

**EMBARGOED UNTIL MAY 27th, 2025 – 7:00 AM PT**

*Official announcement to be made live at Web Summit Vancouver 2025*

## **Listener.com Launches to Unify Podcast Audience Data, Following Strategic Acquisition of PodKit**

**Vancouver, Canada — May 27th, 2025** — Listener.com, a new podcast technology platform, officially launches this week at **Web Summit Vancouver 2025** following its strategic acquisition of **PodKit**. Designed to address the industry's long-standing issue of fragmented data, Listener.com offers a centralized performance dashboard for creators, agencies, and networks.

Listener.com integrates directly with Spotify, Apple, YouTube, and social platforms—empowering podcast teams with real-time, cross-platform insights into listener demographics, reach, and engagement.

“We built Listener.com to give modern podcast teams the data clarity they’ve been missing,” said **Casey Adams**, Founder & CEO of Listener.com. “With listener analytics in one place, creators can finally tell the full story of their show’s impact—not just downloads.”

The launch aligns with new data from Owl & Co., published via Bloomberg, revealing that the global podcast industry is more than twice as large as previously estimated—now surpassing **\$7.3 billion** in revenue, driven largely by YouTube and video podcasting.

“The podcast industry is entering its infrastructure era, and Listener.com is arriving at just the right time,” said **Aristotle Loumis**, Chairman at Listener.com. “This is the foundation layer the industry needs to drive sustainable, data-backed monetization.”

To mark the occasion, Listener.com’s CEO **Casey Adams** will speak on the “**How to Make a Killer Podcast in 2025**” panel at **Web Summit Vancouver on May 30th**, sharing insights on podcast growth, monetization, and the power of unified data infrastructure in today’s evolving creator economy.

Listener.com is now available with flexible plans for indie podcasters, networks, and agencies, with additional monetization tools and sponsor integrations rolling out soon.

**Book a demo or learn more at:** <https://listener.com>

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