

Podcast listeners' favorite app? Hint: It's not an audio platform.

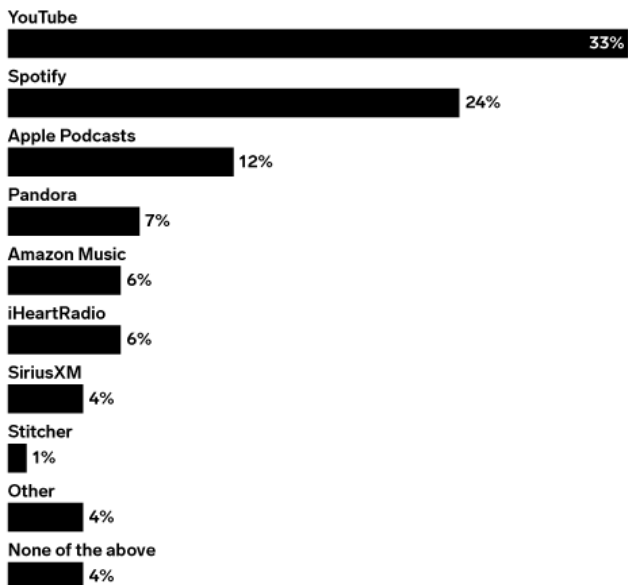
Article

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YouTube is the preferred podcast platform among US listeners of this medium, according to Morning Consult. Spotify takes second place, followed by Apple Podcasts and Pandora.

Preferred Platform for Listening to Podcasts According to US Podcast Listeners, Oct 2022

% of respondents



Note: n=1,172 ages 18+ who listened to a podcast in the last month; numbers may not add up to 100% due to rounding
Source: Morning Consult, "National Tracking Poll #2210197," Jan 11, 2023

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Beyond the chart: When Morning Consult conducted its survey, the podcast experience on YouTube was video-centric, but since then, the platform has announced plans to add **audio-only podcasts and podcast ads** to YouTube Music in the near future. In the new audio-first experience, podcasts—unlike videos—will play even when the phone screen is locked.

YouTube's push into podcasting is a smart move for the company. We forecast US podcast ad spend will grow 28.8% this year to reach \$2.25 billion.

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