

AUSTRALIAN PODCAST RANKER

2023 INSIGHTS

946m

PODCAST DOWNLOADS
UP 25% COMPARED
TO LAST YEAR

THURSDAY

BIGGEST DAY OF THE WEEK

95%

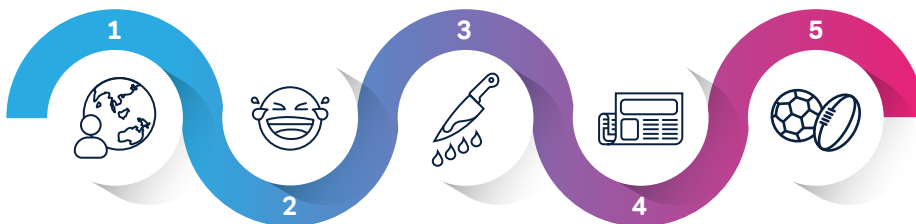
OF LISTENING HAPPENS
ON A MOBILE DEVICE
(SMARTPHONES & TABLETS)

8am

TOP HOUR OF THE DAY
FOR LISTENING



TOP GENRES LISTENED TO BY AVERAGE MONTHLY LISTENERS:



Society & Culture	4.07M
Comedy	4.05M
True Crime	3.78M
News	3.69M
Sports	2.81M

MOST POPULAR PODCASTS BY AVERAGE MONTHLY LISTENERS

<p>1</p> <p>Hamish and Andy LiSTNR (SCA)</p> <p>869,495</p>	<p>2</p> <p>Casefile True Crime Audioboom</p> <p>834,410</p>	<p>3</p> <p>Mamamia Out Loud Mamamia</p> <p>589,174</p>	<p>4</p> <p>Shameless Shameless Media</p> <p>583,956</p>	<p>5</p> <p>The Kyle & Jackie O Show ARN/iHeart</p> <p>558,375</p>
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Average listening hours per week

2.3

3.9

Average downloads per listener per week



*Source: The Australian Podcast Ranker is an industry initiative commissioned by CRA and published by Triton Digital. Results comply with IAB Podcast Measurement Technical Guidelines. Data above reflects listening from January to November, 2023. For more info visit: australianpodcastranker.com

