Subject: Spoken Word Showing Gains
Posted by Concorde on Sat, 20 Nov 2021 16:23:50 GMT
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I found an interesting article that details the numbers of how spoken word podcasts are showing gains in listenership across all demographics. The other contender, of course, is music. The numbers are still roughly 75/25 in favor of music, but more people it seems are want to gain information through the spoken word.

For once, a positive change in society.

https://www.bollyinside.com/news/through-the-radio-audio-listening-occurs-with-most-of-the-spoken-words