

Tuning in to online audio

Who is listening — and how?

General listenership

124 million

Number of people who listened to online audio* in the last month (2014)

39 million

Number of people who listened to a podcast in the last month (2014)

*Online audio includes AM/FM stations that stream online, as well as streamed audio content available only on the internet

Subscriber listenership



1 billion

Number of subscribers to iTunes podcasts (2013)



76 million

Number of active users of Pandora in the last month (2014)



24 million

Number of active users of Spotify in the last month (2014)

Sources:

<http://www.macworld.com/article/2044958/apple-one-billion-itunes-podcast-subscriptions-and-counting.html>

<http://press.pandora.com/phenix.zhtml?c=251764&p=irol-newsArticle&ID=1927382&highlight=>

<http://press.spotify.com/us/information>

http://www.podfeed.net/feedburner_rankings.asp

<http://www.edisonresearch.com/wp-content/uploads/2014/03/The-Infinite-Dial-2014-from-Edison-Research-and-Triton-Digital.pdf>

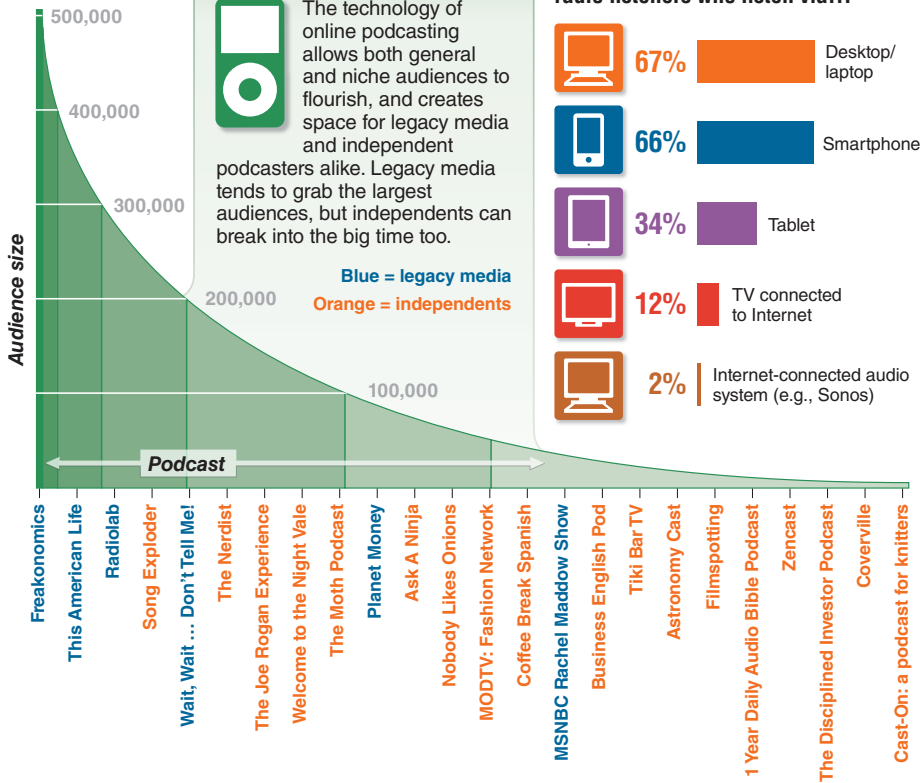
Podcasting Along the Long Tail



The technology of online podcasting allows both general and niche audiences to flourish, and creates space for legacy media and independent podcasters alike. Legacy media tends to grab the largest audiences, but independents can break into the big time too.

Blue = legacy media

Orange = independents



Percentage of weekly online radio listeners who listen via...



67%

Desktop/
laptop



66%

Smartphone



34%

Tablet



12%

TV connected
to Internet



2%

Internet-connected audio
system (e.g., Sonos)