
MARKET FACTS!

MARKET FACT #349

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1B

downloads is the recent (and impressive) achievement by THE PODCAST Tim Ferriss Show.

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COMMENT: Despite what many people think, PODCASTS became a very good vehicle for achieving Fame and Fortune. Podcasts like the ones from Joe Rogan and Tim Ferriss alone prove that there's not only an audience if you're putting out audio-based content, but there's a new, permanent trend that's here to stay. People like podcasts. Hence why Tim Ferriss just reached an impressive milestone, reaching 1 BILLION DOWNLOADS. And 450,000 active podcasts shows exist nowadays on The Market. Competition is fierce. But there's money in the game. Something to remember.

A MESSAGE FOR BRANDS

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