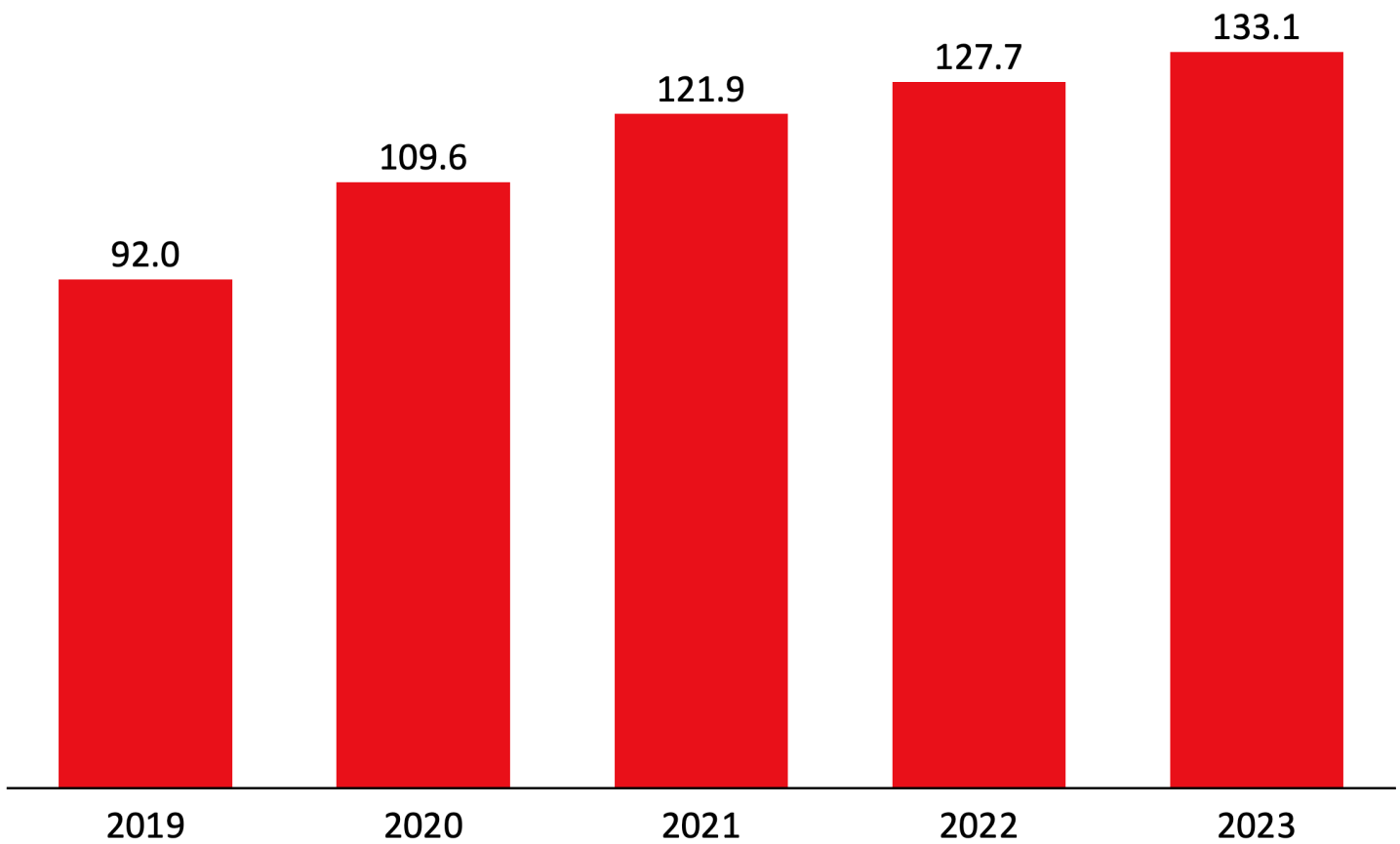


# The number of US paid digital audio subscribers is rising faster than previously expected

Article

**The forecast:** We project the number of paid digital audio subscribers in the US will hit **121.9 million** this year, up **11%** over 2020's total.

## US Paid Digital Audio Subscribers millions



Source: Insider Intelligence

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[InsiderIntelligence.com](https://www.insiderintelligence.com)

### A deeper dive:

- Our newest estimate for US paid audio listeners in 2021 has increased by **5 million** since we originally published them in Q1, indicating more listeners will be subscribing to audio than previously projected.
- **Over 40%** of US internet users will be paid audio subscribers by year end.
- **Spotify Premium** subscribers make up the largest share of paid subscribers, at **36.7%** this year. **Apple Music** listeners account for **30.3%**, and **YouTube Premium** subscribers make up

**19.4%. Pandora Premium** patrons make up a significantly smaller slice of the subscription audio pie at just **5.4%**.

**Looking ahead:** We project that, while the rate of growth will continue to slow, **over 130 million** people in the US will subscribe to paid audio in 2023.