMEA PODCASTING MARKET BY GENRE, 2020 - 2026, USD MILLION

TABLE 72 REST OF LAMEA PODCASTING MARKET BY FORMATS, 2016 - 2019, USD MILLION

TABLE 73 REST OF LAMEA PODCASTING MARKET BY FORMATS, 2020 - 2026, USD MILLION

TABLE 74 KEY INFORMATION – AMAZON.COM, INC.

TABLE 75 KEY INFORMATION – APPLE, INC.

TABLE 76 KEY INFORMATION – SIRIUS XM HOLDINGS, INC.

TABLE 77 KEY INFORMATION – SPOTIFY TECHNOLOGIES S.A.

TABLE 78 KEY INFORMATION – ENTERCOM COMMUNICATIONS CORPORATION

TABLE 79 KEY INFORMATION – THE ADECCO GROUP

TABLE 80 KEY INFORMATION – IHEARTMEDIA, INC.

TABLE 81 KEY INFORMATION – TUNEIN, INC.

TABLE 82 KEY INFORMATION – MEGAPHONE LLC

TABLE 83 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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