

AUSTRALIAN PODCAST RANKER 2020 YEAR IN REVIEW

Insights from 420 million podcast downloads in Australia in 2020

MOST POPULAR GENRES

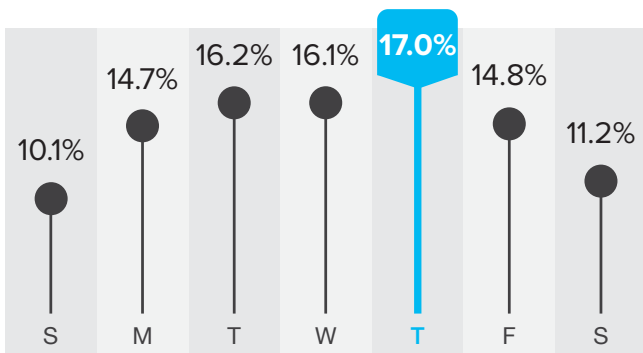
1	Radio shows	101.3M
2	True Crime	67.6M
3	Comedy	63.5M
4	News	51.9M
5	Lifestyle & Health	33.4M



By total downloads
Jan-Nov 2020

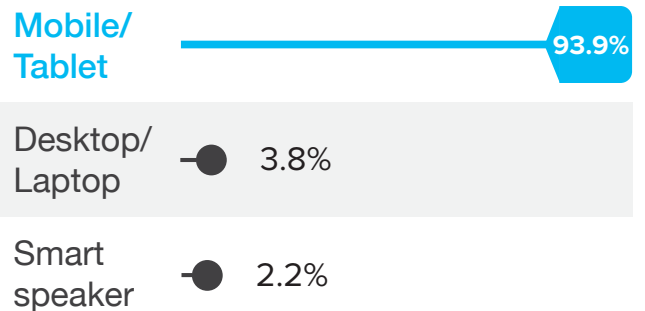
MID-WEEK BIGGEST FOR LISTENING

% downloads by day of week



MOBILE IS KING FOR PODCAST LISTENING

Listening by device type by % of downloads



420.8M
total podcast
downloads

Jan-Nov 2020

3.3M
unique devices
used per week

as at Nov 2020

1.9HRS
downloaded per
device per week

Nov 2020