



# Enterprise Podcasting Fact Pack

Key stats and facts that show podcasting is serious business

**222  
MILLION**

Americans are familiar with podcasting



**ROUGHLY  
41%**

of U.S. adults listen to podcasts at least once per month

Weekly podcast listeners enjoy an average of

**8 PODCASTS  
PER WEEK**

**51%** of U.S. adults listen to podcasts away from home

**22%** of Americans regularly listen while driving

**42%**  
of Millennials

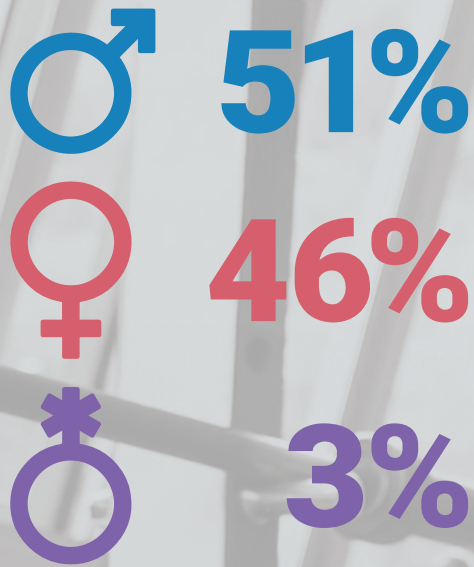
**36%**  
of Gen Z

**22%**  
of Gen X & older

already listen to podcasts at work

**80%** of podcast listeners listen to all or most of each episode

Podcast listeners  
by gender



**28%**

of listeners prefer podcasts over any other audio content type, including YouTube, AM/FM radio, Spotify, etc.

**62%**

of Americans now saying they have used some kind of voice assistance technology, audio is becoming a bigger part of our everyday lives



Podcast listeners  
are downloading

**1 BILLION**  
episodes per month

The average podcast  
listener downloads

**15**  
episodes per month

The average listener  
stays connected for

**22** minutes per  
engagement

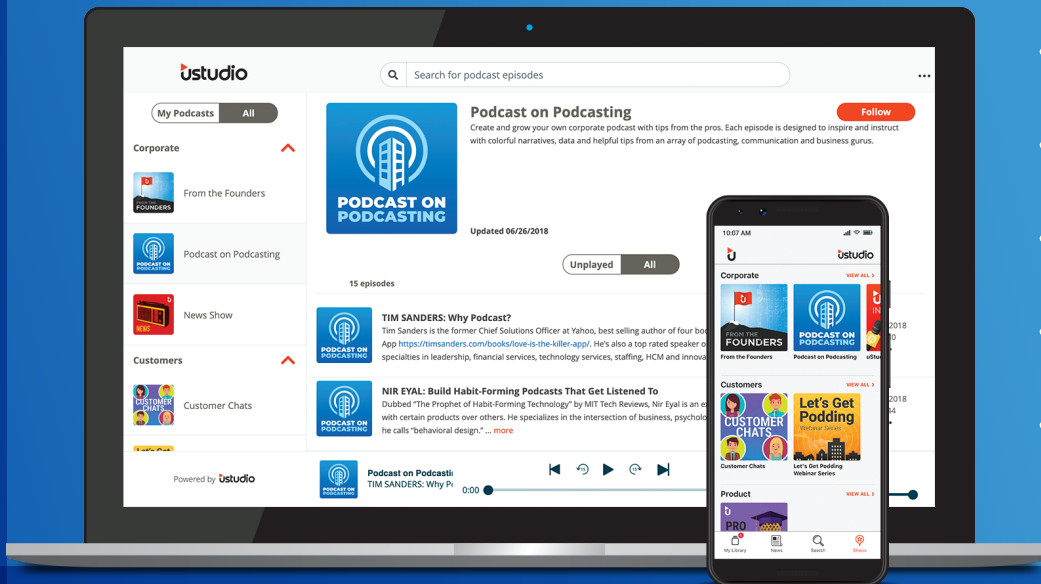
Sources: The Infinite Dial 2021, Edison Research. The Infinite Dial 2020, Edison Research and Triton Digital. The Podcast Consumer 2018, Edison Research. Apple's podcasts just topped 50 billion all-time downloads and streams", Fast Company. Nielsen Podcast Listener Buying Power Database. PR Newswire.com. Podcast Stats, semrush.com.

Modernize the way your business communicates. uStudio’s private podcast solutions allows businesses to deliver corporate audio and video content securely to any device in a modern, mobile-first experience. Our customers are reinventing employee, customer & partner experiences using uStudio’s marketing-leading tools for podcasting and complete media management. uStudio’s secure mobile and desktop products are purpose-built for enterprise use cases, helping business leaders reach increasingly remote and hard-to-engage employees with 5x the effectiveness of traditional channels. Our patented media platform delivers turnkey solutions for everything from town hall meetings to more effective sales training and customer success programs. This is why market leaders like Nike, Universal Music, Astellas, Facebook, Dell and Kohl’s leverage uStudio’s media solutions for speed, scale and competitive advantage.

Learn more and request a free personalized demo at <https://ustudio.com>

# Media Solutions for Business

Deliver corporate audio and video content securely to any device in a modern, mobile-first experience



- ✓ Web & Mobile Apps
- ✓ Live & On Demand
- ✓ More Convenient
- ✓ Private & Secure
- ✓ High Engagement

**GET STARTED TODAY!**