



AUSTRALIAN PODCAST INSIGHTS

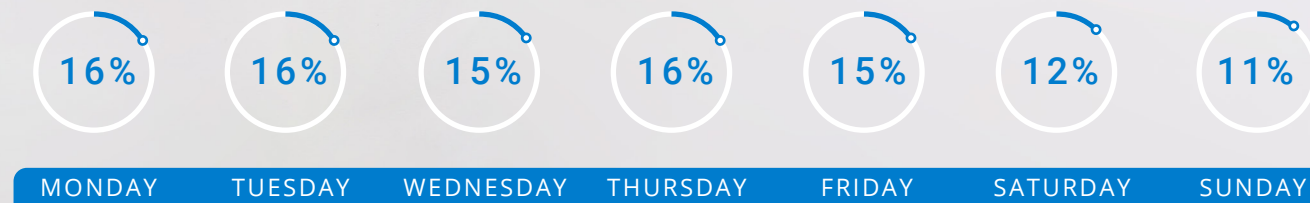
January 2022

The Australian Podcast Ranker presents a comprehensive overview of the size and popularity of the podcast audience and the shows being consumed. As part of the enhancement of the Podcast Ranker, podcast listener figures have now been included to provide greater transparency.

In January, the Podcast Ranker showed that Australians spent an average of **2 hours and 30 minutes** listening to podcasts each week.

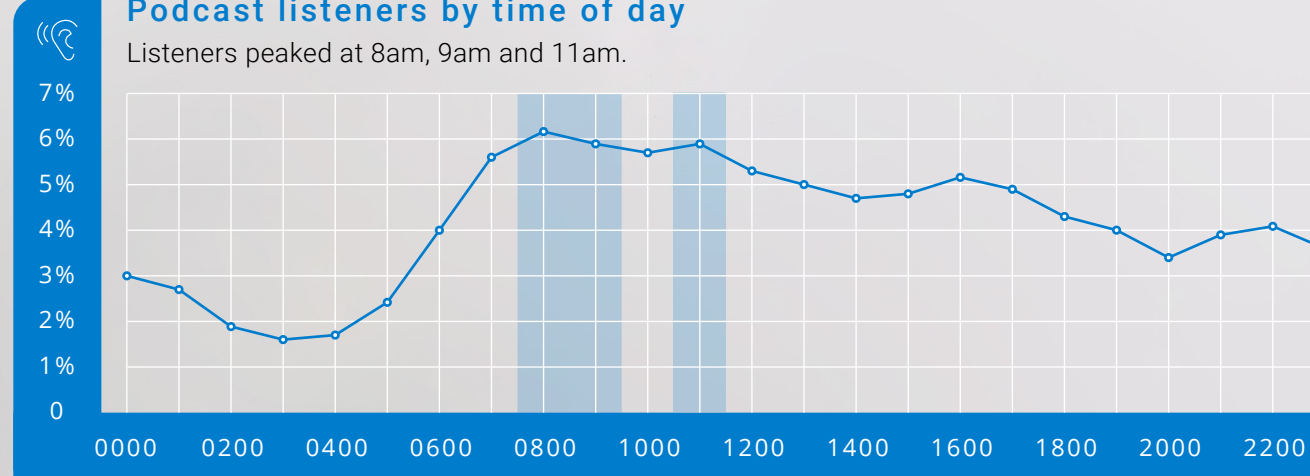
Podcast listeners by day

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



Podcast listeners by time of day

Listeners peaked at 8am, 9am and 11am.



Podcast listeners – Top 5 genres

	1. COMEDY	3.1 million
	2. TRUE CRIME	2.5 million
	3. SOCIETY & CULTURE	2.3 million
	4. NEWS	1.8 million
	5. SPORT	940,000

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 1-31 January 2022. For more info visit: radioalive.com.au/Australian-Podcast-Ranker

