

# Australian Podcast Ranker 2021: downloads hit magic half billion; comedy tops the list, business and health the fastest growing categories

16 December 2021

Australians downloaded more than half a billion podcasts in 2021, 28% more than the year before, with comedy again the most popular category, followed by news; society & culture and true crime, according to annual insights from the Australian Podcast Ranker, released today by Commercial Radio Australia and Triton Digital.

Comedy, which includes radio show podcasts, accounted for 118.61 million or 22% of the 543 million podcasts downloaded during the year, but the fastest growing categories were business (up 57% to 22.21 million downloads) and health & fitness (up 54% to 22.16 million downloads).

Casefile True Crime was the ranker's top podcast of the year based on 22.3 million downloads, followed by Stuff You Should Know (18.5 million) and Hamish & Andy (18.4 million), with The Kyle & Jackie O Show coming in at number four with 16.7 million downloads and Life Uncut with Brittany Hockley and Laura Byrne rounding out the top five (11.6 million, and up from 12<sup>th</sup> place last year).

The best performing debut podcast of the year was The Sure Thing, a six-episode program about Australia's biggest insider trading case, by Nine Publishing, which achieved 426,000 downloads when it launched in March.

The Australian Podcast Ranker, commissioned by industry body Commercial Radio Australia, reports monthly on the top 100 most popular Australian and international podcasts in the country among participating publishers across radio, TV, print and independent producers.

"2021 was another stellar year for podcasting as Australians gravitated to comedy and news, and podcasts moved into mainstream consumer conversations," CRA chief executive officer Joan Warner said.

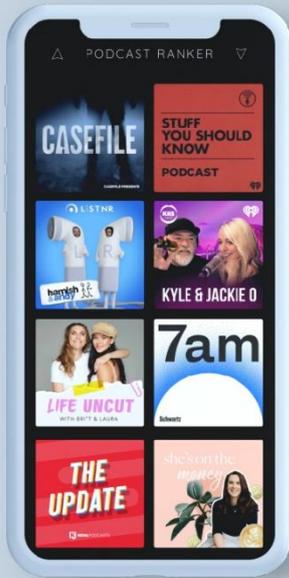
"With performance data for each title now publicly available since September, it's clear that the top shows in the ranker have established sizeable, loyal and growing audiences. The plethora of new shows being launched and increased promotion will see momentum continue to build in 2022."

The podcasts in the ranker attracted 3.7 million weekly listeners in November 2021, an increase of 12% compared to November 2020.

Between January and November 2021, the average listener downloaded 3.3 podcasts and listened to one hour and 54 minutes of content each week. Tuesday was the most popular day of the week to stream or download podcasts.

The full 2021 infographic is attached. To see the latest data, visit the new ranker website at [www.australianpodcastranker.com](http://www.australianpodcastranker.com).

The Australian Podcast Ranker is published by Triton Digital in accordance with IAB Tech Lab's Podcast Measurement Guidelines. Participating publishers include Audioboom, ARN/iHeartMedia, DM Podcasts, Equity Mates Media, Hidden Brain Media, Kinderling Kids Radio, LiSTNR (SCA), Motorsport Podcast Network, News Corp Australia, Nine, NOVA Entertainment, Podshape, Schwartz Media, Sports Entertainment Network (SEN), Stitcher Media, TOFOP Productions, The Chaser, Wavelength Creative and West Australian Newspapers.



# AUSTRALIAN PODCAST RANKER 2021 YEAR IN REVIEW

Insights from 543 million podcast downloads in Australia in 2021



TOP DAY OF THE WEEK  
FOR LISTENING

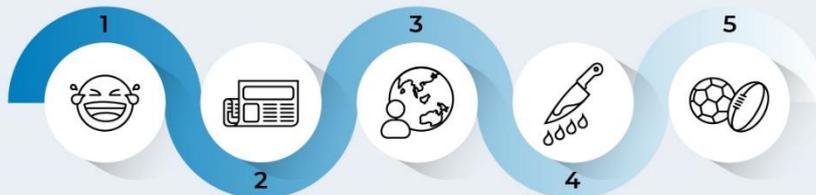
**Tuesday**



TOP HOURS OF THE WEEK  
FOR LISTENING

**7 - 8am**

## TOP GENRES FOR THE YEAR



<b>Comedy</b>	<b>118M</b>
News	92M
Society & Culture	78M
True Crime	74M
Sports	71M

## TOP PODCASTS FOR THE YEAR BY TITLE

1. **Casefile**  
Audioboom  
22.3 million downloads



4. **The Kyle & Jackie O Show**  
ARN/iHeartMedia  
16.7 million downloads



2. **Stuff You Should Know**  
ARN/iHeartMedia  
18.5 million downloads



5. **Life Uncut**  
ARN/iHeartMedia  
11.6 million downloads



3. **Hamish & Andy**  
LISTNR (SCA)  
18.4m million downloads



Average listening  
hours per week  
**1.9**



Average downloads  
per listener per week  
**3.3**



The Australian Podcast Ranker is an industry initiative published by Triton Digital and complies with IAB Podcast Measurement Technical Guidelines. Data above reflects downloads from Jan-Nov 2021. For more info visit [australianpodcastranker.com.au](http://australianpodcastranker.com.au)



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**About Commercial Radio Australia**

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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