

Australian Podcast Insights

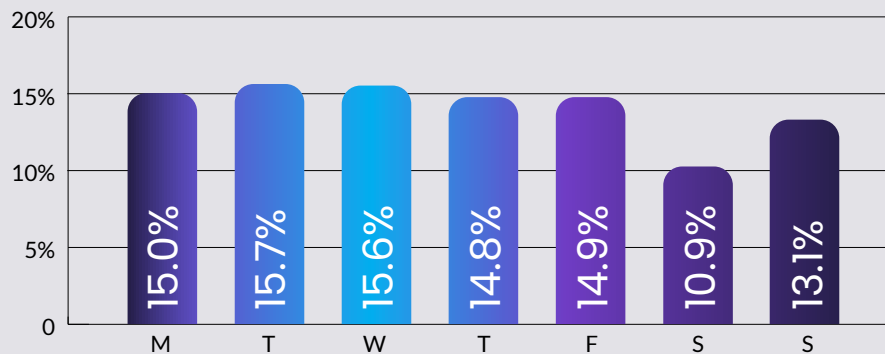
October 2021

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 October was 55 million.

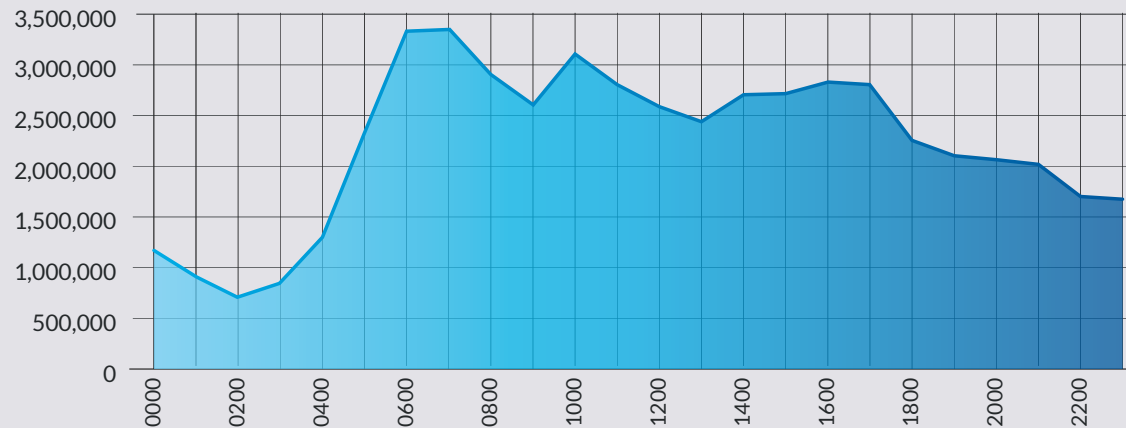
Podcast downloads by day

The first half of the week was the most popular time for downloads, peaking on Tuesdays and Wednesdays.



Podcast downloads by time of day

Downloads peaked in the morning, exceeding 3M+ at 6am, 7am and 10am.



Podcast downloads by genre

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

1 Radio	9.2 million
2 News	5.9 million
3 Comedy	5.7 million
4 True Crime	4.8 million
5 Society/Culture	4.8 million
6 Sports	1.8 million
7 Health/Fitness	1.7 million
8 Business	1.5 million
9 Science	331,735
10 TV/Film	229,568
11 Arts	228,241
12 History	169,778