**Podcast Revenue Jumps 50% From 2017**

PricewaterhouseCoopers and the Interactive Advertising Bureau found that podcasting revenue took a 50% leap to $168.3 million in the first six months of 2018 from the same period last year. "Podcasting is proving to be a viable ad model," said Kristina Sruoginis, IAB research director.

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[***http://www.insideradio.com/free/podcast-industry-revenue-soared-during-first-half/article\_06279798-ec44-11e8-a0a8-372a8a69e7e8.html***](http://www.insideradio.com/free/podcast-industry-revenue-soared-during-first-half/article_06279798-ec44-11e8-a0a8-372a8a69e7e8.html)

***Image credit:***

[***https://www.webanywhere.co.uk/blog/wp-content/uploads/2012/06/Podcast.jpg***](https://www.webanywhere.co.uk/blog/wp-content/uploads/2012/06/Podcast.jpg)