

Audio Streaming Pumps Up the Volume

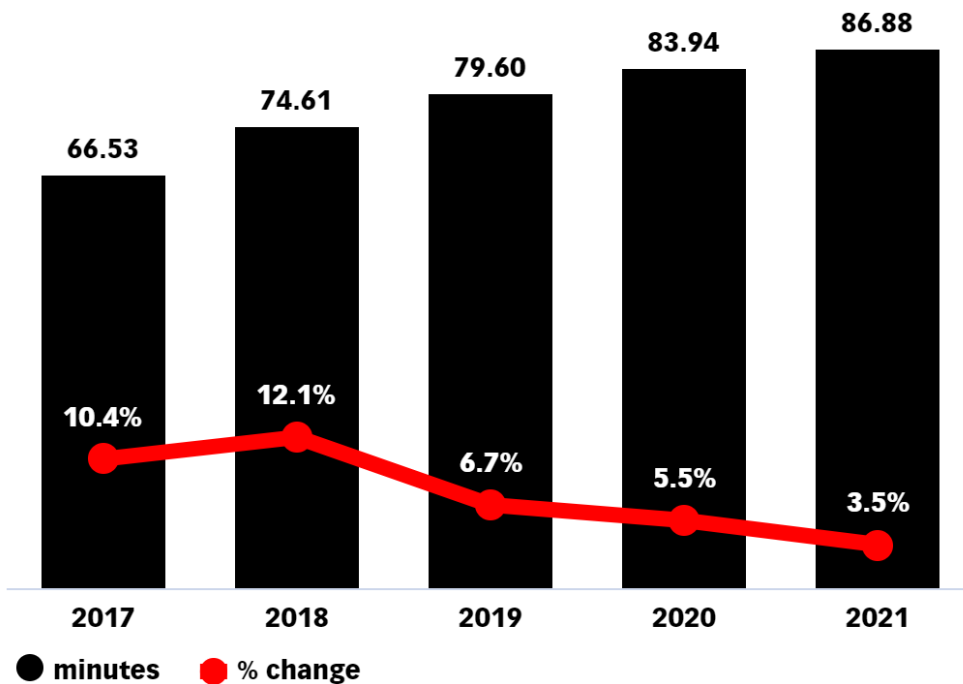
AUDIO |

eMarketer Editors

eMarketer forecasting analyst Peter Vahle and vice president of content studio Paul Verna discuss the different platforms that people use to consume music and podcasts, and how the major platforms maintain their leads. Then, Paul talks about ESPN and ABC TV ad revenue declines, Pinterest's earnings and a potential new streaming service from ViacomCBS.

Average Time Spent per Day with Digital Audio

US, 2017-2021



Source: eMarketer, November 2019

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#) or [Stitcher](#).

Grow your business with LinkedIn ads

At LinkedIn, we help marketers drive the results they care about most, from building their brand all the way to converting revenue and driving growth. Start reaching your target audience on the world's largest professional network today and launch your first ad campaign with \$100 on us. [Learn more.](#)