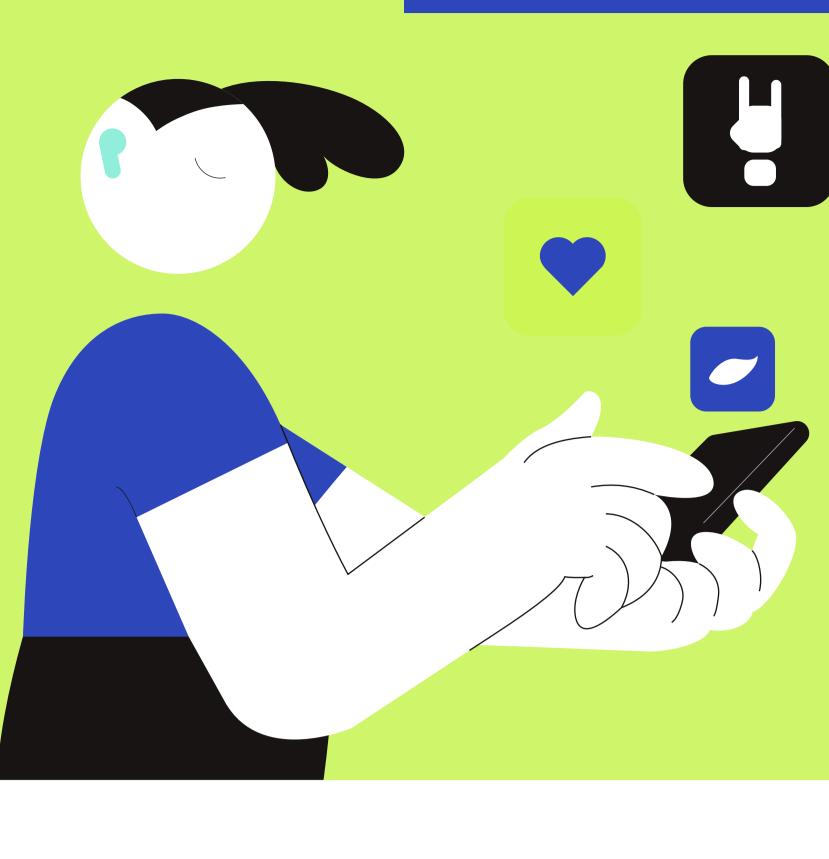
2022 PODCAST



TRENDS REPORT

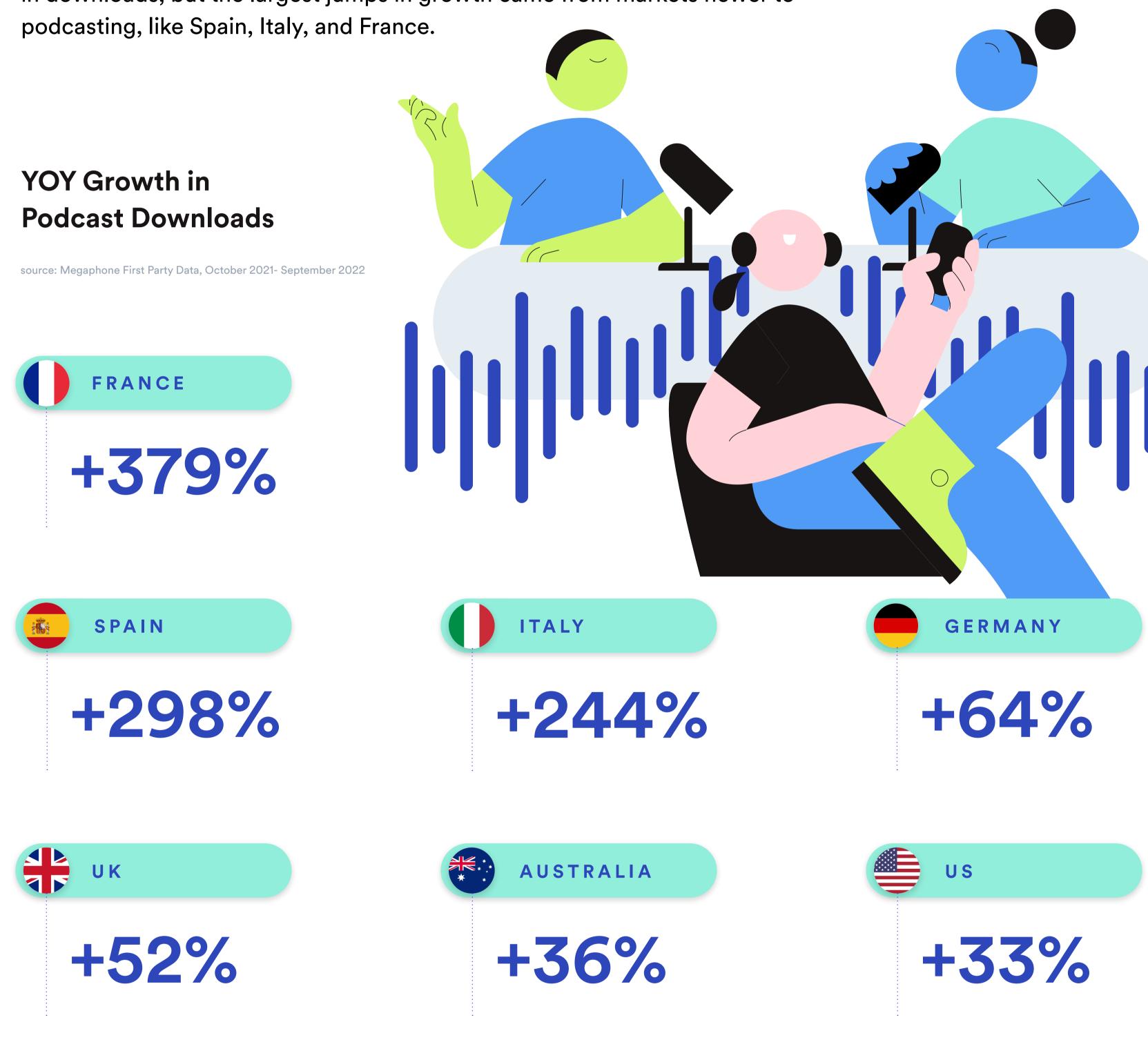


If 2021 was a story of content explosion, then 2022 is one of diversification.

As podcasting matures as a medium, we're seeing growth among new segments - for example, listenership from outlying demos and countries newer to podcasting, consumption of different genres, and investment from more traditional brands.

in Southern Europe Established markets like the US, Germany, and the UK saw steady increases in downloads, but the largest jumps in growth came from markets newer to

Podcast listening skyrockets





+233% +158% RELIGION & SPIRITUALITY +232%

Listeners turn to podcasts in their quest

Listeners in many countries appear to be interested in bettering themselves either physically or

mentally, showing increased listenership across genres like Health & Fitness and Religion & Spirituality.

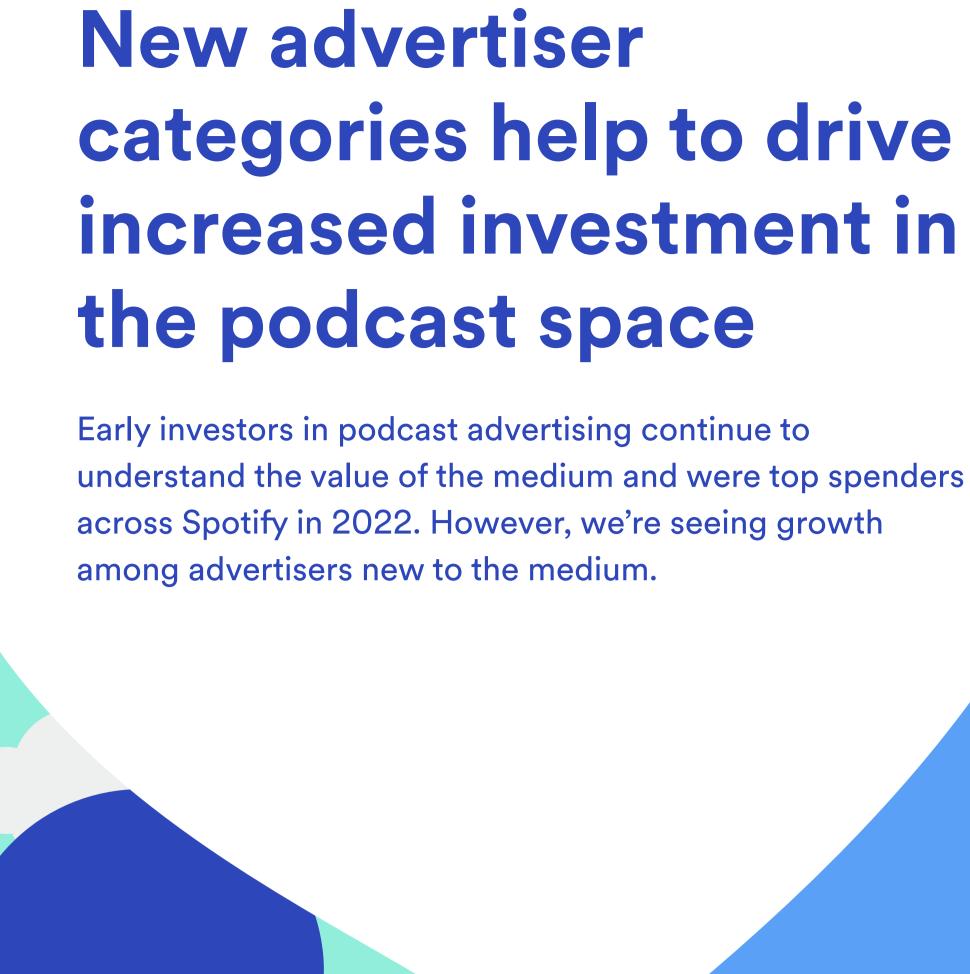
towards physical and mental health

Fastest Growing Podcast Category, Time Spent Listening (YOY)

+233% +158% Australia +232% Italy



+83% Smart Speaker



÷ +131%

+82%

source: Spotify First Party Data, October 2021- September 2022

Smart TV

re seeing growth ium.

+362%
Travel/Leisure

+244%
Medical/Pharma

Growth in Ad Spend

+1254%

source: Spotify First Party Data, October 2021- September 2022

Global

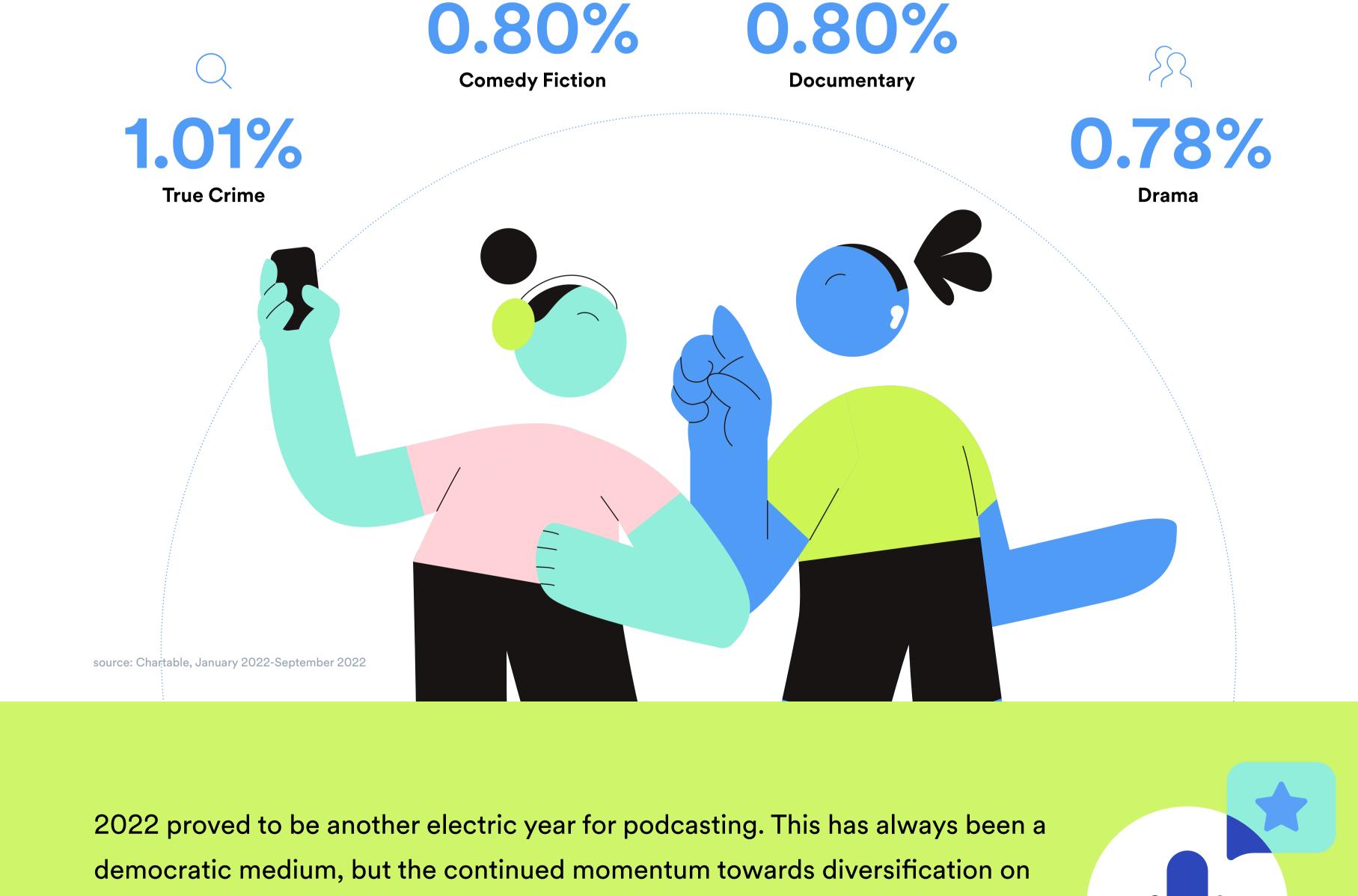
B2B

by Advertiser Category

Podcast publishers see the power of cross-promotion in audience development

Cross promotion remained a popular growth tactic in 2022 and appeared to be the most effective when placed within shows across storytelling genres like True Crime, Comedy Fiction, and Documentary.

Most Effective Cross-Promotion Categories by Conversion Rate Global



all fronts - from audience and content to choice of device and advertiser

investment - is thrilling. We can't wait to see what's in store for 2023!