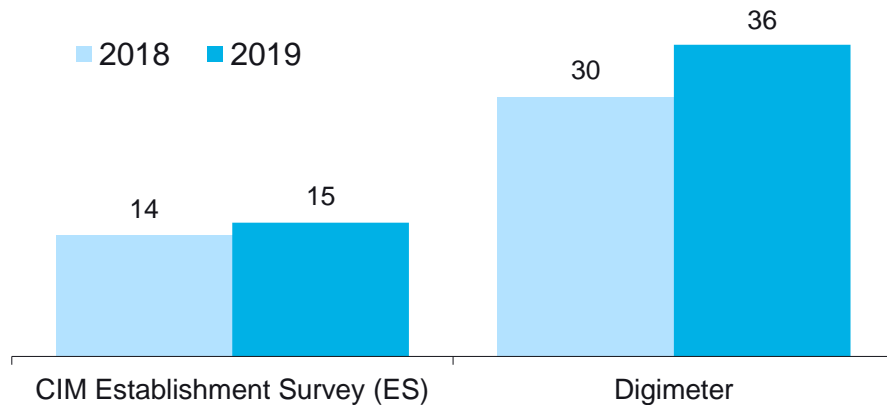
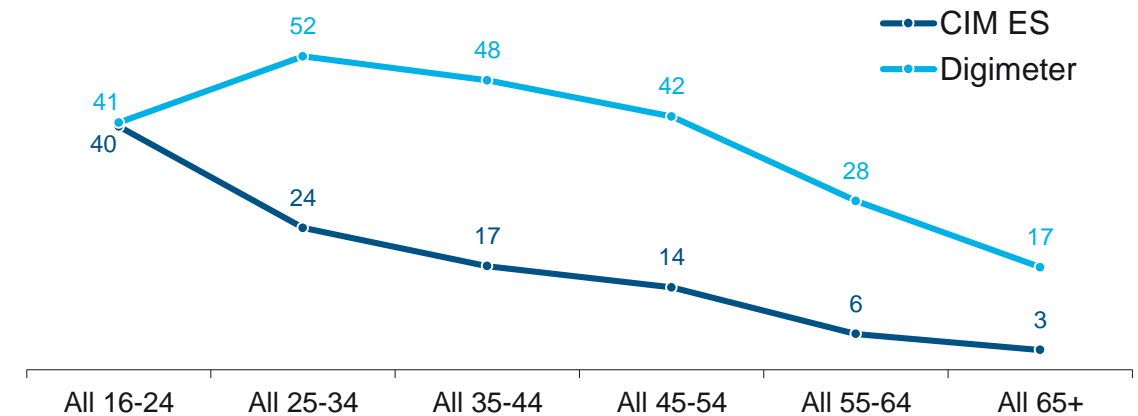


Podcasts in Flanders: growing indeed, but where are they exactly ?

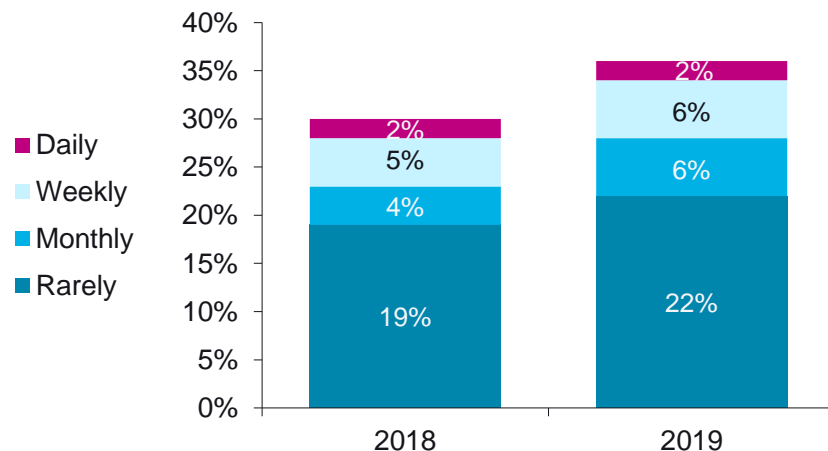
Penetration in % 16+



Penetration in % by age group, 2019



Declared frequency, Digimeter all respondents



Podcast origin, Digimeter 2019

Origin	16-24	25-34	35-44	45-54	55-64	65+	Total
Via websites	32%	36%	51%	61%	70%	77%	52%
Apple podcast/iTunes	15%	30%	23%	17%	17%	12%	20%
Spotify	41%	35%	25%	28%	17%	5%	27%
Google podcast/Google play	13%	16%	14%	10%	9%	6%	12%