

# **North America 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 North America Podcasting Market would witness market growth of 23.1% CAGR during the forecast period (2020-2026).

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).

Since Podcasts are typically downloaded and can be copied onto portable gadgets like iPods and cell phones, and can be heard them at any place at any time, without requiring being associated with the Internet. This offers huge potential for the adaptable delivery of learning resources. The appearance of podcasting places new attention to the utilization of audio resources in learning and teaching. Audio has regularly been viewed as a 'poor connection' to video and different types of multimedia, and maybe the greatest test in the utilization of podcasting in education is to discover manners by which audio materials can be most successfully utilized in teaching terms. Podcasts are exceptionally easy to make and can be created utilizing the openly accessible Audacity software, and very reasonable equipment.

Podcasting has been compared to TiVo on the grounds that it permits clients to tune in to their selected Podcasts at whatever point they like, comparatively to the way time-shifting lets viewers view TV programs when it suits them. Besides, due to the probability of the player gadgets, clients can tune in to audio files from the Internet as they approach their daily activities - for instance, listening to a news blog passage while

at the yoga class, driving, or simply strolling around.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

#### 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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