

# How Corporate Takeovers are Fundamentally Changing Podcasting

“At first glance, it may seem as though Big Tech can’t figure out how to make money off its foray into podcasting. In early May 2022, Meta announced that it was abruptly ending Facebook’s podcast integration less a year after it launched. Facebook had offered podcasters the ability to upload their,” reports John Sullivan in *The Conversation*.

“Meanwhile, Spotify’s own expensive gamble on podcast integration within its music streaming service hasn’t resulted in the surge of new listeners that it had hoped and what about the emergence of social audio platforms like Clubhouse that promised to re-imagine podcasting as live audio chatrooms hosted by celebrities and public.”

***Read the article.***