

# Podcast Annual '25



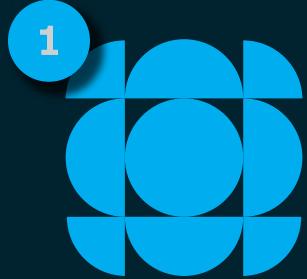
# A year in review

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



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



The top podcast was ABC News Top Stories



The top new podcast debut was Dear Rachelle



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



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

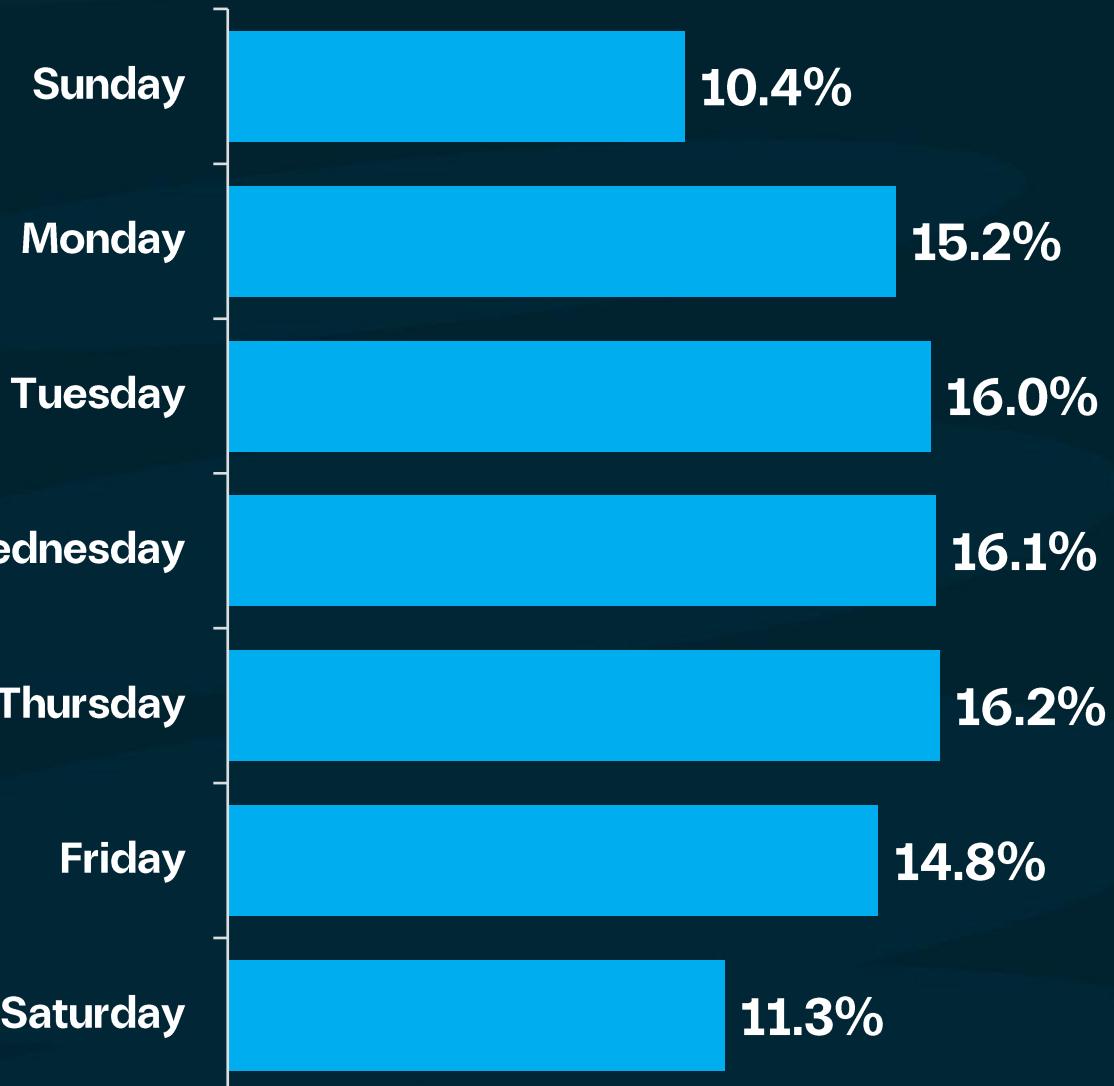




Most podcast listening occurs on Thursdays and remains strong throughout the week.



Average monthly listeners continue to grow



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

Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-Dec 2023 to 2025.  
Numbers will increase as new publishers join.





# 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%**

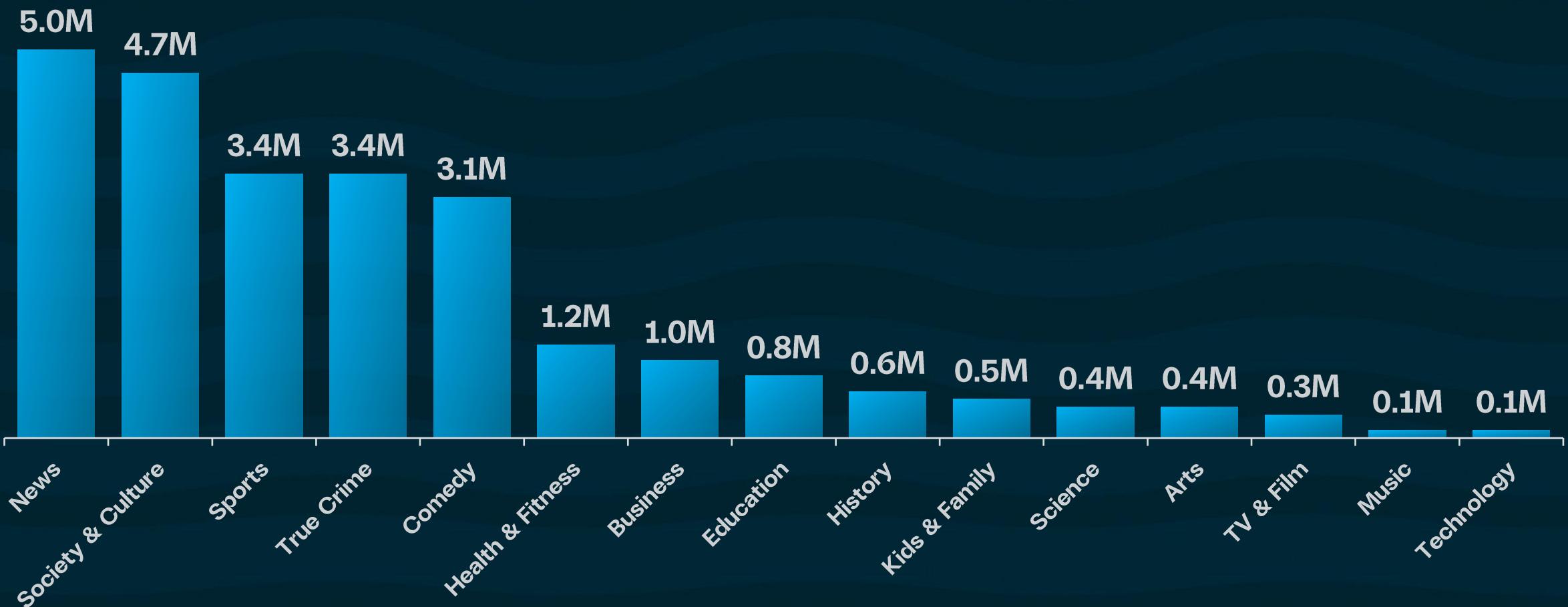
% OF LISTENING

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



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

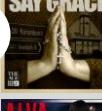
Source: Triton Digital Podcast Metrics: Analysis is based on the average monthly listeners from the participating publishers measured in the Australian podcast rankers from Jan-Dec 2025. \*The Case Of was previously Mushroom Case Daily





# Top Debuts of 2025



1		Dear Rachelle
2		NSW News Bulletins
3		No One Saw It Coming
4		Stalked
5		Sick to Death
6		The Mushroom Trial: Say Grace
7		Alva Beach: Death At The Door
8		Hear Me Out
9		MAFS Funny Podcast
10		Vain-ish
11		Diagnosing Murder
12		Hands Tied
13		ASSASSINS with Aslan Pahari
14		Skye & Callum
15		Love Island Australia: Officially Unpacked
16		The Missing Matter
17		Hotter Than Yesterday
18		The Gangster's Ghost
19		Wisecrack
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	2	3	4	5
ABC News Top Stories Australian Broadcasting Corporation	Sky News Australia Update News Corp Australia	ABC News Daily Australian Broadcasting Corporation	The Daily New York Times	Squiz Today Squiz Media

## SOCIETY & CULTURE:

1	2	3	4	5
Mamamia Out Loud Mamamia	Shameless Shameless Media	Conversations Australian Broadcasting Corporation	Life Uncut ARN/iHeart	It's A Lot with Abbie Chatfield LISTNR (SCA)

## SPORTS:

1	2	3	4	5
Dan Does Footy DM Podcasts	SEN Breakfast Sports Entertainment Network (SEN)	The Howie Games LISTNR (SCA)	ABC SPORT Daily Australian Broadcasting Corporation	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 Blindsie  
Australian Broadcasting  
Corporation

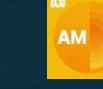
\$150k+ HHI:



Radio National  
Breakfast  
Australian Broadcasting  
Corporation



Roy and HG -  
Bludging  
on the Blindsie  
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

## ONLINE SHOPPER



ABC SPORT Daily  
Australian Broadcasting Corporation



Revisionist History  
ARN/iHeart



Brooke and Jeffrey:  
Second Date Update  
ARN/iHeart

## BUY MOTOR VEHICLE - INTENT



Australia Wide  
Australian Broadcasting Corporation



Dear Rachelle  
News Corp Australia



Morning Glory  
with Matty Johns  
Sports Entertainment Network (SEN)

## NEW HEALTH INSURANCE - INTENT



ABC News Top Stories  
Australian Broadcasting Corporation



Test Match Special  
BBC



The Imperfects  
LISTNR (SCA)

## HOLIDAY TRAVEL DOM - INTENT



Roy and HG - Bludging  
on the Blindsides  
Australian Broadcasting Corporation



Ben Fordham Live  
Nine Audio



The Bulwark Podcast  
Audioboom

## 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

## FINANCE/REFINANCE MORTGAGE - INTENT



ABC News Top Stories  
Australian Broadcasting Corporation



How I Built This  
with Guy Raz  
Wondery



Business Wars  
Wondery

## BUY HOME TECH PRODUCTS- INTENT



SBS News Updates  
Special Broadcasting Service



SBS News In Depth  
Special Broadcasting Service



The Bulwark Podcast  
Audioboom

## PRIMARY GROCERY SHOPPER



American Scandal  
Wondery



British Scandal  
Wondery



Against The Odds  
Wondery



# 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.

