

The 'Podcast' Podcast: Listening Habits and Ad Spending

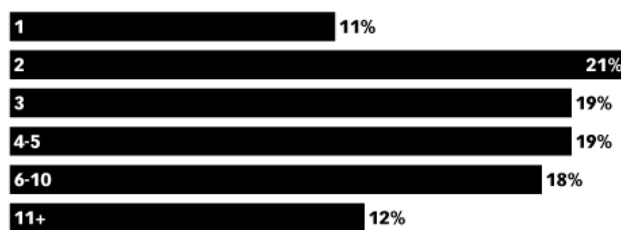
AUDIO |

eMarketer Editors

eMarketer forecasting analysts Eric Haggstrom and Peter Vahle, along with principal analysts Andrew Lipsman and Nicole Perrin, discuss the who, what, where, when and why of podcast listening, and how advertiser approaches toward the medium are changing. They then talk about Roku users viewing habits, tech to fight robocalling and Facebook's couples-only messaging app.

Number of Podcasts Listened to by US Weekly Podcast Listeners, Feb 2020

% of respondents



Note: ages 12+; in the past week
Source: Edison Research and Triton Digital, "The Infinite Dial 2020," March 19, 2020

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