

# Australian Podcast Insights

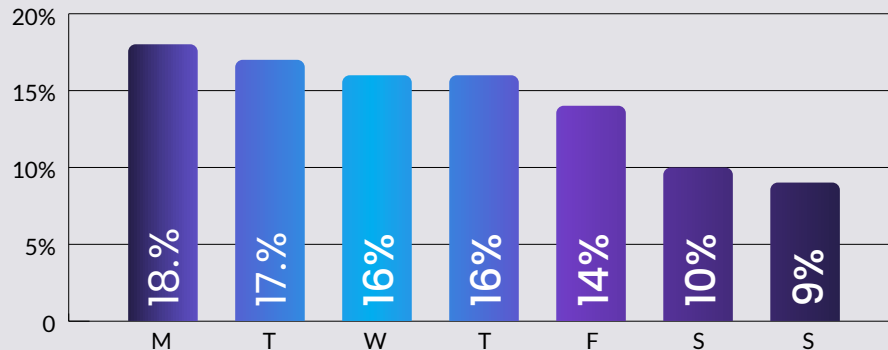
November 2021

The Australian Podcast Ranker presents 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 has grown over 2021. The total downloads of all shows by all participating publishers in November was 58 million.

## Podcast downloads by day

The start of the working week are the biggest days for downloads.



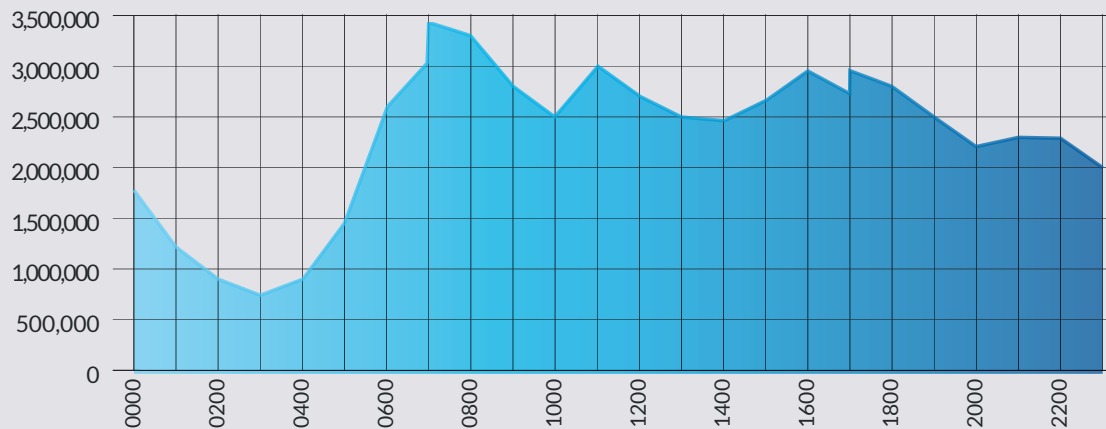
## Podcast downloads – Top 5 genres

Comedy and News podcasts make up nearly half of the Top 100 downloads.

1. Comedy	10.5 million
2. News	7.0 million
3. True Crime	5.3 million
4. Society & Culture	5.1 million
5. Sports	3.8 million

## Podcast downloads by time of day

Downloads peaked in the morning, exceeding 3M+ at 7am, 8am and 11am.



## Sales Representation

Radio broadcasters provide sales representation for 83% of all downloads in the Australian Top 100.

83%