

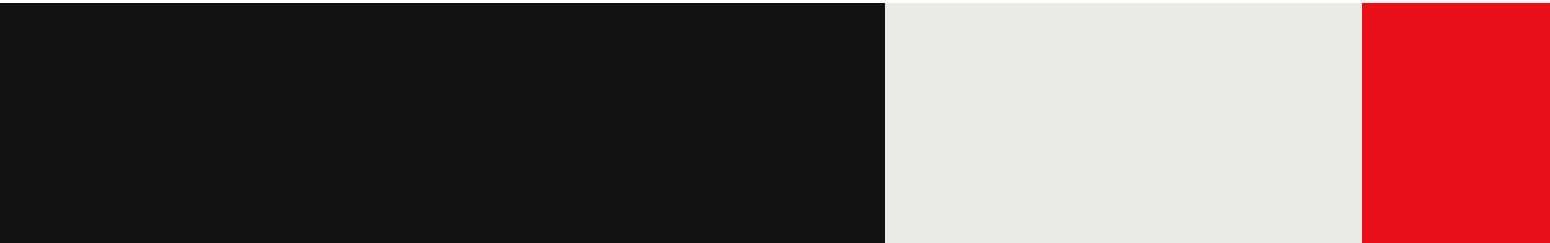
The top venue for podcast superlisteners isn't an audio platform

Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day](#) newsletter.

YouTUBE is the leading podcast platform among US adults who listen to 5 hours or more of these shows per week, with **55%** tuning in there. Streaming audio platforms **Spotify** and

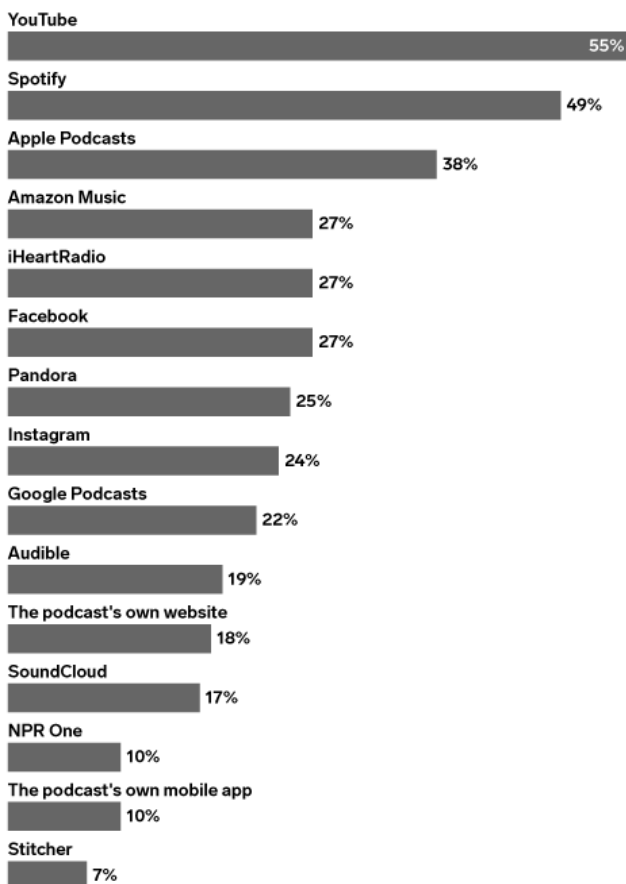


Apple Podcasts take second and third place, respectively, while **Amazon Music**, **iHeartRadio**, and **Facebook** round out the top six.

Beyond the chart: YouTube is leaning further into audio, offering certain podcasters cash incentives to produce video versions of their shows for the site. The company also hired its first podcast-focused executive, pushing to stay ahead of other video streamers like **Netflix** and **HBO Max** that are looking to get in on the **\$1.73 billion** this year will bring in US podcast ad spending.

Leading Platforms Used by US Heavy* Podcast Listeners to Listen to Podcasts, Nov 2021

% of respondents



Note: ages 18+; currently use; *listen to podcasts for at least 5 hours per week
Source: Edison Research, "Super Listeners 2021," Feb 16, 2022

273584

eMarketer | InsiderIntelligence.com

More like this:

- Report: **Q1 2022 Digital Video Trends**

- **Article:** [See the biggest spenders in the podcast ad boom](#)
- **Article:** [Spotify will widen lead over Apple Podcasts despite controversy](#)