

Social Audio Major Players



3 Things to Know About: Clubhouse

LAUNCHED: APRIL 2020 / DAUS: 1.5 MILLION

1

Meteoric rise and fall (and rise?)

Downloads peaked March 2021 and have fallen rapidly since. But still valued at \$4B, hiring rapidly—more to come.

2

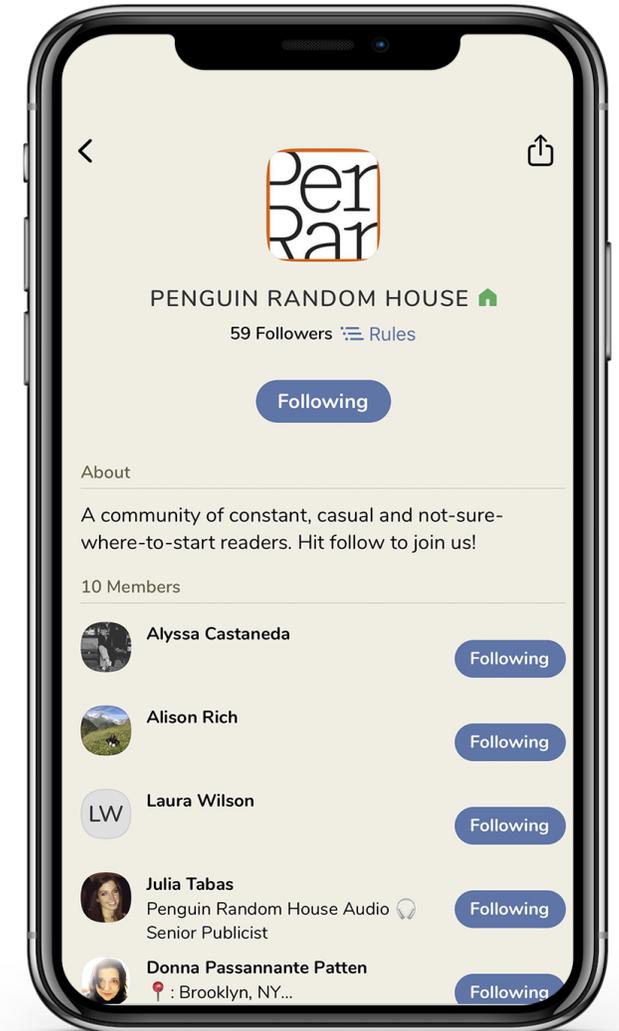
Early adopters

were particularly Black celebs and influencers. ([The Root](#)) The app's audience now over-indexes with Black users—unique.

3

Exclusive feel

The app was invite-only until just recently, and they reported a waitlist of 8 million. Was also Apple-only—Android launched May 2021.



3 Things to Know About: Twitter Spaces

LAUNCHED: MAY 2021 / ALL 199M DAUS CAN LISTEN

1

Contextual integration

Spaces is integrated seamlessly into the existing Twitter experience.

2

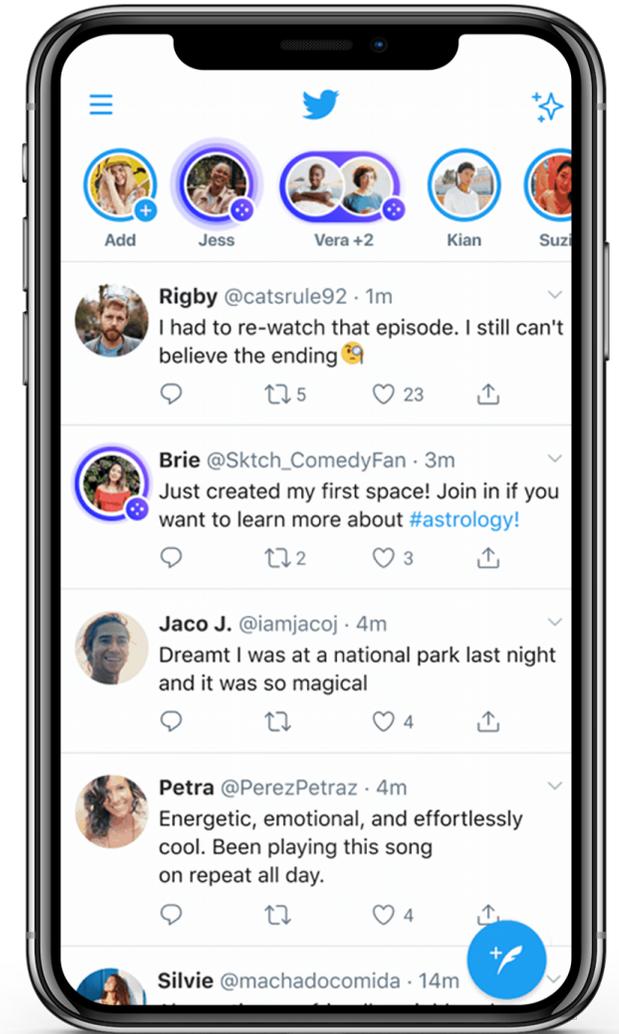
Monetization underway

Ticketed Spaces and Tip Jar have already launched as essential elements of Spaces.

3

User feedback

They've already upgraded several new features in the past few months based on user response.



3 Things to Know About: **Facebook Live Audio Rooms**

LAUNCHED: JUNE 2021 / ALL 1.9B DAUS CAN LISTEN

1

Full suite of audio products

FB full investing in audio, with Live Rooms, Soundbites, podcast support, and standalone, Hotline

2

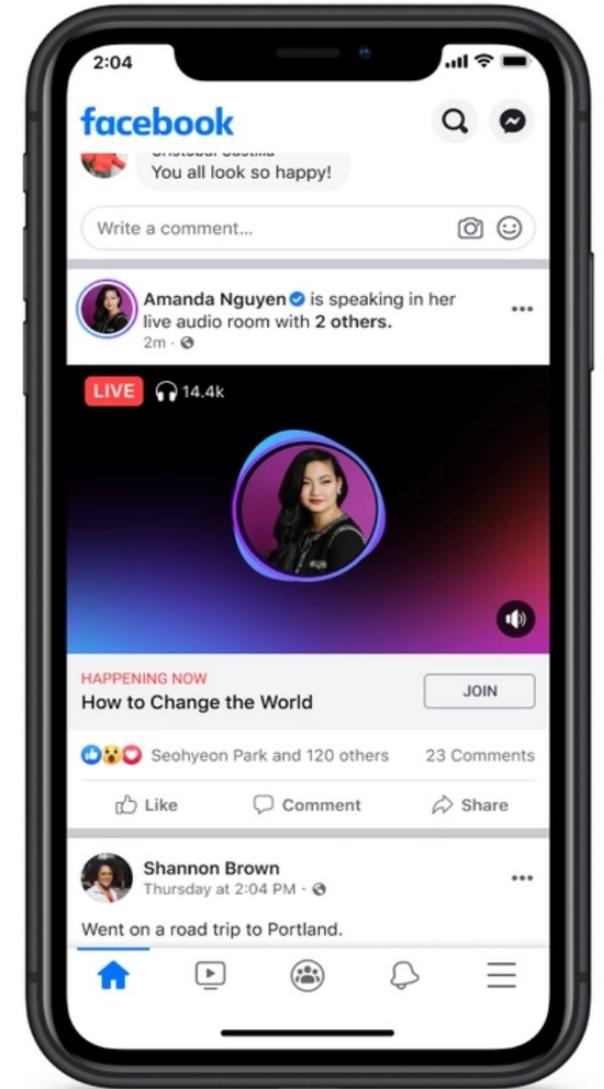
Verified users only

Right now, only verified profiles can create a room, but anyone can listen (no attendance limit)

3

Unique features

- Can invite to speak beforehand
- Up to 50 speakers
- Can purchase and send “Stars”—puts you in “Front Row”
- Can support a nonprofit during



3 Things to Know About: Instagram Live Rooms

AUDIO-ONLY COMING SOON / APP DAUS: 500M

1

Live Rooms— video right now

In March, launched Live Rooms with up to four people (rather than two)

2

Still in progress

Will introduce the option to turn off camera and do audio-only rooms

3

Important for us

Because IG is such a major book platform and many authors don't like to be on camera, this could be valuable



3 Things to Know About: Spotify Greenroom

LAUNCHED: JUNE 2021 / LOCKER ROOM HAD 19K INSTALLS

1

Acquired Locker Room

Locker Room was a sports-focused audio app that Spotify acquired back in March and rebranded quickly

2

Don't need a Spotify account

The two apps are remaining independent for now, but you can link your logins.

3

Sports, music, and culture

Right now most rooms are around sports and music, but very early days. (Just hired a Books & Culture Editor)



3 Things to Know About: Reddit Talk

LAUNCHING Q3 2021

1

Eager to partner

Because of our past success with RPANs and AMAs, Reddit is eager for us to be a launch partner for Talk

2

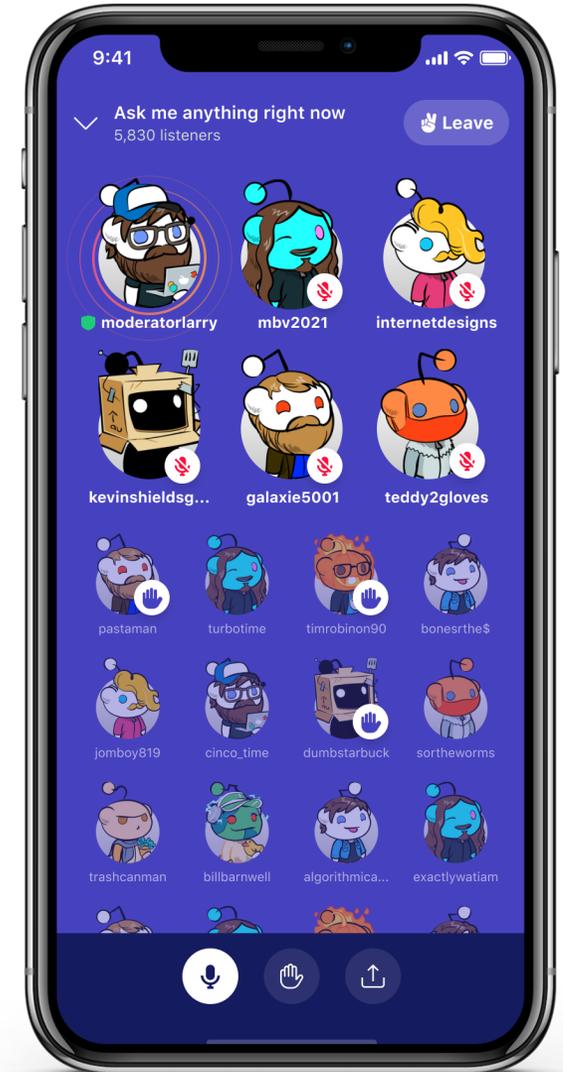
Will be contextual

Talk will be a feature that is integrated directly into subreddits

3

Launching beta with 11 specific subreddits

Including LGBT, Unresolved Mysteries, K-pop, No Sleep, and Ask Historians



3 Things to Know About: **Fireside**

BETA TESTING NOW

1

Creator-first

Co-founded by Mark Cuban, Fireside is pitched as the “next-gen podcast platform.” All about doing what’s best for podcasters.

2

Quality is key

They are currently onboarding VIP talent to ensure high-quality content.

3

Monetization and recording built-in

Because Fireside is focusing on providing value for creators, these features will be built-in.

