

Australian Podcast Insights

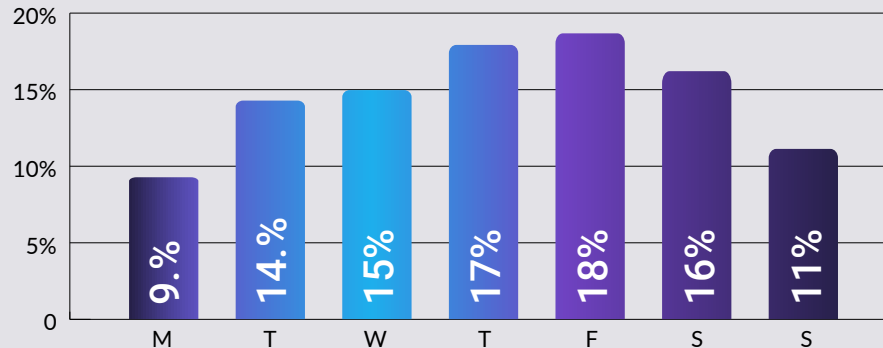
December 2021

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.

The total downloads of all shows by all participating publishers in December was 53 million, compared to 2020 this saw a 41% increase.

Podcast downloads by day

The end of the working week were the biggest days for downloads.



Podcast downloads - Top 5 genres

Comedy and Society & Culture made up nearly 40% of the Top 100 downloads.

1. Comedy	11.9 million
2. Society & Culture	8.1 million
3. True Crime	8 million
4. News	7.5 million
5. Sport	6.5 million

Podcast downloads by time of day

Downloads peaked in the morning, exceeding 2.75M+ at 7am, 8am and 11am

