

# How Spotify is evolving, the real threat to its podcast lead, and SXM Media's new Audiold

Audio

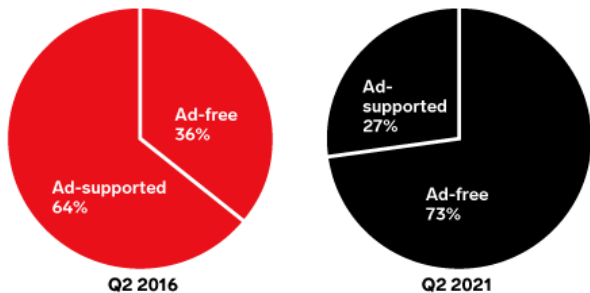
On today's episode, we discuss Spotify's Q4 performance and what it tells us about how the audio streaming giant is changing. Then for "In Other News," we talk about what the biggest

threat to Spotify's podcasting dominance will be and a new way to improve the accuracy of audio ads. Tune in to the discussion with our analyst Peter Vahle.

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**Share of Time Spent with Spotify Among US Adults  
Ages 25-54, by Subscription Tier,  
Q2 2016 & Q2 2021**

% of total



Source: Edison Research, "Share of Ear Q2 2021" as cited by Westwood One, Aug 2021

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