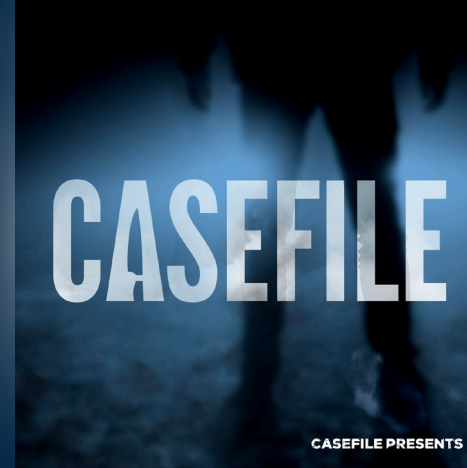


AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)





Podcasting has rapidly become a dynamic medium for storytelling, conversations, and entertainment, with listenership growing by 42% over the past two years, as measured by the Triton Australian podcast ranker. This growth spans all demographic groups, including those who were slower to adopt podcasts.

CRA and Triton proudly present the first Bi-Annual Podcast Report, offering key insights into the evolving Australian podcast landscape. This report complements the Triton Podcast Monthly Ranker with additional data and analysis.

02

For sourcing information, see page 8



AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)



Growth:

+8.7%

Average monthly listeners compared to 2023.

Top Genres:

1. Society & Culture



2. True Crime



3. News



4. Comedy



5. Sports



Demographics:

People aged

18-34

are more likely to be New Listeners.

Gender Preferences:



Men: Prefer Comedy and Sports.



Women: Prefer True Crime, Society & Culture, Health & Fitness, Education, Kids/Family.



Source: Triton Digital Podcast Metrics: Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-June 2023 vs Jan-June 2024. Triton Digital Demos+: Survey of 6,000 monthly podcast listeners in Australia – conducted in collaboration with Signal Hill Insights.

AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)



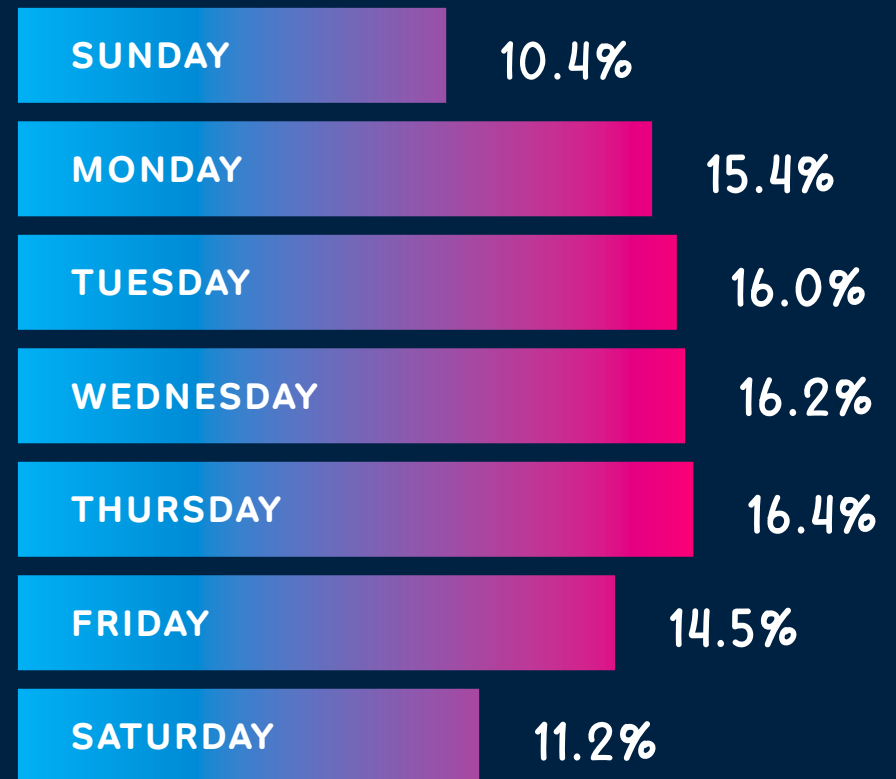
Average Monthly Listeners Continue to Grow



YEAR	% GROWTH
H1 2023	+30.5%
H1 2024	+8.7%



Most podcast listening occurs on Thursdays, and remains strong throughout the week.



Source: Triton Ranker. Data compared to the previous period. Numbers will increase as new publishers join.

Triton Digital Podcast Metrics: Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-June 2023 vs Jan-June 2024. Triton Digital Demos+: Survey of 6,000 monthly podcast listeners in Australia – conducted in collaboration with Signal Hill Insights

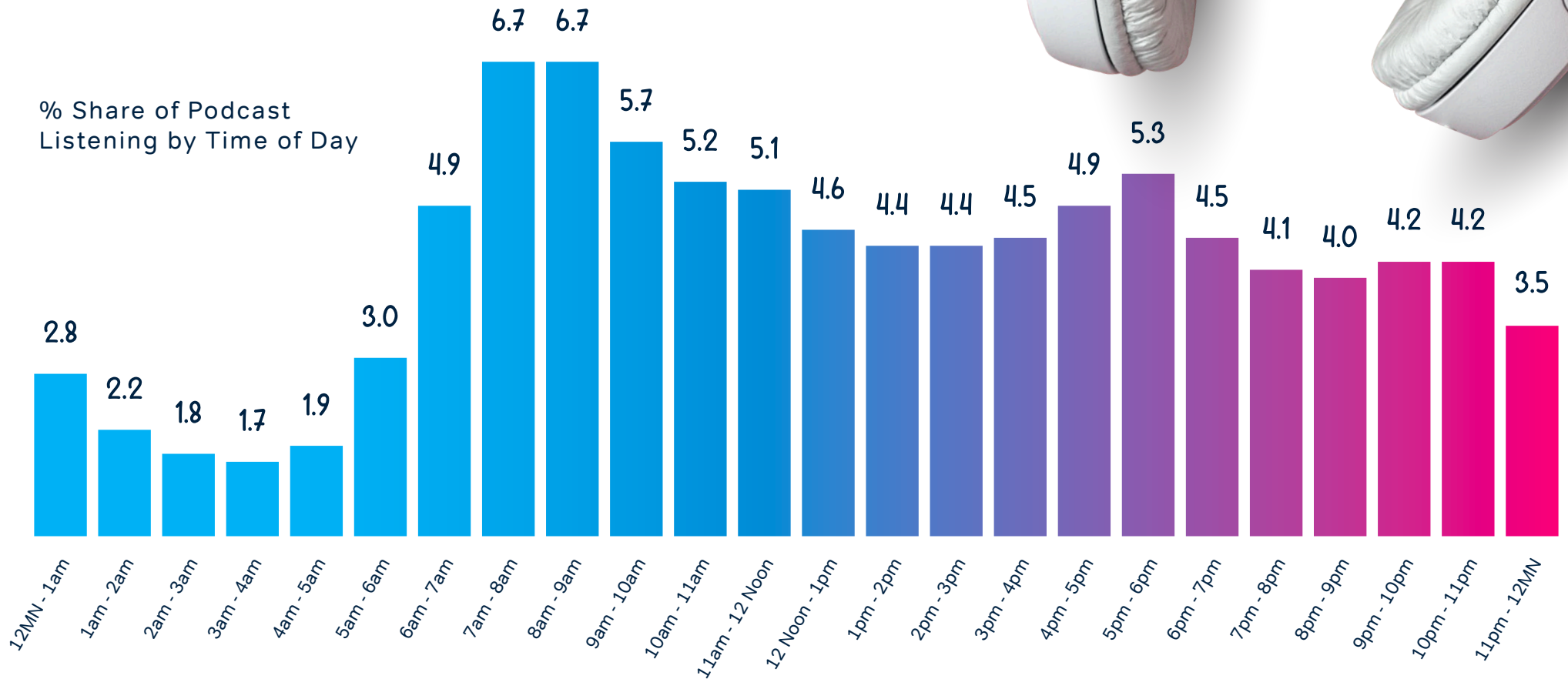
AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)



Most listening to podcasts happens between 7am - 9am.

% Share of Podcast Listening by Time of Day



Source: Triton Digital Podcast Metrics: Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-June 2023 vs Jan-June 2024. Triton Digital Demos+: Survey of 6,000 monthly podcast listeners in Australia – conducted in collaboration with Signal Hill Insights.

AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)



Content that moves (with) you

DEVICE FAMILY % OF TOTAL LISTENERS

Mobile Device

93.4%

Other

3.1%

Desktop/Laptop

2.6%

Smart Speaker

0.9%

to be read as 93.4% of podcasting is done via a mobile device.

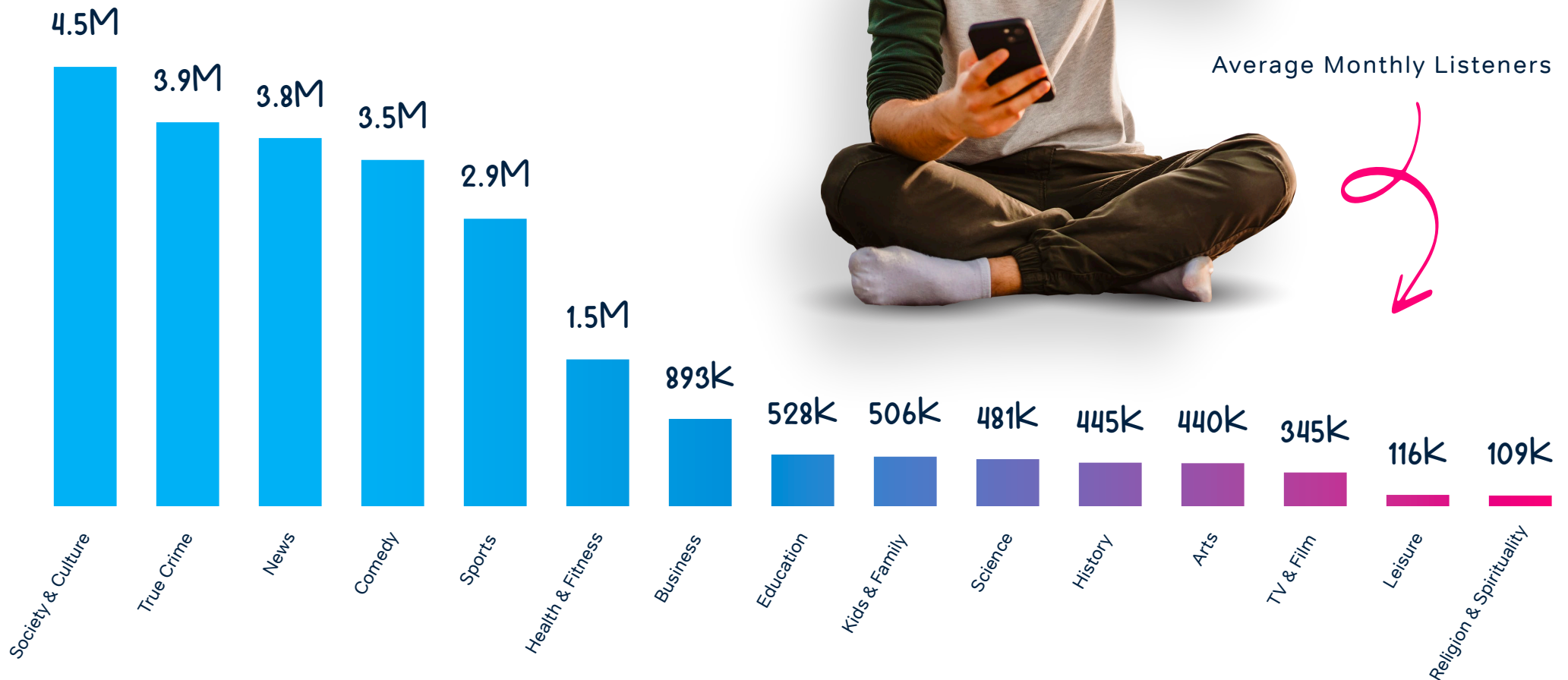


AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)



Most Popular Genres



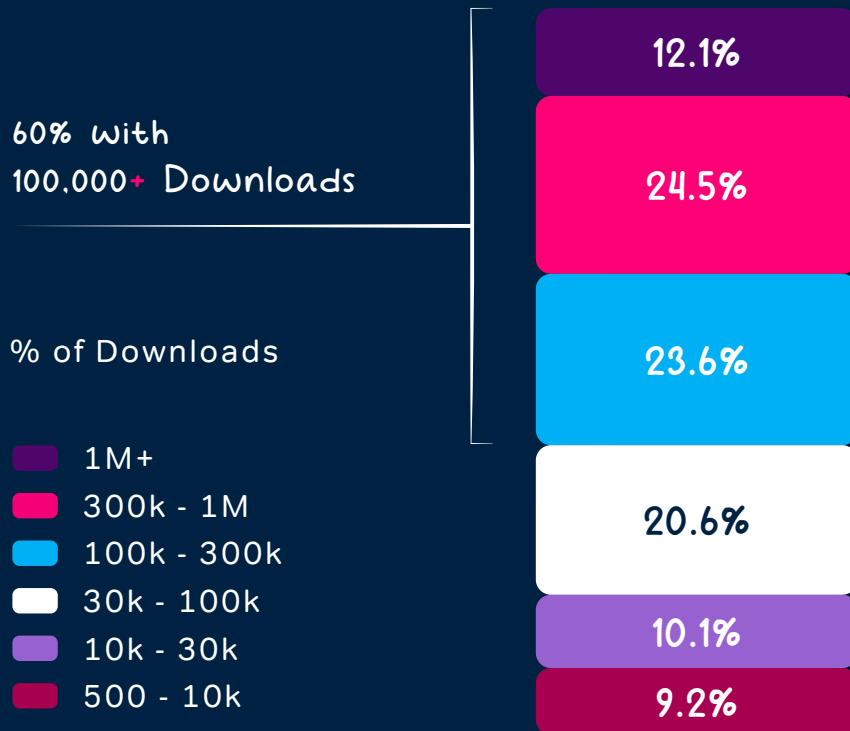
Source: Triton Digital Podcast Metrics: Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-June 2023 vs Jan-June 2024. Triton Digital Demos+: Survey of 6,000 monthly podcast listeners in Australia – conducted in collaboration with Signal Hill Insights.

AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)



60% of Podcasts have more than 100,000 downloads



Average Monthly Downloads

Monthly Podcast Listener Demographics (vs Gen Pop index)

Age	All Ppl	Female	Male
Ppl 18+	100	88	112
18 - 24	149	138	162
25 - 54	133	118	149






Household Income	Podcast listener vs. Gen Pop index
\$100-150k	131
\$150k+	127

AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)



Indexed vs. Monthly podcast age 18+ Australia listener

<p>Society & culture</p>		<p>17% more likely to have made an online purchase in past month</p>	<p>18% more likely to take an international holiday in next 12 months</p>	<p>16% more likely to have shopped for fashion past month</p>	<p>38% more likely to be a Female 25-54</p>
<p>True Crime</p>		<p>24% more likely to have a household income \$200k+</p>	<p>59% more likely to Listen to 5+ hrs of podcasts/week</p>	<p>32% more likely to have pet</p>	<p>23% more likely to be main grocery buyer with child/ren</p>
<p>News</p>		<p>33% more likely to be homeowners with no mortgage</p>	<p>30% more likely to buy or sell a home in next 12 months</p>	<p>56% more likely to listen to 5+ hrs of podcasts/week</p>	<p>29% more likely to purchase new technology in next 12 months</p>
<p>Comedy</p>		<p>47% more likely to be a male 18-34</p>	<p>23% more likely to purchase audio visual equip in next 12 months</p>	<p>56% more likely to listen to 5+ hrs of podcasts/week</p>	<p>18% more likely to have purchased Take Away on an App in past week</p>
<p>Sport</p>		<p>93% more likely to be a male 35-44</p>	<p>29% more likely to have a household income \$200k+</p>	<p>43% more likely to listen to 5+ hrs of podcasts/week</p>	<p>29% more likely to refinance a mortgage in next 12 months</p>

Source: Triton Digital Demos+: Survey of 6,000 monthly podcast listeners in Australia – conducted in collaboration with Signal Hill Insights

AUSTRALIAN PODCAST BI-ANNUAL REPORT

Podcast Listener Trends (First Half of 2024)



Sourcing Information:

This report incorporates data from various sources.

Triton Podcast Monthly Ranker

A ranking system that tracks and ranks podcasts based on performance metrics, serving as a key resource for understanding the competitive landscape of the Australian podcast industry.

Triton Digital's IAB Tech Lab Certified Podcast Metrics

Measures server log data from Triton Digital and various other industry hosting platforms, providing accurate podcast performance metrics that adhere to IAB Tech Lab standards.

Demos+ Solution

Offers detailed demographic and audience characteristics for podcasts of all sizes, enhancing insights by combining quantitative metrics with audience profiling for a deeper understanding of listener behaviors.

Demos+ Survey (April '23 - June '24)

Conducted with Signal Hill Insights, this survey collected data from 6,000 monthly podcast listeners in Australia, contributing valuable demographic and listener insights to the Demos+ Solution.