**Report: 26% Listen Regularly to Podcasts**

About 26% of US consumers report listening to podcasts at least once a month, Edison Research and Triton Digital have found. Ad spending on podcasts is expected to reach $534 million by 2020, Morar HPI and eMarketer forecast.

***eMarketer 5/1/18***

[***https://www.emarketer.com/content/podcasts-who-s-listening-and-what-it-means-for-marketers***](https://www.emarketer.com/content/podcasts-who-s-listening-and-what-it-means-for-marketers)

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