

Podcast listening and advertising, Unity and Snap ink a deal, and YouTube's audio ads

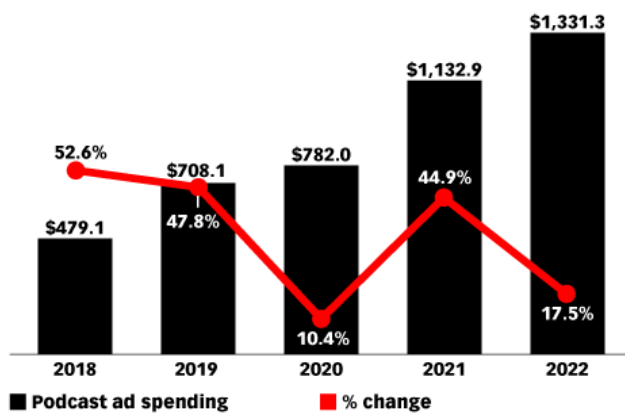
AUDIO |

Peter Vahle

eMarketer forecasting analyst at Insider Intelligence Peter Vahle discusses the latest podcast deals and what they mean, how listenership is changing, and the state of podcast advertising. He then talks about the recent Unity and Snap mobile gaming partnership, YouTube's 15-second audio ads, and which sports Americans are currently most comfortable attending in-person.

US Podcast Ad Spending, 2018-2022

millions and % change



Note: audio advertising within a podcast; includes all types of advertising on podcasts

Source: eMarketer, July 2020

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