Clubhouse set the pace in social audio, but is it keeping up with its rivals?

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In 2021, social audio app Clubhouse registered a total of 6.7 million downloads in the US. About 42% of those downloads occurred during Q1 2021, when the app received
extraordinary media buzz. But as established platforms created copycat features, Clubhouse's downloads decreased.

**Beyond the chart:** Despite the waves Clubhouse made, it seems the app and its clones aren't resonating with US users. Only 2% of the country's teens and adults used **Twitter Spaces** as of January 2022, while 1% each used Clubhouse and **Spotify Live** (formerly Spotify Greenroom), per an Edison Research and Triton Digital study. While Spotify is shuttering its Live creator fund, **Amazon** is marching to a different beat, introducing **Amp**, its own take on the format, just last month. Whether the retail giant can revive social audio is yet to be seen.

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**US Clubhouse Mobile App Downloads, Q4 2020-Q4 2021**

<table>
<thead>
<tr>
<th></th>
<th>Q4 2020</th>
<th>Q1 2021</th>
<th>Q2 2021</th>
<th>Q3 2021</th>
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<tr>
<td>Millions</td>
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<td>2.8</td>
<td>1.2</td>
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*Source: Appneta, March 8, 2022*

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