

MED03: Audio Streaming Market Analysis

Executive Summary | January 31, 2026

Listener Metrics

1525M

LEADER MAU

2376M

TOTAL MARKET

40.9%

PREMIUM CONVERSION

\$5.73

AVG ARPU

Podcast Growth

Total listens: 22.7B | Top category: Education | Avg CPM: \$25.09

Artist Economics

Payout per 1000 streams: \$3.94/1000

Author: Mboya Jeffers | Mboya Jeffers - Data Engineering Portfolio