

# Australian Podcast Insights

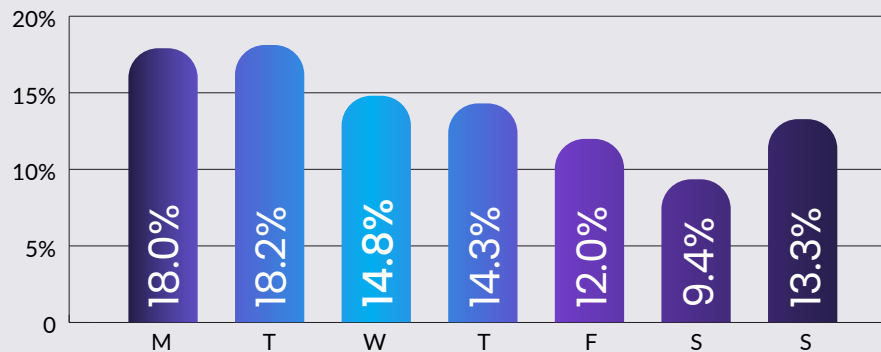
August 2021

The role of the Australian Podcast Ranker is to present a comprehensive overview of the size and popularity of the podcast audience, the shows being consumed, and sales representation. As part of the enhancement of the Podcast Ranker, podcast listener and download figures have now been included to provide greater transparency.

Podcast consumption is growing. The total downloads of all shows by all participating publishers in August is 49 million (+13% YOY).

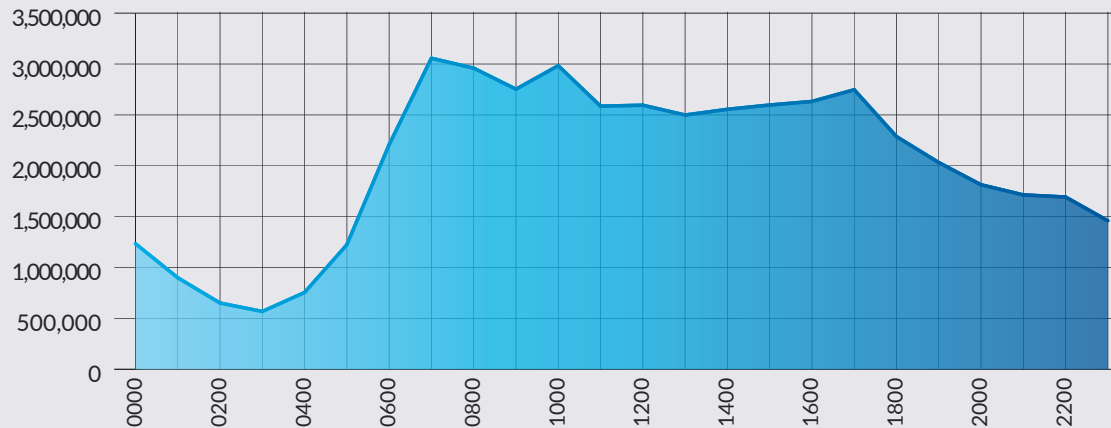
## Podcast downloads by day

51% of downloads take place from Monday - Wednesday.



## Podcast downloads by time of day

7 -10am are the most popular hours for downloads.



## Podcast downloads by genre

Radio is the top genre, accounting for 1 in 5 downloads.

1 Radio	8.6 million
2 News	5.8 million
3 Society/Culture	5.2 million
4 Comedy	5.0 million
5 True Crime	3.8 million
6 Sports	1.5 million
7 Health/Fitness	1.4 million
8 Business	1.2 million
9 Science	273,058
10 History	270,047
11 TV/Film	213,100
12 Arts	204,798