

News podcasts lead the pack in US ad revenue share

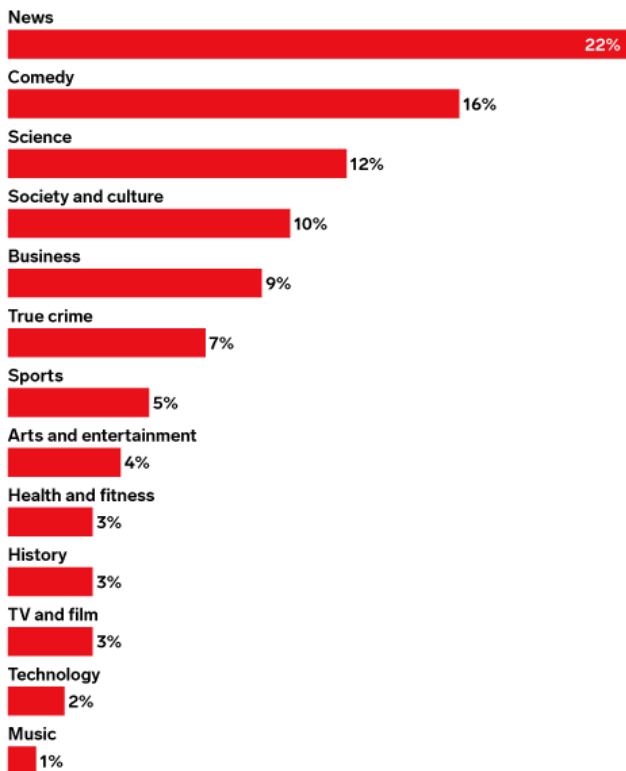
Article

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News held the largest share of US podcast ad revenues in 2020 compared with other genres. **Comedy** and **science** also cracked the top three podcast genres by ad revenue share, while more specialized topics like **true crime** and **sports** were less lucrative.

US Podcast Ad Revenue Share, by Program Genre, 2020

% of total



Note: self-reported ad revenues represent the 21 companies surveyed, less than 100% of the total podcast advertising market; numbers may not add up to 100% due to rounding and additional genres not shown

Source: Interactive Advertising Bureau (IAB) and PwC, "US Podcast Advertising Revenue Study: FY 2020 Results & 2021-2023 Growth Projections," May 12, 2021

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