

# Podcast listeners pick YouTube over Spotify, Apple, but Netflix wants in

Article

**The news:** YouTube is the most-used platform for listening to podcasts, per Edison Research data cited by CEO Neal Mohan. Thirty-one percent of weekly and 33% of monthly podcast

listeners said YouTube was their preferred platform, ranking higher than **Spotify** (27%) and **Apple Podcasts** (15%).

- YouTube has an advantage over strong contenders like Spotify and Apple Podcasts, which we forecast will have 46.0 million and 28.9 million US podcast listeners in 2025, respectively.
- Other digital video leaders are eyeing podcasts: **Netflix** is reportedly exploring video podcasts and has held talks with podcasting personalities, per Business Insider.

**Why it matters:** Marketers must recognize that consumers have a strong appetite for podcasts with visual components. Despite Spotify maintaining the highest share of US digital audio listeners, YouTube outperforms with podcast consumers because of its video focus.

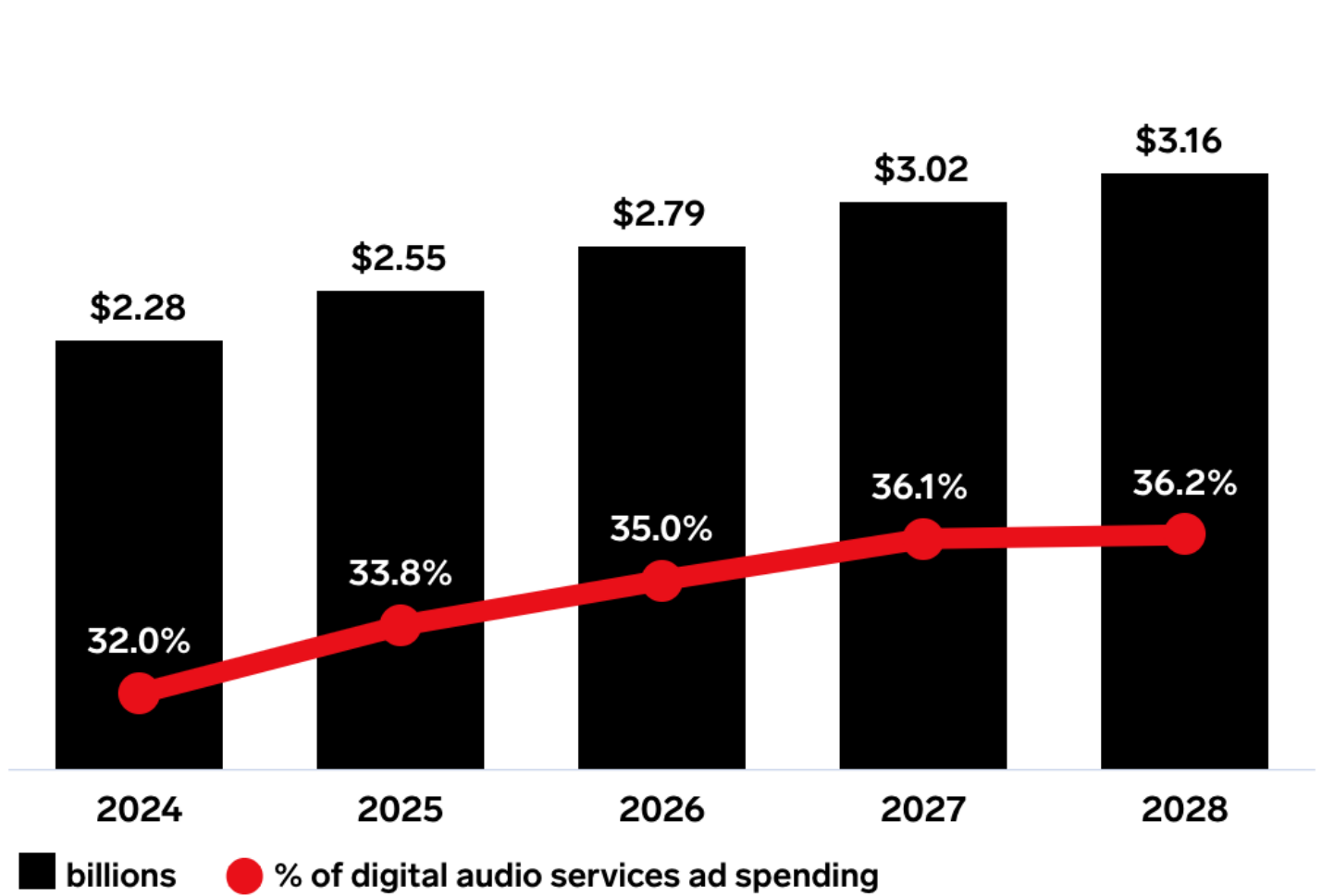
- 42% of US adults prefer podcasts with video elements, giving YouTube and Netflix an advantage over other platforms. That preference is driving podcasters to include more visual components.
- Video podcasts can provide a stronger connection between consumers, personalities, and brands because they provide more context, such as facial expressions, that cannot be expressed in the traditional podcast format.

**Our take:** With US podcast ad spending expected to reach \$2.55 billion in 2025, it's important for marketers to understand where their resources are best allocated to ensure positive results. YouTube's podcast advantage shows that advertisers who don't recognize podcasting as a visual medium risk falling behind competitors.

While YouTube currently leads, Netflix could emerge as a significant competitor, and platforms like Spotify are integrating video elements that could further fracture the market.

# Podcast Ad Spending

US, 2024-2028



Note: audio advertising within a podcast; includes all types of advertising on podcasts

Source: EMARKETER Forecast, November 2024