# YouTube reaches one billion monthly users for podcasts



YouTube has announced a significant milestone in the evolution of its platform, revealing that it has reached one billion monthly users for podcast content for the first time. This announcement was made by Steve McLendon, the group's product lead and a podcast expert, during a recent discussion about the growing popularity of podcasts.

As part of the conversation, McLendon touched upon the potential of artificial intelligence (AI) tools to enhance creativity in the workplace. He stated that these tools could alleviate some of the menial tasks often associated with the creative process. “I think as it related to podcasts and creators – really creators across YouTube – I think a lot of these AI products really are tools that will help fuel creativity,” he said in remarks shared with the PA news agency. “There’s a lot of drudgery in that process, and certainly from my team’s perspective, we’re trying to think about ways to help creators be more creative and have more time to do the things that they want to do, as opposed to some of the drudgery work.”

This perspective comes amid growing concerns regarding the implications of generative AI on employment, with many fearing that AI could potentially replace human roles in various administrative capacities. However, McLendon expressed optimism about AI's role in supporting workers, particularly those in creative fields, by freeing them from repetitive tasks.

In relation to YouTube's podcasting achievement, McLendon noted the significant rise in the popularity of podcasts as a medium. He remarked on the innovative ways podcasts engage with global audiences, paralleling the historical impact that television has had on broadcasting. “I’m not sure that people really think of how big and prevalent podcasting is – certainly, they don’t think about how big and prevalent podcasting is on YouTube,” he commented, highlighting that the evolution of platforms like YouTube is reshaping both the landscape of television and radio.

The executive cited the intimate nature of podcasts as a key factor in their growing success. He explained, “podcasts are oftentimes really intimate – you have a relationship with the person you listen to in your ear every day, and being able to see that person I actually think really deepens that relationship.” This reflects a broader trend in the way audiences relate to content creators, with visual elements enhancing the connection that listeners feel with their favourite podcasters.

In addition, McLendon referenced Google’s previous ventures into AI, noting an audio feature that allows large texts to be transformed into AI-generated audio content, resembling podcasts. While acknowledging the tool's limitations—such as a lack of vocal diversity—he suggested that it could still offer users a valuable resource for consuming information.

As YouTube continues to innovate and expand its reach within the podcasting domain, it remains to be seen how these developments will influence the medium and the broader landscape of digital content consumption.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.bnnbloomberg.ca/business/company-news/2025/02/26/a-billion-people-are-watching-podcasts-on-youtube-every-month/> - This article supports the claim that YouTube has reached one billion monthly users for podcast content, highlighting the platform's significant investment in this area.
* <https://www.independent.co.uk/tech/google-youtube-b2705126.html> - This article corroborates the statement by Steve McLendon about AI tools enhancing creativity and mentions YouTube's milestone of one billion monthly podcast viewers.
* <https://podcastingtoday.co.uk/youtube-reaches-one-billion-monthly-podcast-viewers/> - This article confirms YouTube's achievement of reaching one billion monthly active viewers for podcast content, reflecting the growing popularity of podcasts on the platform.
* <https://www.noahwire.com> - This source provides the original context for the discussion about YouTube's podcasting milestone and the role of AI in enhancing creativity.
* <https://www.google.com/search?q=AI+tools+in+creative+industries> - This search result provides general information on how AI tools are being used to support creativity in various industries, aligning with McLendon's perspective on AI's role.