**IAB Podcast Upfront: Revenues to hit $220M in 2017**

Podcasts will make $220 million in revenue in 2017, an 85% spike from 2016, per PwC. The Interactive Advertising Bureau is hosting its third annual Podcast Upfront for creators this week to tout their content to advertisers, and CEO Randall Rothenberg noted that almost one-quarter of Americans listen to a podcast at least once a month and that listeners tend to be young and mobile.

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<http://www.streamingmedia.com/Articles/Editorial/Featured-Articles/Podcasters-Woo-the-Media-at-Third-IAB-Podcast-Upfront-in-NYC-120376.aspx>

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