

# **Podcasting Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Genre (News, Comedy, Sports, Society & Culture, Others (Health & Fitness, Business, etc.)), By Format (Interview, Solo, Conversational, Repurposed Content, Others (Panels, Hybrid, etc.)), By Region**

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## **Abstracts**

The global podcasting market is witnessing high demand and is anticipated to grow significantly owing to the increasing number of smartphone users and rising internet penetration in different countries. Moreover, the increased demand for regional content and the rising popularity of podcasts through social media platforms will boost the global podcasting market.

A digital audio recording that can be downloaded or played online is referred to as a podcast. Podcasts have developed beyond being downloaded radio shows to become a prevalent form of audio entertainment. Each podcast is a series produced by a host and then made available online, episode by episode, for subscribers to download and listen to as they are released. Podcasts are an accessible approach for content producers to communicate with an audience, in contrast to more conventional content production techniques such as TV and radio programs. Moreover, podcasts still need to be regulated. Hence, podcasters can hold a broadcasting license to distribute their episodes. Anyone with a microphone, recording software, and a hosting platform subscription can start their podcast.

Furthermore, the increasing penetration of smartphones, laptops, and tablets in different countries drives the global podcasting market. According to the report “Computer and

Internet use in the United States: 2018” by the United States Census Bureau, 84% of households had smartphones, compared to 78% that had a desktop or laptop.

The use of blockchain, artificial intelligence (AI), and Internet of Things (IoT) technologies has dramatically impacted market expansion. Additionally, the podcast industry is expected to expand due to integrating innovative technologies into modernized transcription technology and paid podcast events.

### Increasing Podcast Creation is Fueling the Market's Expansion

Global podcasting is witnessing high demand due to the increasing popularity of podcasting across various regions with the availability of regional content. Globally there are around 2.4 million podcasts with over 66 million episodes between them and more than 120 million podcast listeners in the United States. Moreover, according to an article published by Forbes, around 4 million podcasts are available on Spotify AB.

### Rising Internet Penetration and Low-Cost Internet is Driving the Market Growth

As per the data provided by the World Bank, around 60% of the world's population has internet access. Moreover, the declining price of the internet is giving consumer affordability to browse more on the internet. As per the data published by Firstpost in their article, Israel has the cheapest internet availability with an average cost of one GB of data at USD 0.04. Additionally, the article mentioned that a nation with superior 4G or 5G infrastructure typically offers more affordable mobile data. Mobile data is more prevalent in countries with little or no fixed-line broadband availability. In such circumstances, a user can only access the internet via mobile data. High demand and many competing service providers may lead to incredibly affordable data plans. Thus, the increasing presence of low-cost internet and rising internet penetration will drive the global podcasting market.

### Rise in Podcast Preference Over Other Media to Fuel Market Growth

Podcasts can be listened to while a consumer is engaged in a routine activity such as walking, exercising, driving, cleaning, or gardening, in addition to the convenience of making better use of downtime on public transportation or in a doctor's waiting room. It is simple to recognize the similarities to radio, the preferred medium for listening to music and news before the emergence of podcasts. Consuming audio information tailored to preferences or needs is simple because of the on-demand availability and extensive choice of content. Podcasts are a terrific way to add education, productivity,

or entertainment to any daily routine.

## Market Segmentation

The global podcasting market is segmented into genre and format. On the basis of genre, the market is segmented into news, comedy, sports, society & culture, health & fitness, business, etc. Furthermore, based on format, the market is segmented into interview, solo, conversational, and repurposed content, and others include panels, hybrid, etc., On the basis of region, the market is divided into North America, Europe, Asia-Pacific, South America, and the Middle East & Africa.

## Company Profiles

Stitcher Media LLC, TuneIn, Inc., SoundCloud Global Limited & Co., Audacy, Inc., iHeartMedia Inc., Apple, Inc., Pandora Media, Inc., Amazon.com, Inc., Liberated Syndication Inc., and Podbean Tech, LLC are among the major market players that are leading the market growth of the global podcasting market.

## Report Scope:

In this report, the global podcasting market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Global Podcasting Market, By Genre:

- News
- Comedy
- Sports
- Society & Culture
- Others

### Global Podcasting Market, By Format:

- Interview

Solo

Conversational

Repurposed Content

Others

### Global Podcasting Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Netherlands

United Kingdom

Asia-Pacific

China

India

Japan

Vietnam

South Korea

Middle East & Africa

Saudi Arabia

South Africa

UAE

Turkey

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global podcasting market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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