

# Clubhouse and the Social Audio Movement: The good, the bad, and the others

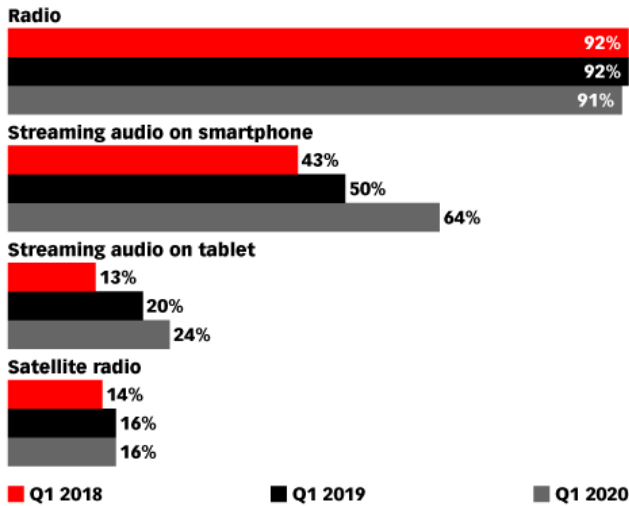
Audio

On today's episode, we discuss (live on Clubhouse) Clubhouse and the audio social network movement. We break down the advantages, disadvantages, other players in the space, and

what marketers should consider at this stage. Tune in to the discussion with eMarketer principal analysts Debra Aho Williamson and Jeremy Goldman and forecasting analyst at Insider Intelligence Peter Vahle.

**US Audio Listener Penetration, by Device,  
Q1 2018, Q1 2019 & Q1 2020**

% of population



Note: ages 18+; weekly  
Source: Nielsen, "Total Audience Report: Q2 2020" as cited in company blog, Aug 18, 2020

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