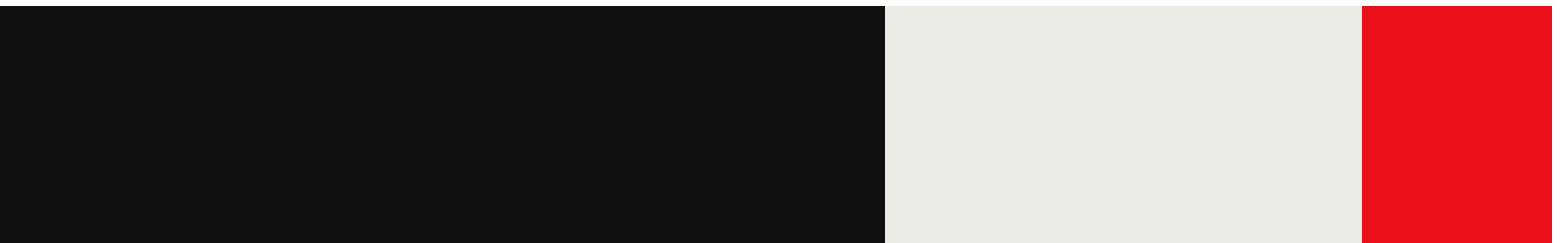


YouTube is the dominant platform for video podcasts

Article



The news: YouTube has emerged as the dominant platform for video podcast consumption, with 53% of podcast audiences now watching on the platform, according to data from Cumulus Media and Signal Hill Insights.

- Weekly podcast consumers show strong preference for visual content, with **40% actively watching videos** while listening to podcasts.
- An additional **29%** of listeners play podcast videos in the background, leaving only **31% who prefer audio-only** formats.
- Among video podcast viewers, **40%** maintain their focus on the screen for most of the episode, while **18%** watch continuously throughout.

This data is backed up by other research; a Morning Consult study reveals **42%** of US adults [now prefer podcasts with video elements](#), an increase from **31.3%** in October 2022.

Why it matters: The podcasting landscape is evolving beyond traditional audio formats.

- Visual elements are becoming crucial for audience engagement and retention.
- Platforms like **Spotify** and **Apple** are struggling to match YouTube's video podcasting capabilities. Visual enhancements are becoming standard across audio platforms, with Spotify now adding [30-second video clips to audiobooks](#).
- The shift creates opportunities for creators, brands, and advertisers to enhance engagement.

Platform dynamics:

- YouTube has captured **43%** of weekly podcast consumers who prefer video formats.
- The platform has become a **major discovery engine**, with **32%** of weekly listeners finding new podcasts through YouTube in the past six months.
- Thumbnail optimization plays a crucial role, as **60%** of weekly consumers cite text or titles as their primary reason for clicking.

Our take: YouTube's early investment in video podcasting has given it a significant competitive advantage in the evolving podcast landscape.

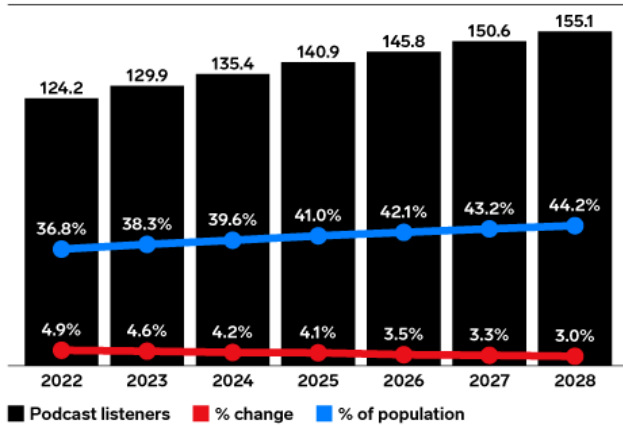
- The platform's recommendation algorithm effectively retains viewership through suggested content, while robust community features encourage viewer interaction and loyalty.
- Built-in monetization tools provide clear revenue paths for creators, and visual components enable innovative advertising integration and product placement opportunities.

- While competitors scramble to enhance their video capabilities, YouTube's comprehensive ecosystem that combines searchability, community engagement, and monetization makes it increasingly difficult to challenge.

Brands and advertisers must adapt their strategies to incorporate visual elements, as the platform transforms podcasting into a more versatile medium that particularly appeals to younger, video-first audiences.

US Podcast Listeners, 2022-2028

millions, % change, and % of population



Note: Internet users of any age who listen to a podcast via digital stream or direct download on any device at least once per month
Source: EMARKETER Forecast, Sep 2024

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