"Businesses were rushing to go online, building websites like crazy...people now talk about podcasting the same way. **It's the hot thing in audio."** - **Forbes**

Google, Pandora, Spotify, Apple...all of the big players are investing in podcasting!

- Businesses of all kinds are incorporating podcasting into their marketing strategies.
- The opportunities for advertising are becoming a huge draw for major brands like Delta, Progressive, Gillette, Burger King, and Budweiser.
- Marketers are growing increasingly familiar with the medium, and smart speakers like Amazon Echo and Google Home have helped expand the podcast audience, making audio more valuable.
- With Google, Pandora, and Spotify now making concerted efforts to invest in the market, a lot of the barriers to entry from a listener perspective will be removed.

The experts predict that in just 5 years podcasting will be a multi-billion dollar marketplace and the preferred way for people to digest content!

Listen on Google Podcasts

The **Google Podcast App** is here! For years, Android users have had plenty of options for listening to podcasts. The Google Play store offers perfectly competent apps, like Pocket Cast, Stitcher, and Player FM's simply named Podcast. But Google hasn't had a homegrown option since 2012, when it discontinued Google Listen.

Google Podcasts are back and ready to compete with Apple. The app is still in its basic stages, though the company has already teased several features that are to be added soon.

Click here to read how Google's new Podcast app Could Turbocharge the Industry!

New Customer Spotlight!

Welcome to our newest podcast customers.

- **BEST Inc, IL**
- **IMPAQ International LLC, MD**

Happy Podcasting Anniversary!

Congratulations to our awesome customers celebrating their podcasting anniversaries this month!

-SERCO, TX begins year TWO!
-Workforce Alliance , CA begins year THREE!

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