

The top 6 digital audio platforms among US teens and adults

Article

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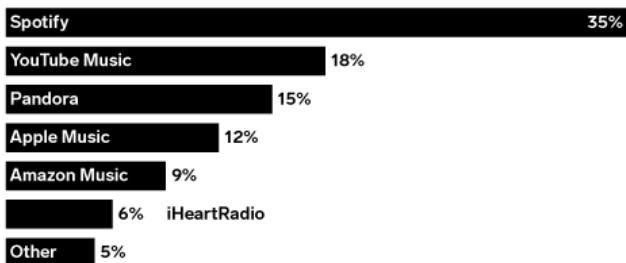
Spotify is the No. 1 digital audio service among US teens and adults, with **35%** digital audio listeners ages 12 and older using that platform the most. **YouTube Music** comes in at No. 2, with **18%**, while **Pandora** rounds out the top three at **15%**.

Beyond the chart: Spotify is by far the top dog and has increased its lead in the market. Over at Google, growth is coming after consolidation.

In January 2020, **Google Play Music** sat at No. 6, used most often by just **7%** of US digital audio listeners 12 and older. The following year, after the service was shut down and replaced with YouTube Music, the two platforms together ascended to the No. 3 spot with **14%**. Since then, YouTube Music has become **Alphabet's** primary digital audio platform and surpassed Pandora in popularity as it inches closer to market leader Spotify.

Digital Audio Service Used Most Often by US Teens and Adults, Jan 2022

% of respondents



Note: ages 12+; among those who currently use any digital audio service

Source: Edison Research and Triton Digital, "The Infinite Dial 2022," March 23, 2022

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