

# Spotify Positions for Podcasting, Alexa Asks Follow-Ups, and the Apple One Bundle

## AUDIO |

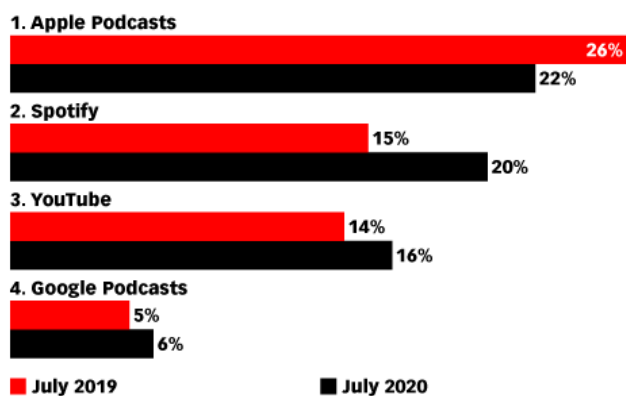
**Jeremy Goldman, Peter Vahle and Paul Verna**

eMarketer principal analyst Jeremy Goldman, forecasting analyst Peter Vahle, and vice president of content studio at Insider Intelligence Paul Verna discuss Spotify's strategic positioning as a complete podcasting ecosystem. They then talk about how much time Americans spend on their phones during their lifetime, why Alexa's asking follow-up questions, and what we can expect from the new "Apple One" bundle.

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**Top 4 Platforms Most Frequently Used to Access Podcasts According to US Podcast Listeners, July 2019 & July 2020**

% of respondents



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Source: Westwood One, "Podcast Download - Fall 2020 Report," Sep 11, 2020

258694

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