## See the biggest spenders in the podcast ad boom

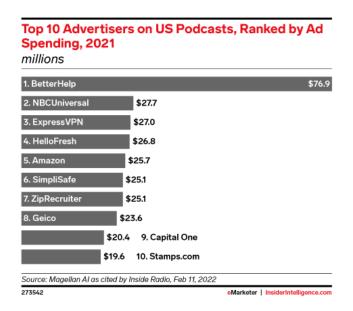
**Article** 



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**BetterHelp** bested other US podcast advertisers in 2021 and spent **\$76.9** million on podcast placements that year. This was nearly triple the outlays of **NBCUniversal**, the second-biggest spender, at **\$27.7** million. All told, the top 10 podcast advertisers invested close to **\$300** million.

**Beyond the chart:** That total is more than **double** the **\$145 million** the top 10 splashed out in 2020. Spending exploded beyond these big names as well: The US podcast ad market swelled by **51.3**% to hit **\$1.31 billion** in 2021, per our estimates.



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