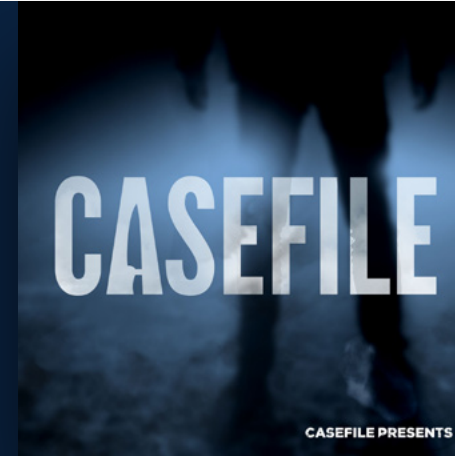




2024 AUSTRALIAN PODCAST REPORT






2024 Australian Podcast Report: A YEAR IN REVIEW

Commercial Radio & Audio (CRA) in partnership with Triton Digital presents the 2024 Australian Podcast Report, a deep dive into the evolving podcast landscape. This report delivers key insights, additional data, and in-depth analysis, expanding on our regular updates from the Official Australian Podcast Ranker.

Podcasting is a powerful medium for storytelling, conversation, and entertainment. In Australia, listenership has surged 37% over the past two years (2022–2024), with growth across all demographics, including those slower to adopt podcasts.

Sourcing information, page 14 



Key Takeaways

1.

The number of monthly podcast listeners in Australia has increased by 8.5% in the last year.

2.

The top podcast was Hamish And Andy ranking at #1 for 8 months in the year.

3.

The top new podcast debut was Bronwyn.

4.

Podcast listeners are a highly desirable audience for advertisers, as they tend to be younger and more affluent.

5.

The top genre was Society & Culture followed by True Crime and News.

6.

Podcast listening has proven to have scale with podcasts garnering more than 100,000 average monthly downloads in 2024 representing 63% of all downloads.



Growth:

+8.5%

Average monthly listeners compared to 2023.

Top Genres:

1. Society & Culture



2. True Crime



3. News



4. Comedy



5. Sports



Demographics:

People aged

18-24

are more likely to be new listeners.

Gender Preferences:



Men: Prefer Sports | Leisure | Technology



Women: Prefer Kids & Family | True Crime | Society & Culture



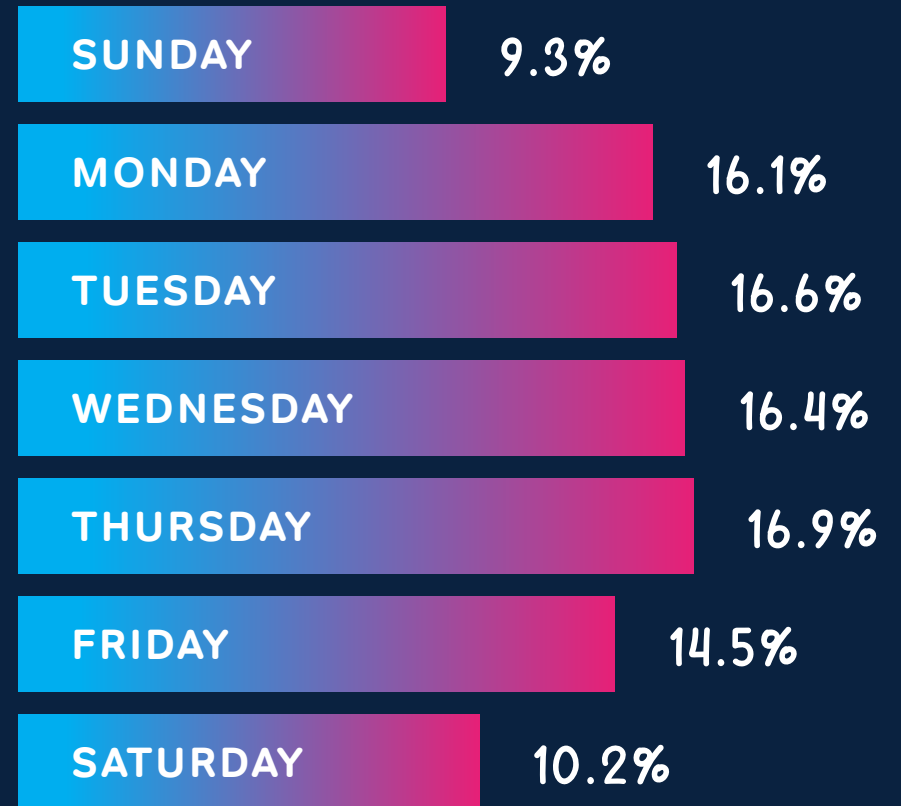
Average monthly listeners continue to grow



YEAR	% GROWTH
2023	+27.3%
2024	+8.5%



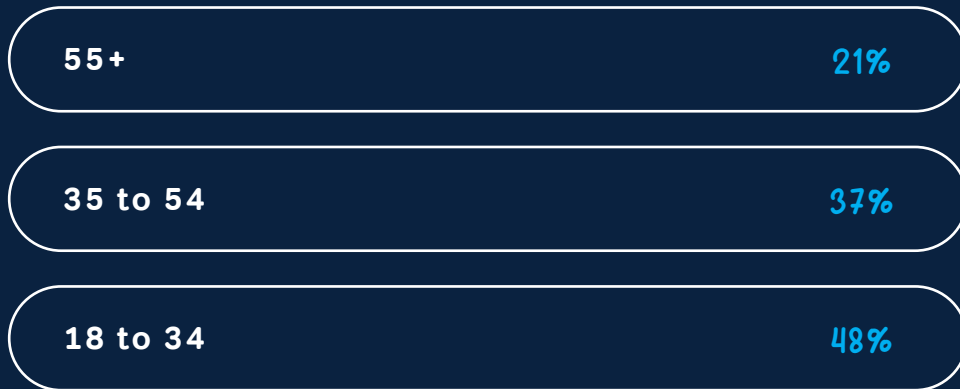
Most podcast listening occurs on Thursdays and remains strong throughout the week.



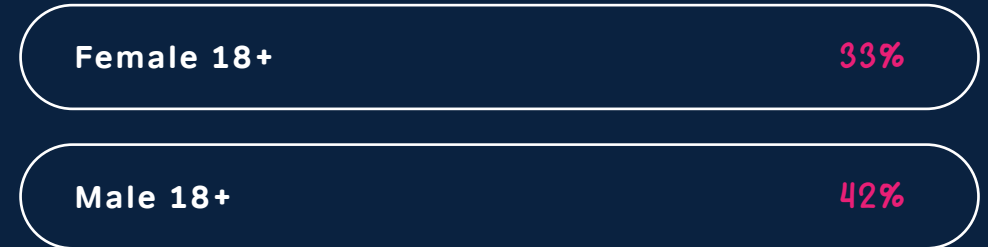
The Evolution of the Podcast Listener

Podcasting has a strong reach across all segments. The time spent listening is growing too.

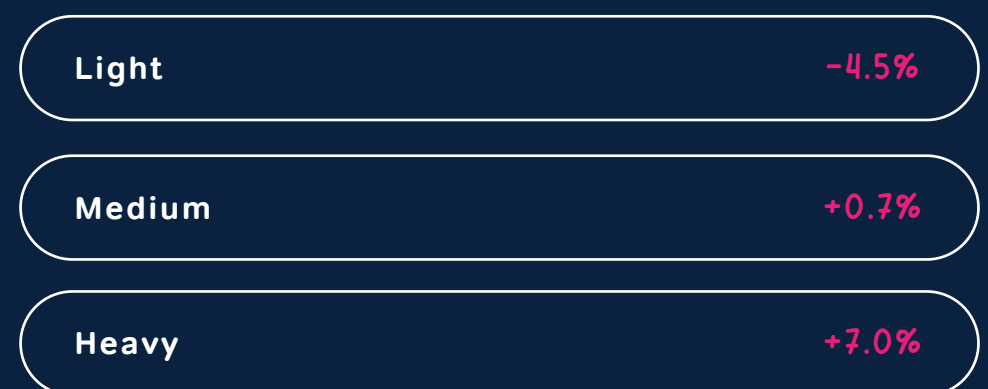
Percentage of the A.U. population who listened to podcasts in the past month **by age**



Percentage of the A.U. population who listened to podcasts in the past month **by gender**



Change in listeners by listening frequency **(YOY)**



Content that moves **(with)** you

DEVICE % OF LISTENING

Mobile Device **94.2%**

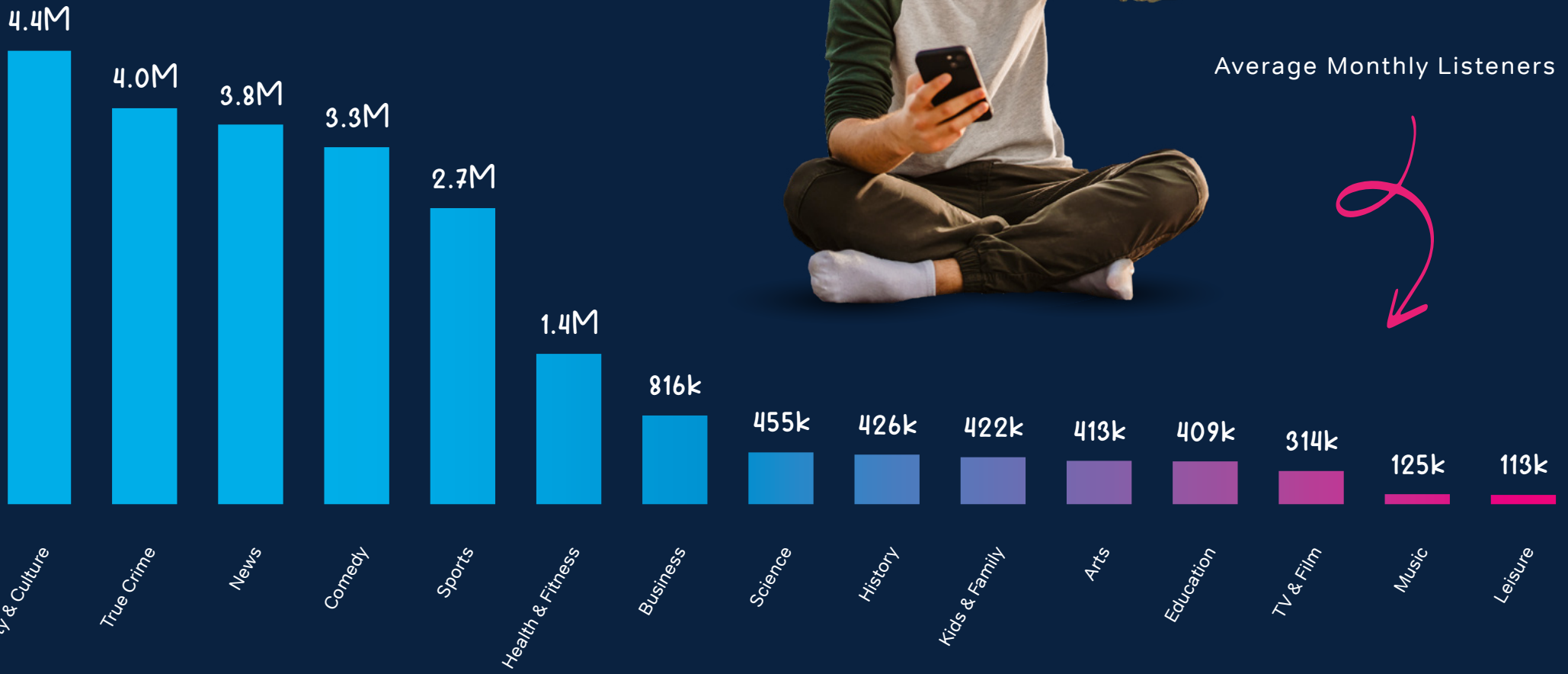
Desktop/Laptop **2.6%**

Other **2.3%**

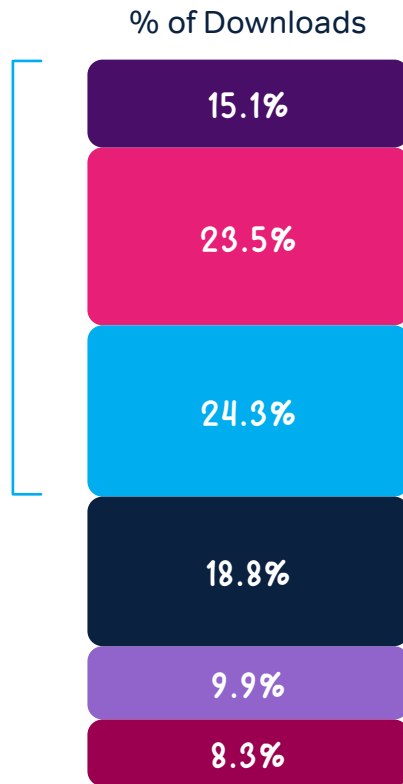
Smart Speaker **0.9%**



Most Popular Genres



The podcasts with more than **100,000** downloads represent **63%** of all downloads



Average Monthly Downloads




- 1M+
- 300k - 1M
- 100k - 300k
- 30k - 100k
- 10k - 30k
- 500 - 10k

**Monthly Podcast Listener
Demographics (vs Gen Pop index)**

Age	All Ppl	Female	Male
Ppl 18+	100	89	111
18 - 24	149	140	160
25 - 54	134	119	149

Household Income	Podcast listener vs. Gen Pop index
\$100-150k	133
\$150k +	127

Indexed vs. Monthly podcast age 18+ Australian listener

Society & culture		55% more likely to be a female 18 - 39	15% more likely to shop online	17% more likely to take an international holiday in next 12 months	17% more likely to switch or open a new bank account in the next year
True Crime		46% more likely to be a mum	31% more likely to be employed as a fulltime parent/caregiver	57% more likely to listen to podcasts 5+hrs/week	30% more likely to have a pet
News		88% more likely to be aged 55+	54% more likely to first start listening to podcasts in the past 5+ years	33% more likely to own home with no mortgage	38% more likely to have read newspaper in the past week
Comedy		45% more likely to be a male 18-34	42% more likely to be a student/apprentice	16% more likely to purchase from a take away store in the past week	19% more likely to purchase audio visual equipment in the next year
Sports		88% more likely to be a male 35-44	30% more likely to have a household income of \$200K+	26% more likely to be a senior decision maker	49% more likely to travel for business domestically











AUS Top 20 Podcasts of the Year











2024 Rank

Podcast

2024 Rank











Podcast

- 1  Hamish & Andy
- 2  Casefile True Crime
- 3  ABC News Top Stories
- 4  Mamamia Out Loud
- 5  Shameless
- 6  Conversations
- 7  The Imperfects
- 8  The Kyle & Jackie O Show
- 9  Life Uncut
- 10  Bronwyn

- 11  Crime Junkie
- 12  ABC News Daily
- 13  Stuff You Should Know
- 14  Happy Hour with Lucy & Nikki
- 15  No Filter
- 16  7am
- 17  Sky News Australia Update
- 18  Australian True Crime
- 19  It's A Lot with Abbie Chatfield
- 20  SmartLess



Top Debuts

Rank	Podcast	Publisher	Genre
1	 Bronwyn	News Corp Australia	True Crime
2	 Dan Does Footy	DM Podcasts	Sports
3	 Kill List	Wondery	True Crime
4	 The Ultimate Sacrifice	Nine Radio	True Crime
5	 Witness: William Tyrrell	Nova Entertainment	True Crime
6	 The Truth About Amy	ARN/iHeart	True Crime
7	 Backstage with Cooper & Matty Johns	Johns Media	Sports
8	 The Missing Campers Trial	Nine Radio	True Crime
9	 Style-ish	Shameless Media Pty Ltd	Arts
10	 Missing Niamh	Audioboom	True Crime

Top episode of the year



Case 270: Meredith Kercher from Casefile True Crime (Audioboom)

Released February, 3rd, 2024






Most Popular Podcasts
for the 3 Top Genres












Society & Culture

News

True Crime

- 1  Mamamia Out Loud
Mamamia
- 2  Shameless
Shameless Media
- 3  Conversations
Australian Broadcasting Corporation
- 4  Life Uncut
ARN/iHeart
- 5  Stuff You Should Know
ARN/iHeart

- 1  ABC News Top Stories
Australian Broadcasting Corporation
- 2  ABC News Daily
Australian Broadcasting Corporation
- 3  7am
Schwartz Media
- 4  Sky News Australia Update
News Corp Australia
- 5  TheSquiz Today
Squiz Media

- 1  Casefile True Crime
Audioboom
- 2  Bronwyn
News Corp Australia
- 3  Crime Junkie
audiochuck/SiriusXM Podcast Network
- 4  Australian True Crime
Bravecasting
- 5  True Crime Conversations
Mamamia

Sourcing Information:

This report incorporates data from various sources.

Official Australian Podcast Ranker

A ranking system that tracks and ranks podcasts based on performance metrics, serving as a key resource for understanding the competitive landscape of the Australian podcast industry.

Demos+ Solution

Offers detailed demographic and audience characteristics for podcasts of all sizes, enhancing insights by combining quantitative metrics with audience profiling for a deeper understanding of listener behaviors.

Triton Digital's IAB Tech Lab Certified Podcast Metrics

Measures server log data from Triton Digital and various other industry hosting platforms, providing accurate podcast performance metrics that adhere to IAB Tech Lab standards.

Demos+ Survey (April '23 - Nov '24)

Conducted with Signal Hill Insights, this survey collected data from 7,500 monthly podcast listeners in Australia, contributing valuable demographic and listener insights to the Demos+ Solution.