**Edison: Podcast Reach Nears That Of TV**

Podcasts reach 48% of adults between 18 and 34 and 46% of those between 18 and 49 weekly, figures approaching the 50% and 58% reach of live and time-shifted television, respectively, Edison Research reports. "It wasn't that long ago that marketers dismissed podcasts for lacking scale. No longer," says Pierre Bouvard of Cumulus Media/Westwood One Audio Active Group.

***Inside Radio 4/2/24***

[*https://www.insideradio.com/free/edison-on-podcasts-breathtaking-growth-with-reach-rivaling-tv-among-younger-consumers/article\_d9c42b02-f0bc-11ee-9a58-93d43a55d3f3.html*](https://www.insideradio.com/free/edison-on-podcasts-breathtaking-growth-with-reach-rivaling-tv-among-younger-consumers/article_d9c42b02-f0bc-11ee-9a58-93d43a55d3f3.html)

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