**Podcasts See Rising Subscribers, Revenue**

US households with podcast listeners who describe themselves as "avid" fans grew from 13 million in 2016 to 16 million last year, per Nielsen Fanlinks, and podcast revenues surpassed $314 million in 2017, up 86% from 2016, per the Interactive Advertising Bureau. "[A]t IAB we see digital audio exploding in popularity with expanded listening options like smart speakers, connected cars, and smartphones that make listening to our favorite content a constant in our lives," said the IAB's Anna Bager.

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<https://martechtoday.com/podcasting-continues-its-meteoric-rise-creating-more-opportunities-for-marketers-219071>

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<https://lavellecr.files.wordpress.com/2011/11/podcasting.jpg>