

Australian Podcast Insights

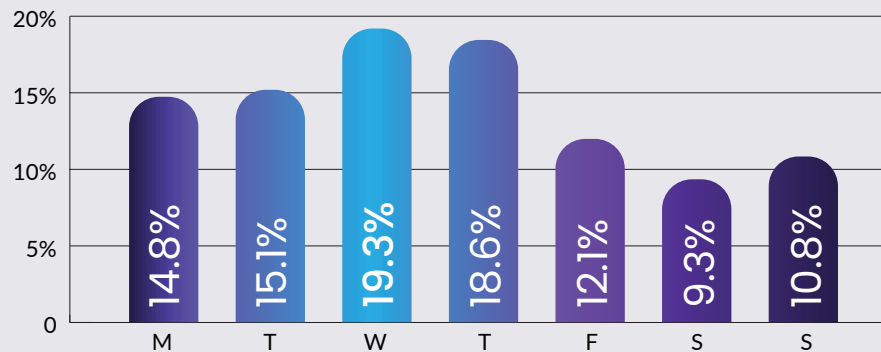
September 2021

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 September was 52 million.

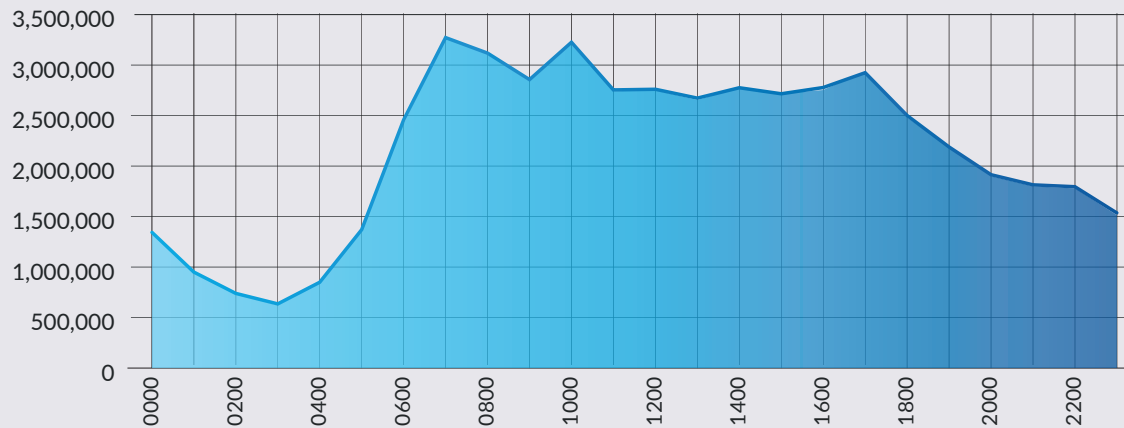
Podcast downloads by day

Mid-week was the most popular time for downloads, peaking on Wednesdays.



Podcast downloads by time of day

Daily highs of 3M+ downloads at 7am and 10am, with 5pm also popular.



Podcast downloads by genre

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

1 Radio	9.9 million
2 News	5.4 million
3 Society/Culture	5.1 million
4 Comedy	5 million
5 True Crime	3.5 million
6 Sports	1.9 million
7 Health/Fitness	1.5 million
8 Business	1.2 million
9 Science	401,635
10 Arts	253,928
11 TV/Film	220,403
12 History	144,035