

Behind 'Behind the Numbers': How our podcast got started

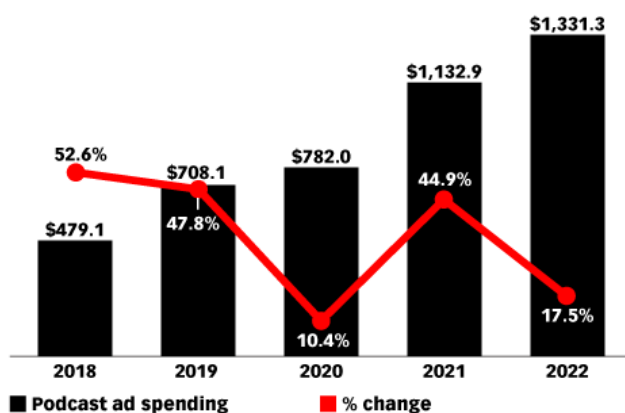
AUDIO |

Paul Verna, Daniel Caridi, Rahul Chadha, and Marcus Johnson

In this episode, the 'Behind the Numbers' crew new and old—former eMarketer principal analyst and now vice president of content studio Paul Verna, former eMarketer senior analyst and now market strategy manager at Spotify Bryan Yeager, director of content studio Daniel Caridi, director of report editing Rahul Chadha, and podcast host Marcus Johnson tell the story of how and why 'Behind the Numbers' got started, our favorite episodes, and what we expect the future of podcasting to look like. We hope you enjoy. And thank you so much to everyone who's ever listened for helping to make this show what it is.

US Podcast Ad Spending, 2018-2022

millions and % change



Note: audio advertising within a podcast; includes all types of advertising on podcasts

Source: eMarketer, July 2020

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