Podcast Ad Spend to Surpass $3 Billion in 2025, IAB Projects

At the 2025 IAB Podcast Summit on Tuesday, executives and creators wrestled with an increasingly thorny question: What exactly is a podcast?

The medium has evolved into something far broader than just on-demand audio—now it includes video-first formats, creator-driven communities, live activations, and cross-platform storytelling.

Still, one thing became clear: Podcasting is maturing into a full-fledged channel for both performance and brand dollars. This year, the medium is projected to top $3 billion in advertising revenue for the first time, according to Matt Shapo, the director of digital audio and video at the IAB.

Below are the five main themes that emerged from the IAB Podcast Upfront.

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