

# Creators are breaking into podcasting more than ever before

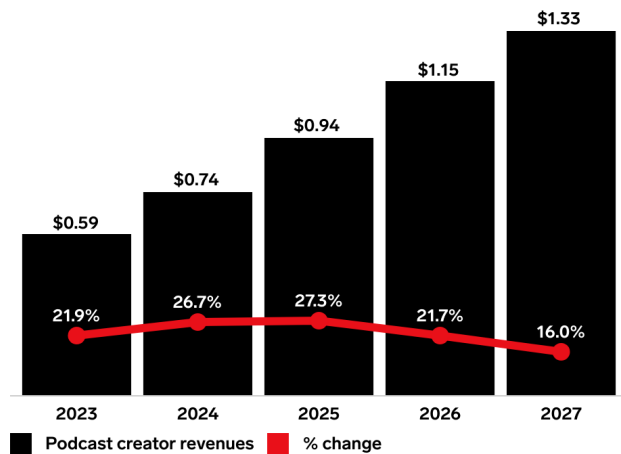
Article



**US creator podcast revenues will approach \$1 billion this year, per our forecast.** That marks a 27.3% jump YoY. Podcast creator revenues are growing at nearly twice the rate of social media creator revenues, which will increase 15.8% YoY to \$17.76 billion in 2025, according to our estimates.

## Creators Will Generate More Than \$1 Billion in Revenues From Podcasts Next Year

billions in US podcast creator revenues and % change, 2023-2027



Note: revenues generated by US-based creators from podcasts on audio-first platforms like Spotify and Apple Podcasts; includes advertising, sponsored content, platform payouts (e.g., Spotify's ad revenue sharing program), subscriptions, and other revenue streams; includes video podcasts; excludes YouTube and traditional or digital media properties that host podcasts (e.g., Patreon); excludes ticket sales for live performances; excludes revenues generated by podcast creators working for professional organizations or distribution channels

Source: EMARKETER Forecast, March 2025

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**Podcasting represents a small share of total creator revenues.** The revenues creators will earn from podcasting this year will grow quickly YoY, but will only equate to about 5% of what will be generated from social media. Still, podcasts are becoming crucial to creators as they build audiences outside of social's walls—especially with [TikTok's fate in flux](#).

**For creators, the lines between podcast revenues and social media revenues are blurring.** For instance, any revenues that creators earn on YouTube Podcasts are counted as social media revenues—but not as podcast creator revenues. As more creators break into video podcasting on platforms like YouTube, the lines will blur even further.

**Time spent listening to podcasts is growing, per our forecast, helping to drive creators' revenues.** Podcasts are one of the few media channels that are not seeing plateaus or declines in this area. This year, US adult podcast listeners will spend nearly an hour (51 minutes) listening to podcasts per day (this includes listening to podcasts via video platforms like [YouTube](#)). That's more than the 47 minutes [US adult TikTok users](#) will spend on the social platform per day, according to our estimates.

Read the full report, [US Creator Podcast Revenues Forecast 2025](#).

Report by Minda Smiley Mar 31, 2025

# US Creator Podcast Revenues Forecast 2025

