

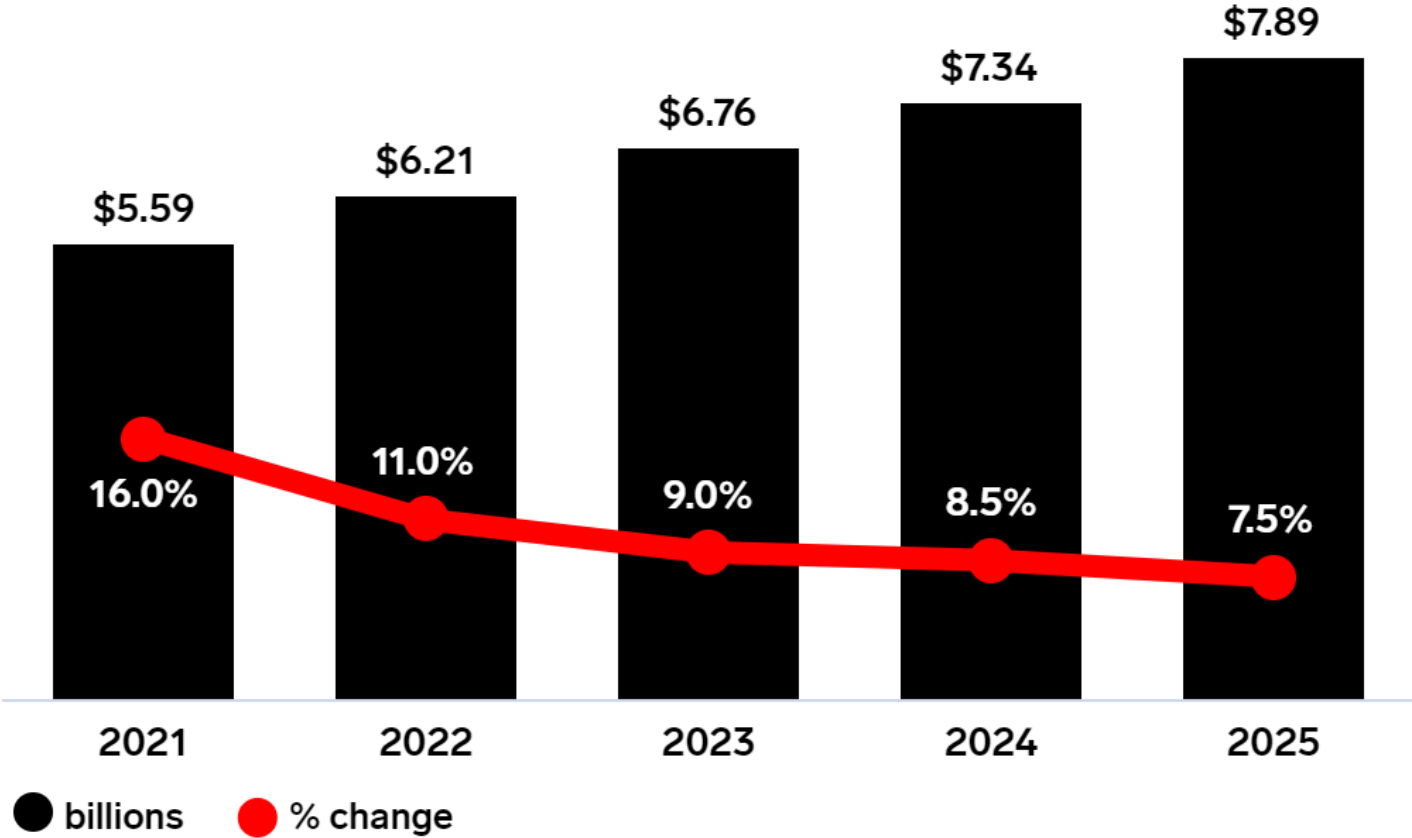
Audio advertising, the IAB Podcast Upfronts, moderating podcasts, and podcasts for kids

Audio

On today's episode, we discuss some digital audio developments from Spotify and iHeartMedia, how podcast advertising can add value, in-car audio entertainment, and what

the first flavor of advertising on social audio platforms will look like. We then talk about what to expect from this years' Interactive Advertising Bureau (IAB) Podcast Upfronts, how people are approaching podcast moderation, and the market for podcasts created for children. Tune in to the discussion with eMarketer forecasting analyst at Insider Intelligence Peter Vahle.

Digital Audio Services Ad Spending US, 2021-2025



Source: eMarketer, March 2021

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