



PODCAST POWER

July, 2019

New version of Spotify app puts podcasting and music on equal footing.

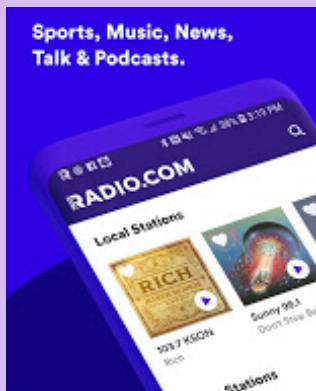
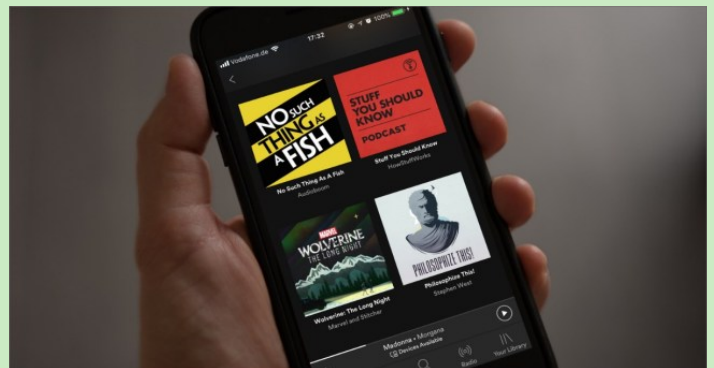
Spotify, like most audio companies today, understands how important podcasts are to the world of audio.



The popular streaming service has already spent over \$400 million this year alone, buying podcast companies and investing in original shows just for their users. Their latest app overhaul seeks to make this investment even more effective.

In the old version, podcasts are one out of eight options at the top of users' library pages, sitting beneath six different music-related options.

In the new version, users can select the library page, then select a more prominent podcast link and browse different episodes and shows. This way you to get there in two clicks versus seven.



Libsyn Podcasts to Appear on the popular Radio.com App

In yet another podcast partnership, Libsyn; the number one podcast hosting platform, partners with Radio.com; the free internet and broadcast radio app, to make podcasts more accessible.

"Audio providers are placing podcasts alongside music in their libraries, so listeners won't leave their platform to find podcasts." - Rain News

Learn more on the [WorkforcePods Blog](#)

New Customer Spotlight!

Welcome to our newest podcast customer:

- DataGryd, NY

Check out their new podcast;
The Interconnect Hub

Happy Podcasting Anniversary!

-Business Employment Skills Team Inc., IL

-IMPAQ International, LLC, MD

Here's to another great year of podcasting!

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