



AUSTRALIAN PODCAST INSIGHTS

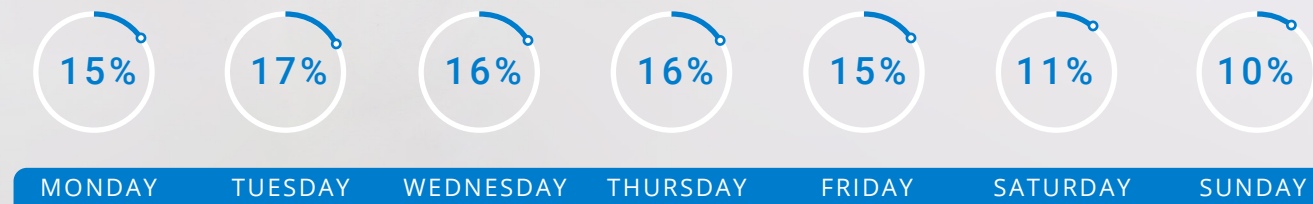
February 2022

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 figures have now been included to provide greater transparency.

In February, the Podcast Ranker showed that Australians spent an average of **2 hours and 20 minutes** listening to podcasts each week.

Podcast listeners by day

The middle of the working week are the biggest days for listeners.

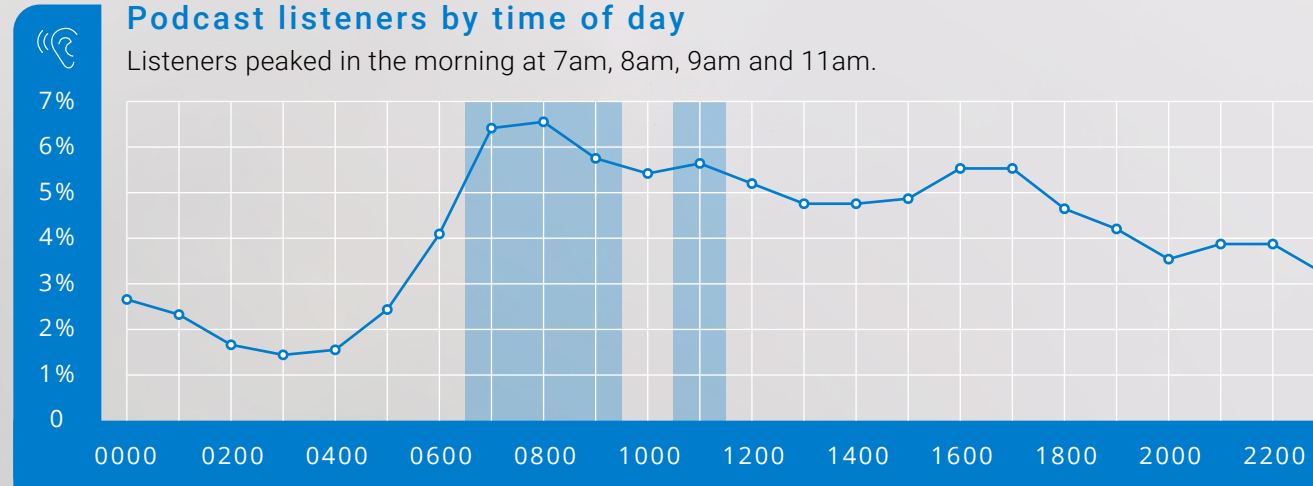


Podcast listeners – Top 5 genres

	1. COMEDY	3.7 million
	2. SOCIETY & CULTURE	2.7 million
	3. TRUE CRIME	2.6 million
	4. NEWS	2.4 million
	5. SPORT	1.3 million

Podcast listeners by time of day

Listeners peaked in the morning at 7am, 8am, 9am and 11am.



The Australian Podcast Ranker is an industry initiative published by Triton Digital and complies with the IAB Tech Lab Podcast Measurement Technical Guidelines. Data above reflects downloads from 1-28 February 2022. For more info visit: radioalive.com.au/Australian-Podcast-Ranker

