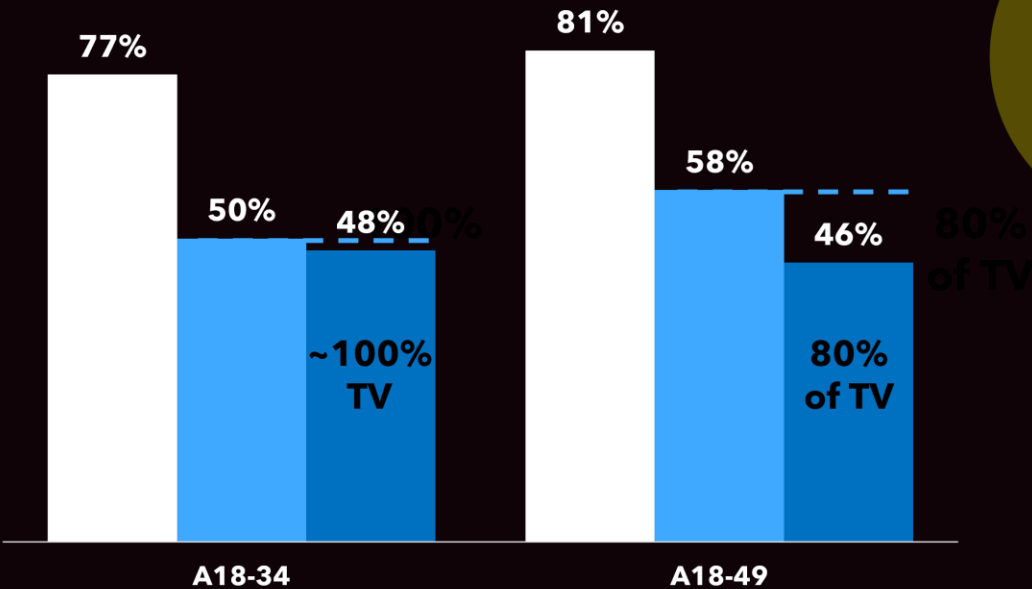


Exciting insights from the 2024 Infinite Dial Study by Edison Research showcasing trends in the U.S. market. Marketers should consider reallocating TV budgets, as podcast reach among 18-34s is on par with television. Moreover, the female podcast audience has grown by 15% in just a year, indicating significant opportunities for brands targeting women. Notably, weekly podcast listening has surged by 127% since 2017, highlighting the rapid growth and relevance of this medium. It's time for marketers to embrace podcasts as a crucial component of their strategies. Harness the power of data-driven advertising today with [AudioVelocity](#).

# HEAD SNAPPER: IN U.S., AMONG 18-34, PODCAST REACH IS NOW AS BIG AS TV

## % of Weekly Listening

■ AM/FM Radio ■ Live & Time-shifted TV ■ Podcasts



**45%**  
Monthly Podcast Female 18+ Audience



**+15%**  
vs 2023

**48%**  
Monthly Podcast Male 18+ Audience



**+4%**  
vs 2023

**34%**  
Total Podcast Weekly Listening



**+127%**  
vs 2017



Source: Podcast - Edison Research, The Infinite Dial Study 2024, U.S.; TV & AM/FM Radio: Nielsen Comparable Q3 2023, U.S.