

Some brand new Q3 forecasts, heavy podcast listeners, and the internet's paid layer

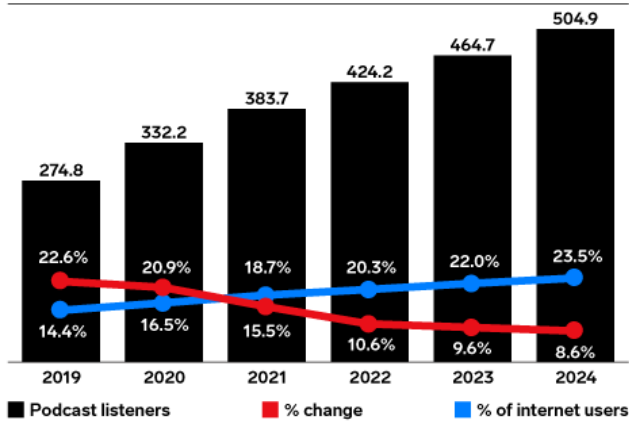
Audio

On today's episode, we discuss what brand new forecasts the forecasting team cooked up in Q3, including global podcast listeners, 5G users, and connected car drivers. We then talk

about heavy podcast listeners' receptiveness to ads, the rise of paywalls, and whether audio glasses can become a mass-market product. Tune in to the discussion with eMarketer senior forecasting analysts at Insider Intelligence Peter Vahle and Peter Newman.

Podcast Listeners Worldwide, 2019-2024

millions, % change, and % of internet users



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, July 2021

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