

# Podcast Annual '25





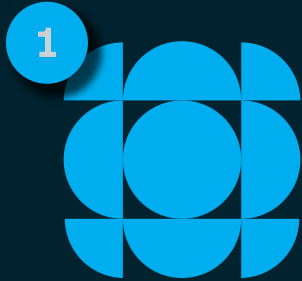
# A year in review

Commercial Radio & Audio (CRA) in partnership with Triton Digital presents the 2025 Australian Podcast Annual, a deep dive into the evolving podcast landscape. This report delivers key insights, additional data, and in-depth analysis, expanding on our regular updates from the Official Australian Podcast Ranker.

Podcasting is a powerful medium for storytelling, conversation, and entertainment. In Australia, 18+ listenership has surged 15.9% over the past two years (2023-2025), with growth across all demographics, including those slower to adopt podcasts.



# Key takeaways



1  
The number of monthly podcast listeners in Australia has increased by 6.8% in the last year



2  
The top podcast was ABC News Top Stories



3  
The top new podcast debut was Dear Rachelle



4  
Podcast listeners are a highly desirable audience for advertisers, as they tend to be younger and more affluent



5  
The top genre was News followed by Society & Culture and Sports







#### GROWTH:

# +6.8%

Average monthly listeners  
compared to 2024

#### TOP GENRES:

1. News
2. Society & Culture
3. Sports
4. True Crime
5. Comedy

#### DEMOGRAPHICS:

People aged

# 18-34

Are more likely to be  
new listeners

#### GENDER PREFERENCES:

Men:

Sports

Leisure

Technology

Women:

Kids & Family

True Crime

Health & Fitness





Most podcast listening occurs on Thursdays and remains strong throughout the week.



Average monthly listeners continue to grow



- 2024 -

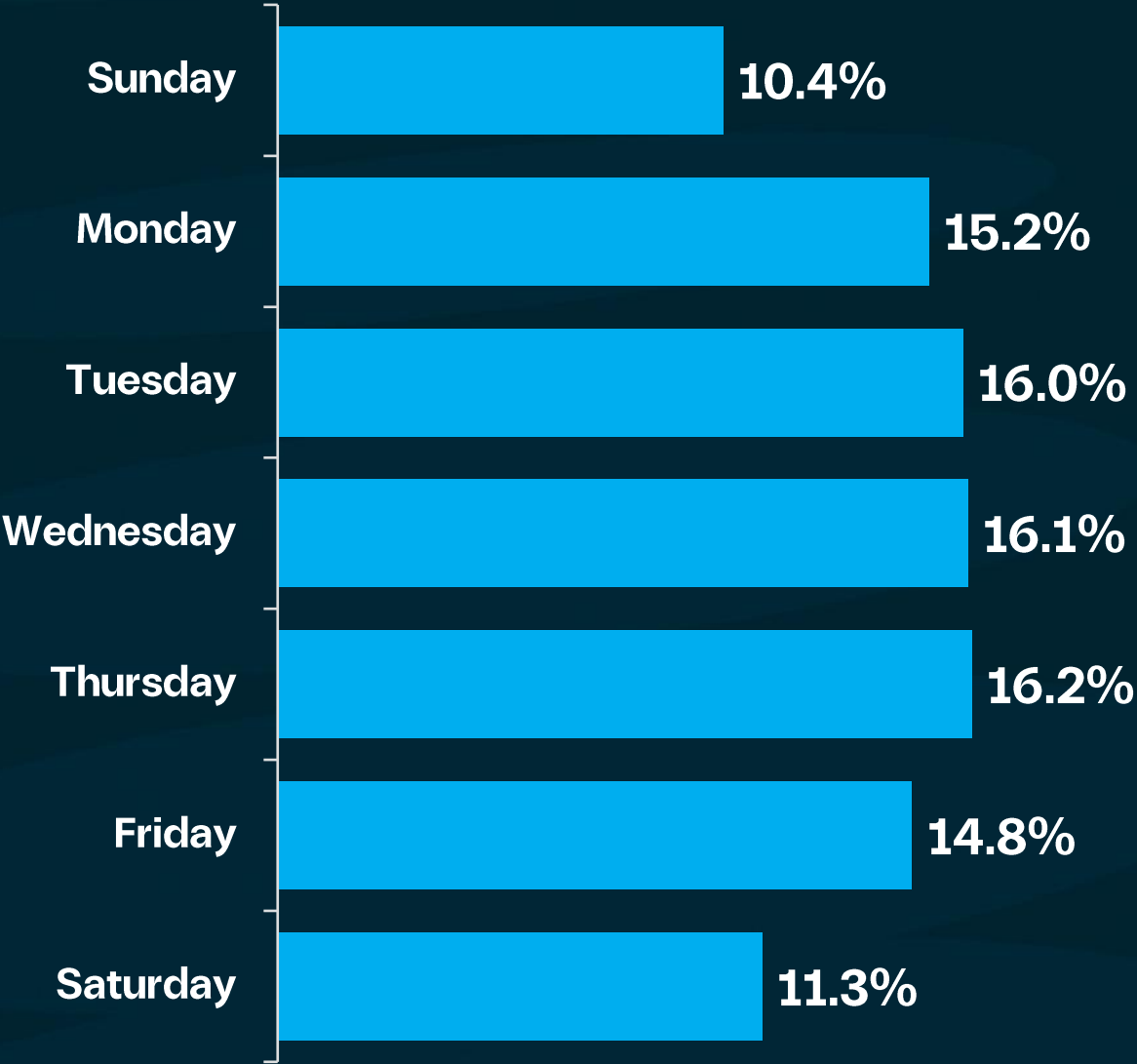
**+8.5%**

Average monthly listeners compared to 2023

- 2025 -

**+6.8%**

Average monthly listeners compared to 2024



Source: Triton Digital Podcast Metrics: Analysis is based on listening in Australia in 2025.





# The evolution of the podcast listener

Podcasting has a strong reach across all segments. The time spent listening is growing too.

Percentage of the AU population who consumed podcasts in the past month **by age**

18-34: **72%**

35-54: **55%**

55+: **25%**

Percentage of the AU population who listened to podcasts in the past month **by gender**

Female 18+: **44%**

Male 18+: **54%**

Percentage of monthly podcast audience (18+) consuming podcasts **multiple days per week**

Q2 2023: **49%**

Q2 2024: **52%**

Q2 2025: **58%**

Source: Triton Digital Demos+ general population survey data (Q2'25) conducted in collaboration with Signal Hill Insights.  
Note: Podcast consumption methodology was updated in 2025 to include both listening and watching podcasts. Prior-year figures reflect listening only. As a result, these figures are not directly comparable to previous reports.





# Content that moves with you

Mobile device:



**95.4%**

Desktop / Laptop:



**2.4%**

Other:



**1.5%**

Smart Speaker:



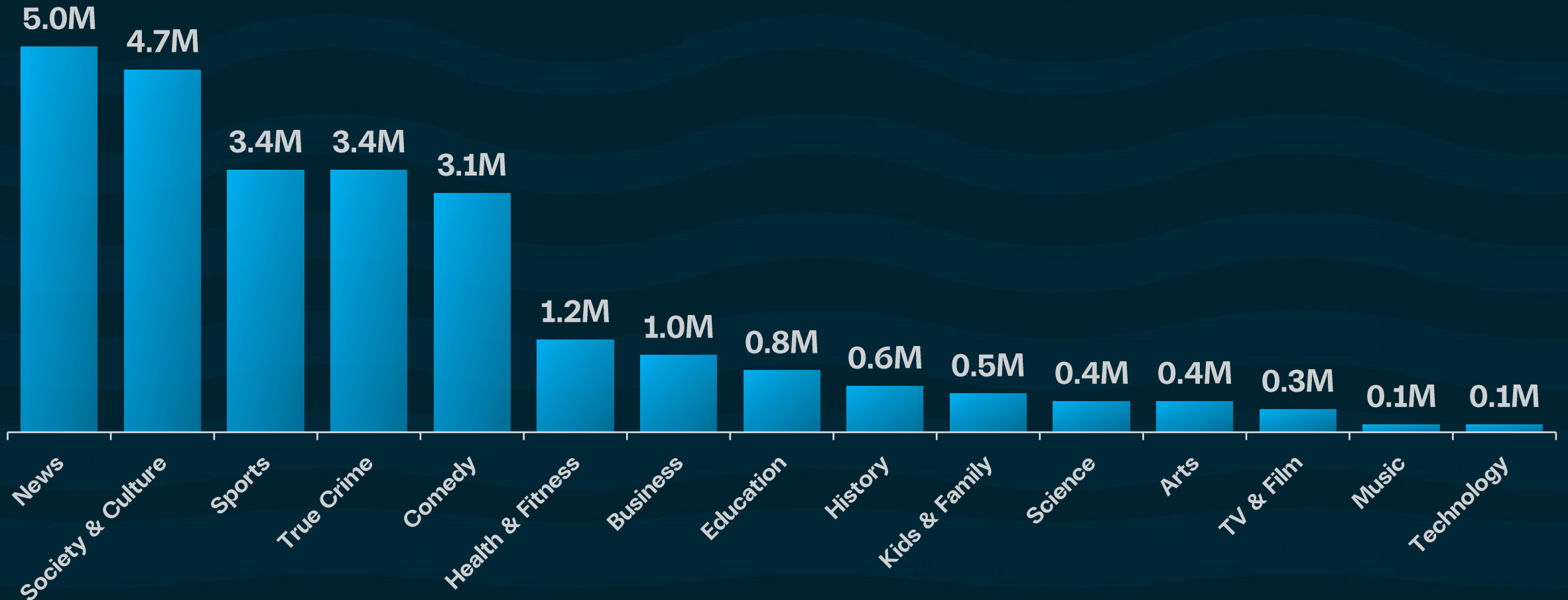
**0.7%**

% OF LISTENING



# Most popular genres

Average Monthly Listeners



Source: Triton Digital Podcast Metrics: Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-Dec 2025





# Monthly Podcast Listener Demographics

(vs Gen Pop index)

Age	All Ppl	Female	Male
Ppl 18+	100	90	110
18 - 24	147	136	155
25 - 54	124	125	124

Household Income	Podcast listener vs. Gen Pop index
\$100-150k	131
\$150k +	150

Triton Digital Demos+: Survey data Q2'25 - Q4'25 . Sample of 3,000 monthly podcast listeners in Australia indexed to the A.U. general population - conducted in collaboration with Signal Hill Insights.



# Indexed vs. Monthly podcast age 18+ Australian listener













<b>Society &amp; Culture</b>	<b>43%</b> More likely to be Females 18-24	<b>24%</b> more likely to purchase investment property next year	<b>22%</b> more likely to be a mum	<b>18%</b> more likely to be in painting /sculpting
<b>True Crime</b>	<b>77%</b> More likely to be Females 55-64	<b>35%</b> more likely to be a mum	<b>27%</b> more likely to be a full time parent/caregiver	<b>24%</b> more likely to have a pet at home
<b>News</b>	<b>33%</b> more likely to be golf avid fan	<b>33%</b> more likely to read the newspaper in the past week	<b>29%</b> more likely to be a senior decision maker	<b>23%</b> more likely to sell home next year
<b>Comedy</b>	<b>43%</b> More likely to be adults 18-24	<b>34%</b> more likely to be employed in trades	<b>15%</b> more likely to invest in audio/visual equipment next year	<b>15%</b> more likely to be avid baseball fan
<b>Sports</b>	<b>75%</b> More likely to be avid cricket fan	<b>72%</b> more likely to be Males 45-54	<b>36%</b> more likely to have \$200k+ household income	<b>20%</b> more likely to finance/refinance mortgage next year





# AUS Top 20 Podcasts of 2025







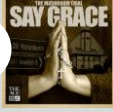

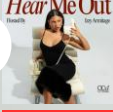


1		ABC News Top Stories	11		The Kyle & Jackie O Show
2		Hamish & Andy	12		It's A Lot with Abbie Chatfield
3		Mamamia Out Loud	13		The Daily
4		Shameless	14		Squiz Today
5		Sky News Australia Update	15		Happy Hour with Lucy & Nikki
6		Conversations	16		I Catch Killers with Gary Jubelin
7		ABC News Daily	17		Australian True Crime
8		Life Uncut	18		The Daily Aus
9		The Imperfects	19		Full Story
10		The Case Of*	20		7am

Source: Triton Digital Podcast Metrics: Analysis is based on the average monthly listeners from the participating publishers measured in the Australian podcast rankers from Jan-Dec 2025. \*The Case Of was previously Mushroom Case Daily



# Top Debuts of 2025



- |    |   |                               |    |   |  |
|----|---|-------------------------------|----|---|--|
| 1  |     | Dear Rachelle                 | 11 |     | Diagnosing Murder                          |
| 2  |    | NSW News Bulletins            | 12 |    | Hands Tied                                 |
| 3  |    | No One Saw It Coming          | 13 |    | ASSASSINS with Aslan Pahari                |
| 4  |    | Stalked                       | 14 |    | Skye & Callum                              |
| 5  |    | Sick to Death                 | 15 |    | Love Island Australia: Officially Unpacked |
| 6  |    | The Mushroom Trial: Say Grace | 16 |    | The Missing Matter                         |
| 7  |    | Alva Beach: Death At The Door | 17 |    | Hotter Than Yesterday                      |
| 8  |   | Hear Me Out                   | 18 |   | The Gangster's Ghost                       |
| 9  |  | MAFS Funny Podcast            | 19 |  | Wisecrack                                  |
| 10 |  | Vain-ish                      | 20 |  | Lu & Jarch                                 |

Source: Triton Digital Podcast Metrics: Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-Dec 2025.







# Most Popular Podcasts of 2025

for the 3 top genres

## NEWS:



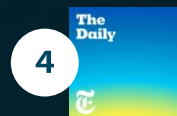
1 **ABC News Top Stories**  
Australian Broadcasting Corporation



2 **Sky News**  
Australia Update  
News Corp Australia



3 **ABC News Daily**  
Australian Broadcasting Corporation



4 **The Daily**  
New York Times



5 **Squiz Today**  
Squiz Media

## SOCIETY & CULTURE:



1 **Mamamia Out Loud**  
Mamamia



2 **Shameless**  
Shameless Media



3 **Conversations**  
Australian Broadcasting Corporation



4 **Life Uncut**  
ARN/iHeart



5 **It's A Lot with Abbie Chatfield**  
LISTNR (SCA)

## SPORTS:



1 **Dan Does Footy**  
DM Podcasts



2 **SEN Breakfast**  
Sports Entertainment Network (SEN)



3 **The Howie Games**  
LISTNR (SCA)



4 **ABC SPORT Daily**  
Australian Broadcasting Corporation



5 **Triple M Footy AFL**  
LISTNR (SCA)

Source: Triton Digital Podcast Metrics: Analysis is based on the average monthly listeners from the participating publishers measured in the Australian podcast rankers from Jan-Dec 2025



# Top 3 highest indexing shows by audience

## FEMALE 18+:



Darling Shine!  
LISTNR (SCA)



Happy Hour with  
Lucy & Nikki  
LISTNR (SCA)



It's A Lot with  
Abbie Chatfield  
LISTNR (SCA)

## PARENT W/ CHILD <18:



Dino Dome  
Australian Broadcasting  
Corporation



Radio National  
Breakfast  
Australian Broadcasting  
Corporation



AM  
Australian Broadcasting  
Corporation

## MALE 18+:



Radio National  
Breakfast  
Australian Broadcasting  
Corporation



Morning Glory with  
Matty Johns  
Sports Entertainment  
Network (SEN)



Roy & HG-Bludging  
on the Blindside  
Australian Broadcasting  
Corporation



Radio National  
Breakfast  
Australian Broadcasting  
Corporation



Roy and HG -  
Bludging  
on the Blindside  
Australian Broadcasting  
Corporation



AM  
Australian Broadcasting  
Corporation

## ADULTS 25-54:



The Imperfects  
LISTNR (SCA)



Behind the Bastards  
ARN/iHeart



Everyone Relax  
LISTNR (SCA)





# Top 3 highest indexing shows by **purchase intent**

## HOME RENNOVATIONS - INTENT



ABC News Top Stories  
Australian Broadcasting Corporation



Life Matters  
Australian Broadcasting Corporation



The Book Show  
Australian Broadcasting Corporation

## BUY MOTOR VEHICLE - INTENT



Australia Wide  
Australian Broadcasting Corporation



Dear Rachelle  
News Corp Australia



Morning Glory with Matty Johns  
Sports Entertainment Network (SEN)

## HOLIDAY TRAVEL DOM - INTENT



Roy and HG - Bludging on the Blindside  
Australian Broadcasting Corporation



Ben Fordham Live  
Nine Audio



The Bulwark Podcast  
Audioboom

## FINANCE/REFINANCE MORTGAGE - INTENT



ABC News Top Stories  
Australian Broadcasting Corporation



How I Built This with Guy Raz  
Wondery



Business Wars  
Wondery

## PRIMARY GROCERY SHOPPER



American Scandal  
Wondery



British Scandal  
Wondery



Against The Odds  
Wondery

## ONLINE SHOPPER



ABC SPORT Daily  
Australian Broadcasting Corporation



Revisionist History  
ARN/iHeart



Brooke and Jeffrey: Second Date Update  
ARN/iHeart

## NEW HEALTH INSURANCE - INTENT



ABC News Top Stories  
Australian Broadcasting Corporation



Test Match Special  
BBC



The Imperfects  
LiSTNR (SCA)

## QSR (Quick Service Restaurant) WEEKLY



SBS On the Money  
Special Broadcasting Service



SBS News In Depth  
Special Broadcasting Service



Radio National Breakfast  
Australian Broadcasting Corporation

## BUY HOME TECH PRODUCTS- INTENT



SBS News Updates  
Special Broadcasting Service



SBS News In Depth  
Special Broadcasting Service



The Bulwark Podcast  
Audioboom



# Sourcing information:

This report incorporates data from various sources.

## **Official Australian Podcast Ranker:**

A ranking system that tracks and ranks podcasts based on performance metrics for Ppl 18+, serving as a key resource for understanding the competitive landscape of the Australian podcast industry.

## **Demos+ Solution:**

Offers detailed Ppl 18+ demographic and audience characteristics for podcasts of all sizes, enhancing insights by combining quantitative metrics with audience profiling for a deeper understanding of listener behaviors.

## **Triton Digital's IAB Tech Lab Certified Podcast Metrics:**

Measures server log data from Triton Digital and various other industry hosting platforms, providing accurate podcast performance metrics that adhere to IAB Tech Lab standards.

## **Demos+ Survey (January '24 - December '25):**

Conducted with Signal Hill Insights, this survey collected data from 6000 monthly podcast listeners in Australia, contributing valuable demographic and listener insights to the Demos+ Solution.

