Audio Books & Podcasts (https://www.majority.co.uk/category/audio-books-podcasts/)

The Rise of Podcasts

JUNE 4, 2021(HTTPS://WWW.MAJORITY.CO.UK/2021/06/04/)

Offering entertainment, education and social interaction, podcasts has over 15 million listeners in the UK.

The pandemic saw many of us setting up shop at home and then spending our evening working through our streaming watch lists. With our eyes looking at a screen for close to 16 hours a day, podcasts became the go-to relaxation destination. The appeal of the hands-free entertainment avenue has become an effective way to switch off from all things Covid. Its conversational style not only makes them easy to follow, but the storytelling aspect allows us to use our imagination and visualise the narratives we're listening to.

With over 850,000 active podcasts, the number of podcast listeners is rising. According to Triton Digital and Edison research, 100 million Americans listen to podcasts each year and 62% of Americans now use some form of voice-assistance technology. Additionally, 74% of podcast users tune into podcasts to learn something new. Nearly two-thirds of podcast listeners say they would listen to even more podcasts if the shows were about topics that interested them.

As of 2020, there were over 15 million podcast listeners in the UK, which Statista Research forecast to grow to 20 million listeners by 2024. One of the most popular forms of audio entertainment in the UK, podcasts are most popular among young adults. Close to 40% of UK listeners aged between 26 and 35 are listening to podcasts every week.

The rise in demand for podcasts has seen service providers including Spotify, Tidal, Apple and Google, expand their services to cater to the popular audio entertainment channel. With an ever-growing catalogue of podcast genres, true crime, comedy and fitness is a popular choice in the USA while sport, comedy and music are the top picks for the UK.

Why are Podcasts so Popular?

Entertainment

From movie reviews to short story series, podcasts offer a chance to delve into our imagination and drive our creativity without relying on video.

Education

From new advances in technology to learning Spanish, podcasts offer an opportunity to expand your well of knowledge.

Social Interaction

Lockdown saw a departure on the social interaction we are accustomed to, that tuning in to a conversation style podcasts delivers the social interaction we'd been missing for so long.

(https://www.majority.co.uk/microphones/)

Majority RS Pro Condenser Microphone

Majority's Podcast Picks

Like many of you, podcasts have been one of our favourite ways to pass time during lockdown. From globetrotting to serving time, check out some of our teams' beloved podcasts.

Bill Gates & Rashida Jones Ask Big Questions

Bill Gates pairs up with actress and writer Rashida Jones to tackle some of the biggest questions facing us today.

Banged Up

Ex-inmates Rob and Mike, along with prison lawyer Claire, take us back inside the walls of prison to reveal their experiences of serving time At Her Majesty's Pleasure.

Stuff You Should Know

If you ever wanted to know about champagne, the Stonewall Uprising, true crime and Rosa Parks, Josh and Chuck have you covered.

Adam Buxton

British comedian Adam Buxton talks with interesting people. The rambly conversations are sometimes funny, sometimes more serious with funny bits.

The Travel Diaries

The Travel Diaries is a weekly interview series where entertainment and travel journalist Holly Rubenstein talks to a special guest about their adventures around the world and the travel experiences and destinations that have shaped their lives.

Podcast Ready

Edison Research (2019) found that 90% of podcast listening happens in the comfort of our own homes, so why not upgrade your home entertainment set-up with clear and concise audio with our top picks from the Majority collection?

Majority Bowfell Bluetooth Soundbar

Podcasting while you work? The Majority Bowfell Bluetooth Soundbar (https://www.majority.co.uk/soundbars/bowfell/) is perfect for your computer set-up. Whether you're working from home or you're back in the office, Bowfell's compact size makes it ideal for any computing area. With a built-in subwoofer, encounter cinematic sound with preset options to personalise your audio experience.

(https://www.majority.co.uk/soundbars/bowfell/)

Majority Bowfell Compact Bluetooth Soundbar

Majority Fitzwilliam DAB & Internet Hi-Fi Tuner

Whether you're bingeing on true crime or falling off your seat laughing at your favourite comedian, fill the room with your choice of podcast with the Majority Fitzwilliam DAB & Internet Radio Hi-Fi Tuner (https://www.majority.co.uk/music-systems/fitzwilliam/). Using Bluetooth Connectivity, immerse yourself in a spectrum of sound and enjoy the ever-growing podcasts across the airwaves.

(https://www.majority.co.uk/music-systems/fitzwilliam/)

Majority Fitzwilliam DAB+ & Internet Radio Hi-Fi Tuner

Majority Eddington Portable Bluetooth DAB Radio

The days are getting longer, and the nights are getting warmer. Summer is only around the corner so why not enjoy the sunny time of year in the garden, with a nice cold drink and a podcast? Designed with portability in mind, the Majority Eddington Portable Bluetooth DAB Radio (https://www.majority.co.uk/radios/eddington/) is ideal to take with you wherever you go. Offering Bluetooth connectivity, you can tune into your favourite podcast series or immerse yourself in a new topic with our compact radio.

(https://www.majority.co.uk/radios/eddington/)

Majority Eddington Portable Bluetooth DAB+ Radio

What's your favourite podcast? Tag us social media with your favourite Majority product to tune in. @majorityaudio #majorityaudio #PodcastWithMajority #podcasts #carbonneutralaudio

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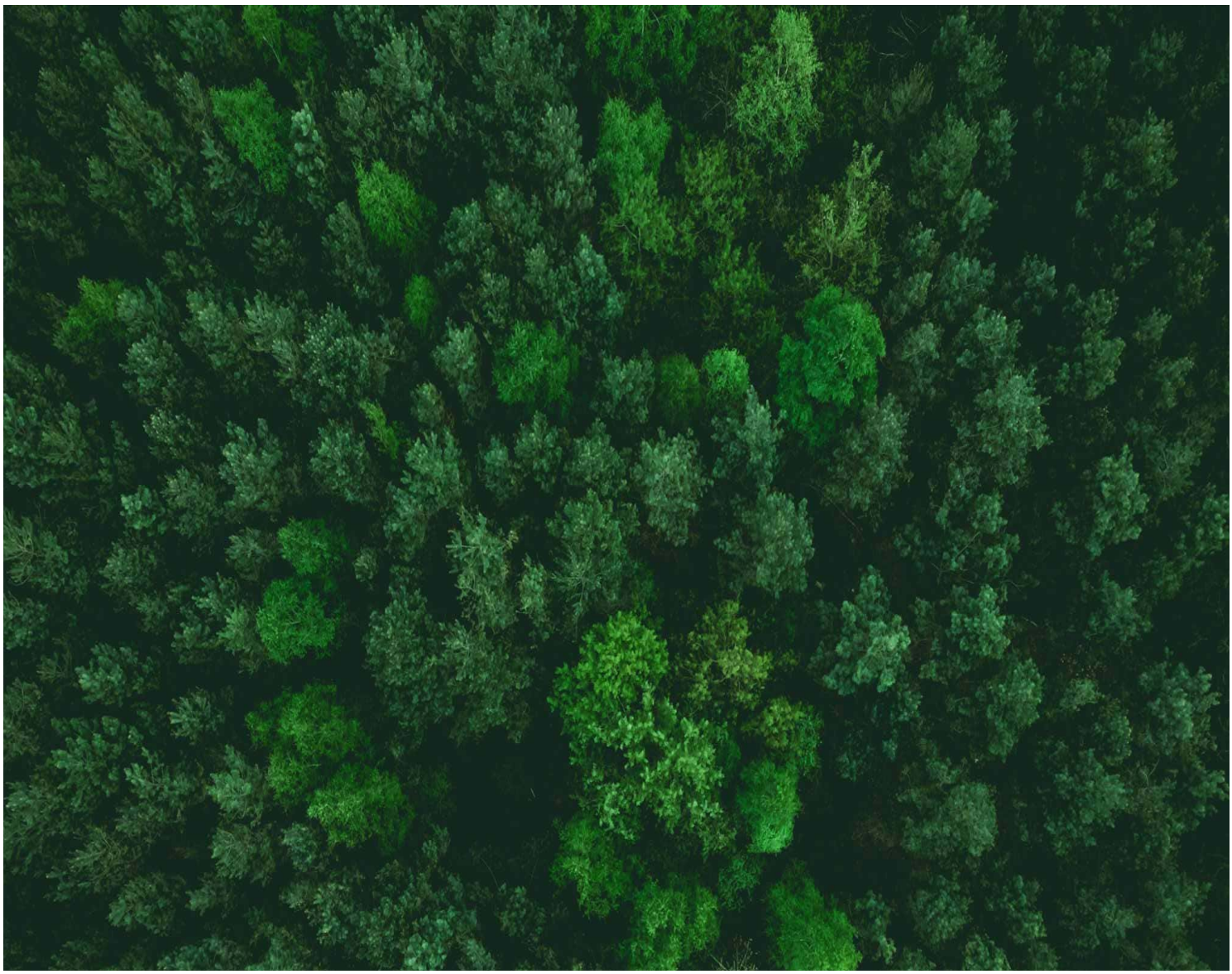

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All Hail the Staycation: Top Places to take a Camping and Caravan Break (https://www.majority.co.uk/travel/all-hail-the-staycation-top-places-to-take-a-camping-and-caravan-break/)

(https://www.majority.co.uk/behind-the-scenes/out-with-the-old-in-with-new-majority-switches-to-eco-friendly-packaging/)

Out with the old, in with new! Majority switches to eco-friendly packaging (https://www.majority.co.uk/behind-the-scenes/out-with-the-old-in-with-new-majority-switches-to-eco-friendly-packaging/)

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