**Podcasting Will Surpass $2 Billion By 2023**

Driving the update: Podcast advertising in H2 2020 recovered faster than anticipated, audience numbers continued to climb, and digital audio is now a staple in many people’s media diets. Podcasting has also benefited from companies like Spotify, Amazon, iHeartMedia, and others buying and publicizing content studios and ad tech companies alike.

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[*https://www.emarketer.com/content/podcasting-will-surpass-2-billion-by-2023?ecid=NL1001*](https://www.emarketer.com/content/podcasting-will-surpass-2-billion-by-2023?ecid=NL1001)

*Image credit:*

[*https://observer.com/wp-content/uploads/sites/2/2019/04/podcast.jpg?quality=80&w=970&strip*](https://observer.com/wp-content/uploads/sites/2/2019/04/podcast.jpg?quality=80&w=970&strip)