
MARKET FACTS!

MARKET FACT #50

by Peterson Teixeira - CEO / Founder
www.petersonteixeira.com

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60%

**of agencies and advertisers
currently advertise in Podcasts,
which is up from 34% in 2020**

DATE: September 21, 2023

COMMENT: The medium that many marketers thought to be something that would never catch on, is now one of the main sources of revenue. A whopping **62% of brands and agencies say they will consider advertising in podcasts in the next 6 months and 58% said they definitely will work with podcasts now.** These are impressive stats since podcasts are not as mainstream as Youtube or TikToks videos. More from the source: **“A MediaRadar report on U.S. podcasts shows ad spending increased 5% year over year”** –

SOURCE: [Digiday](#). Time to wake up and start making the right investment and putting some of your money on podcasts.

A MESSAGE FOR BRANDS

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