










THE INFINITE DIAL® 2025



Executive Summary // TL;DR

Australia's Audio Affection Grows Stronger with Radio Leading the Charge, as Online Listening Surges.

-  Commercial Radio reaches 15 million Australians weekly.
-  4x more Australians listen to Commercial Radio than ad-supported Spotify.
-  One in three Australians aged 25-54 stream radio each week, up 6.5% from 2024.
-  More than half (52%) of Australians consume podcasts monthly, up 8% year-on-year.
-  Radio remains the dominant in-car audio choice, with 84% listening each month.
-  More than one-in-four Australians now stream radio in their car.
-  Four-in-ten Australians now own at least one smart speaker, up 43% in the past two years.

Presentation Outline

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Overview and Methodology

The Infinite Dial Australia 2025 explores Australians' audio consumption across AM/FM, DAB+, and digital platforms, alongside broader trends in online media usage and technology adoption.

Now in its ninth year, the study is modelled on Edison Research's U.S. Infinite Dial (est. 1998), the longest-running study of digital media behaviour globally.

Enables direct comparisons across Australia, New Zealand, UK and the U.S.

National survey of 1,543 Australians aged 10+, conducted in Q1 2025 (fieldwork 25 March - 21 April 2025).

- 1,240 interviews online | 303 interviews via telephone.

Data weighted to national 10+ population figures.

Channel Definitions

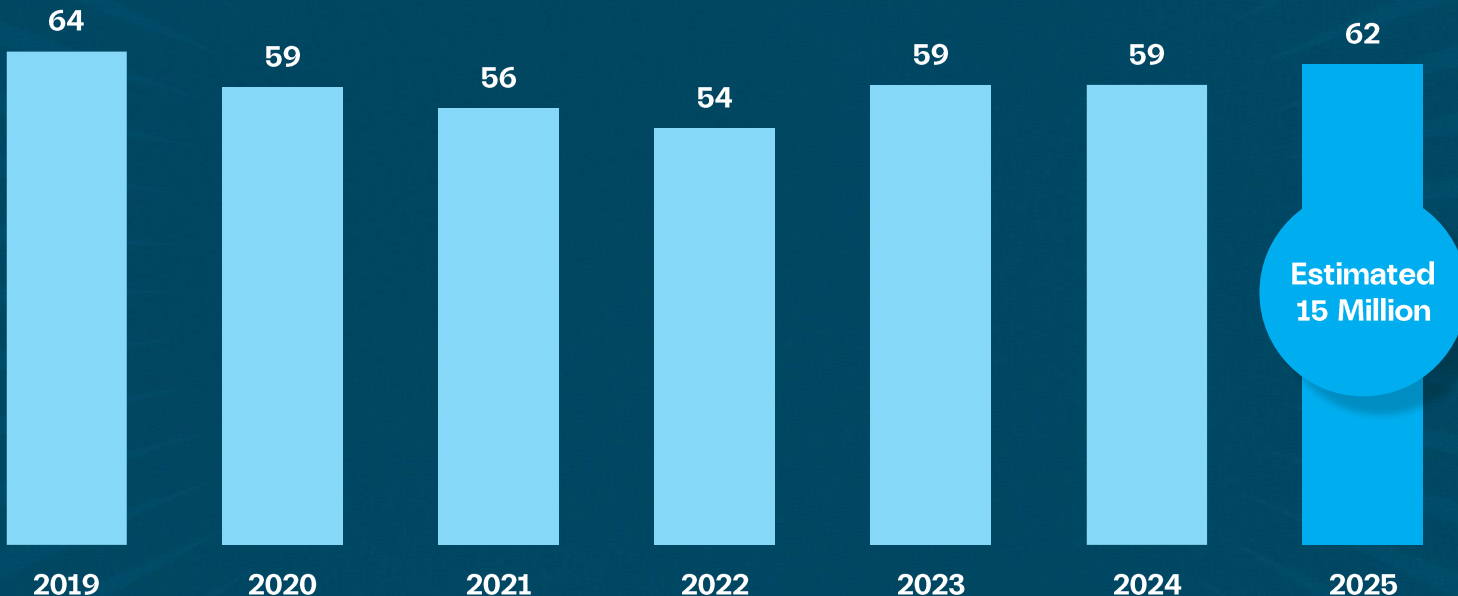
Total Audio	All Broadcast & Streaming Radio, Ad Supported and Subscription Music platforms and Podcasting
Total Radio	All Broadcast and Streaming radio available on any device
Broadcast Radio	Live radio listened to on AM, FM and DAB+ devices
Live Streaming Radio	All Radio delivered online and accessible on connected devices like computers, smartphones and smart speakers
Ad-Supported Music Streaming	Online music streaming platforms provided free but carry advertising
Subscription Music Streaming	Online music streaming platforms; paid and ad-free
Streaming Audio	Live Streaming radio and Music Streaming Services
Online Audio	Live Streaming radio, Music Streaming & Podcasts

COMMERCIAL = AD SUPPORTED CHANNELS

Key Findings



Commercial Radio's Resilience



% listened to Commercial radio in the last week, including Broadcast and Streaming.
Total Australian Population 10+.

Ad-Supported Audio: Challenges & Opportunities

62%

Total commercial
radio

15 MILLION

4x more
Australians are
listening to
radio than ad
supported
Spotify

23%

Total commercial
streaming radio

6 MILLION

17%

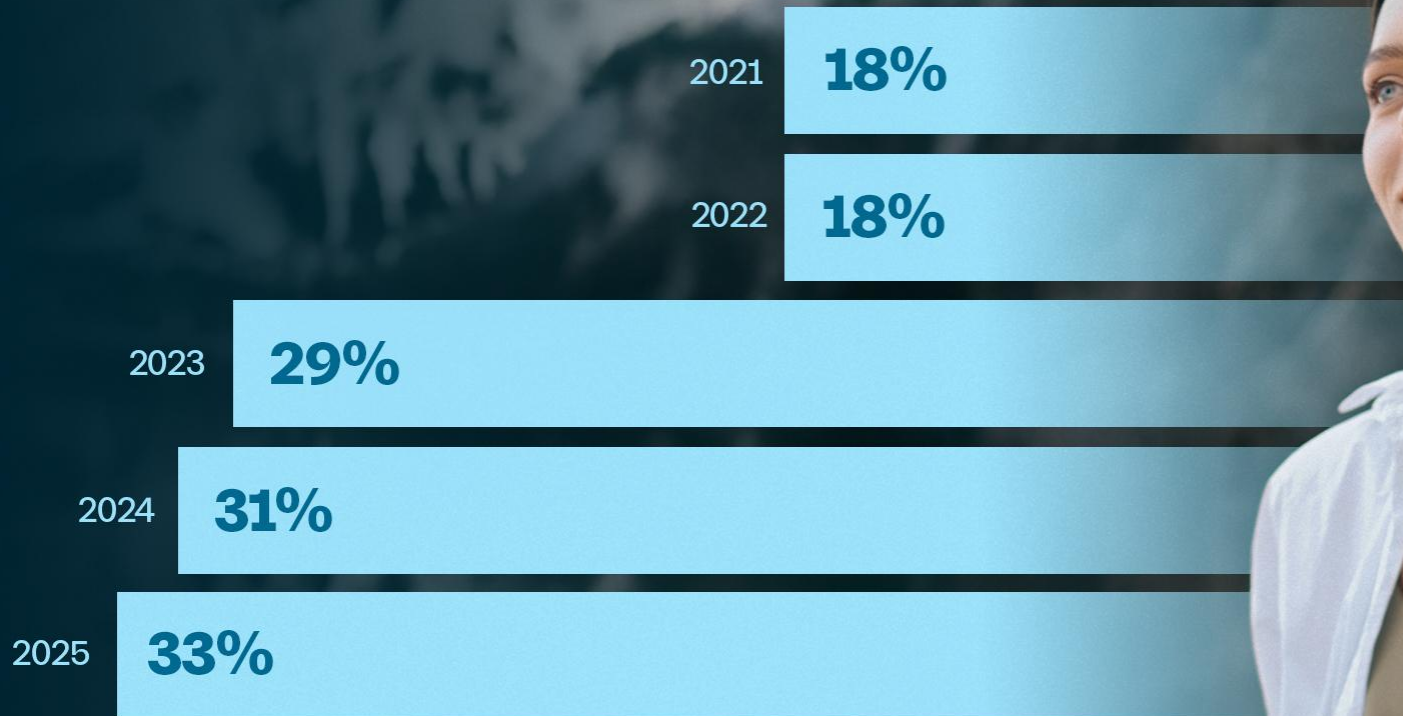
Ad-supported
Spotify

4 MILLION

Only 33%
of Spotify
listeners can
be reached
by ads

Surge in Weekly Live Streaming Radio

Adults 25-54



Oh, My Pod!



UNITED STATES

AUSTRALIA



DRIVING TUNES

The Top Audio Sources in Cars

84%

Total Radio

50%

Music
Streaming*

36%

Podcasts

29%

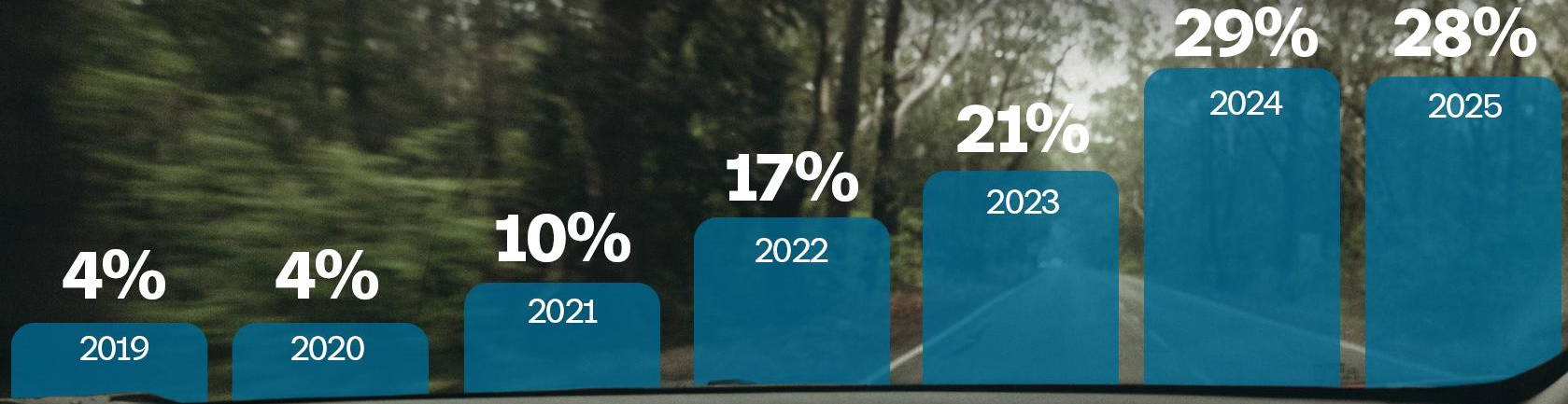
CDs

21%

Downloaded
Music

ON THE ROAD TO EVOLUTION:

The Growth of In-Car Streaming Radio



RISING TREND:

The Growth of Smart Speaker Ownership



UNITED STATES

AUSTRALIA



A woman with long brown hair, wearing an orange cardigan, is sitting at a wooden table. She is leaning forward with her chin resting on her hand, looking down at a small black smart speaker on the table. The background is a blurred office or studio setting. A large blue circle with white text is overlaid on the right side of the image.

Total Radio Trends

Radio's Resilience

94%

Listen to total audio

(All broadcast & streaming radio, ad supported and subscription music platforms and podcasting)

78%

Listen to total radio (Broadcast + streaming)

62%

Listen to total commercial radio

(Broadcast + streaming)

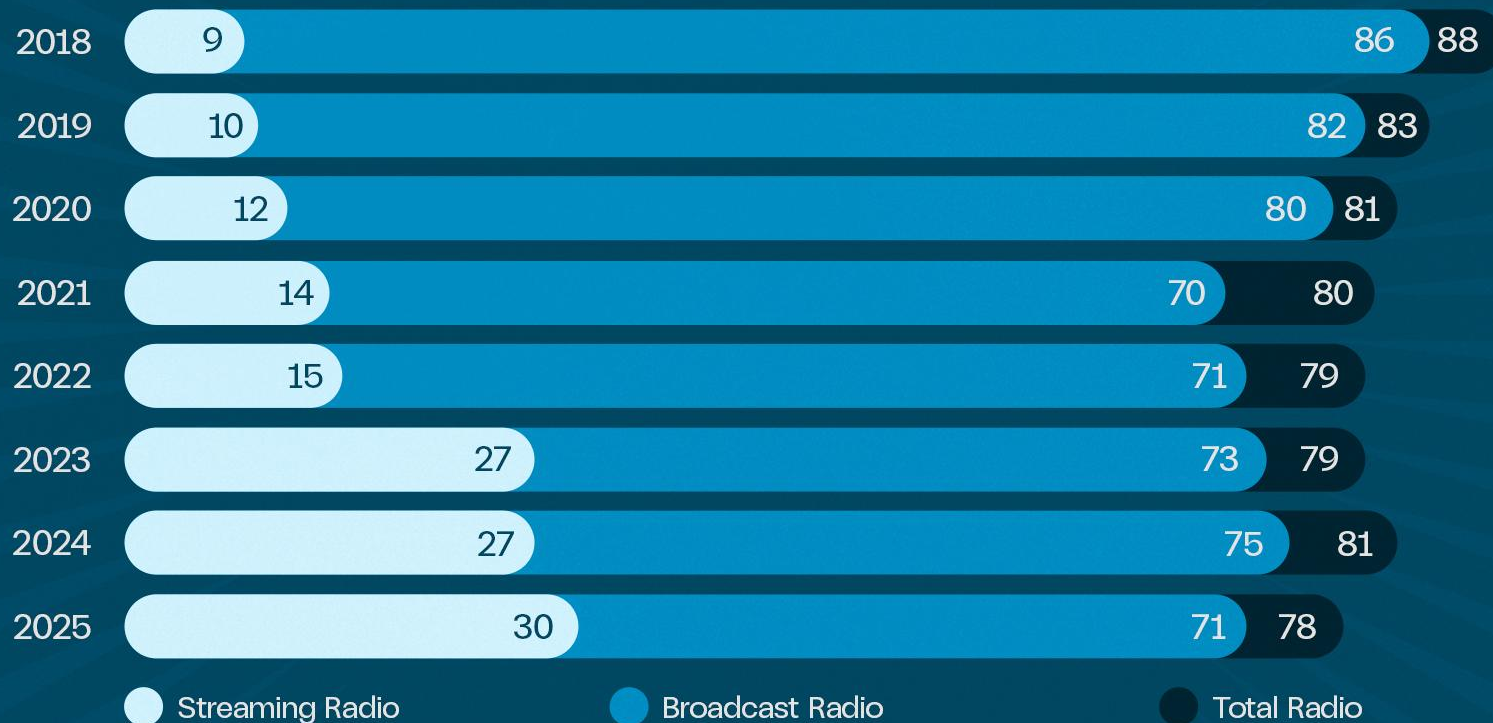
31%

Listen to ad-supported music streaming

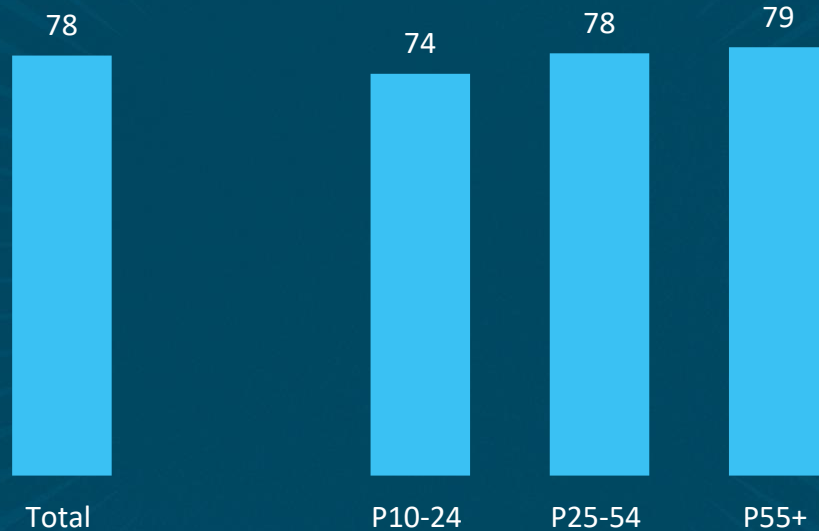
17%

Listen to ad-supported Spotify

Broadcast Resilient as Streaming Grows



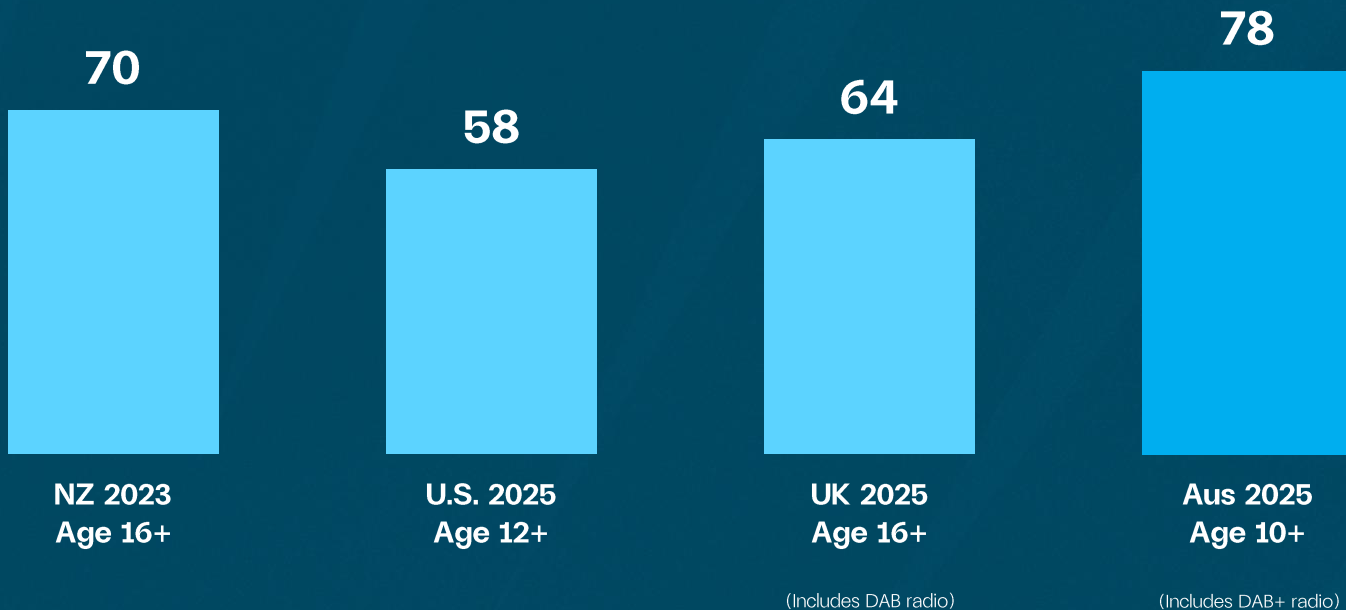
Radio's Broad Appeal



% listened to Total Radio (AM/FM/DAB+) in the last week. Total Radio includes Broadcast and Streaming. Total Australian Population 10+.

On Top Down Under

Australian Radio reaches 34% more of the population than the U.S.

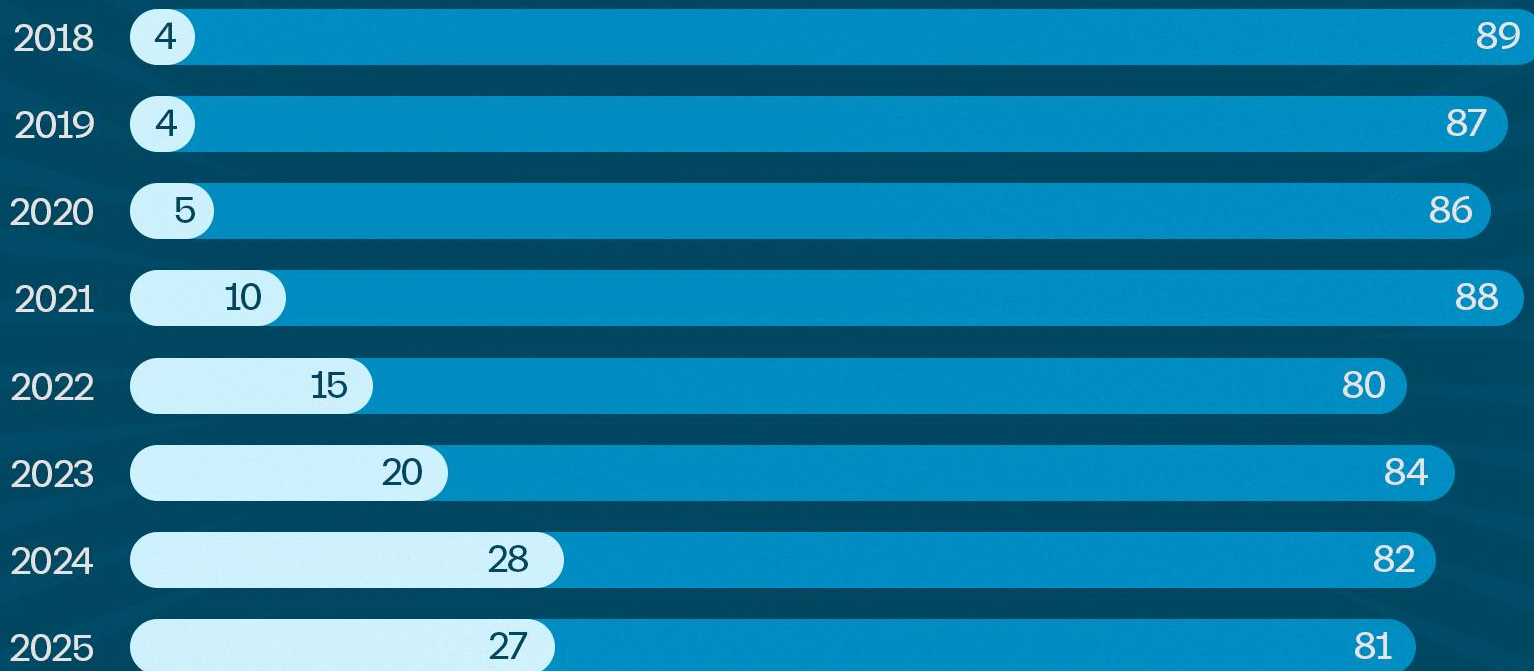


% listened to AM/FM radio in the last week. Total populations.
Includes both over-the-air and online.

A photograph of a young woman with long, wavy brown hair and a bright smile, wearing a light blue button-down shirt. She is sitting in the driver's seat of a car, with her hand on the steering wheel. In the background, a passenger wearing a wide-brimmed hat is visible. The image is partially covered by a large, semi-transparent blue circle on the right side, which contains the text 'In-car Audio' in white. Below this circle, there are two more overlapping blue circles, creating a decorative graphic element.

In-car Audio

Audio Sources Used in Car



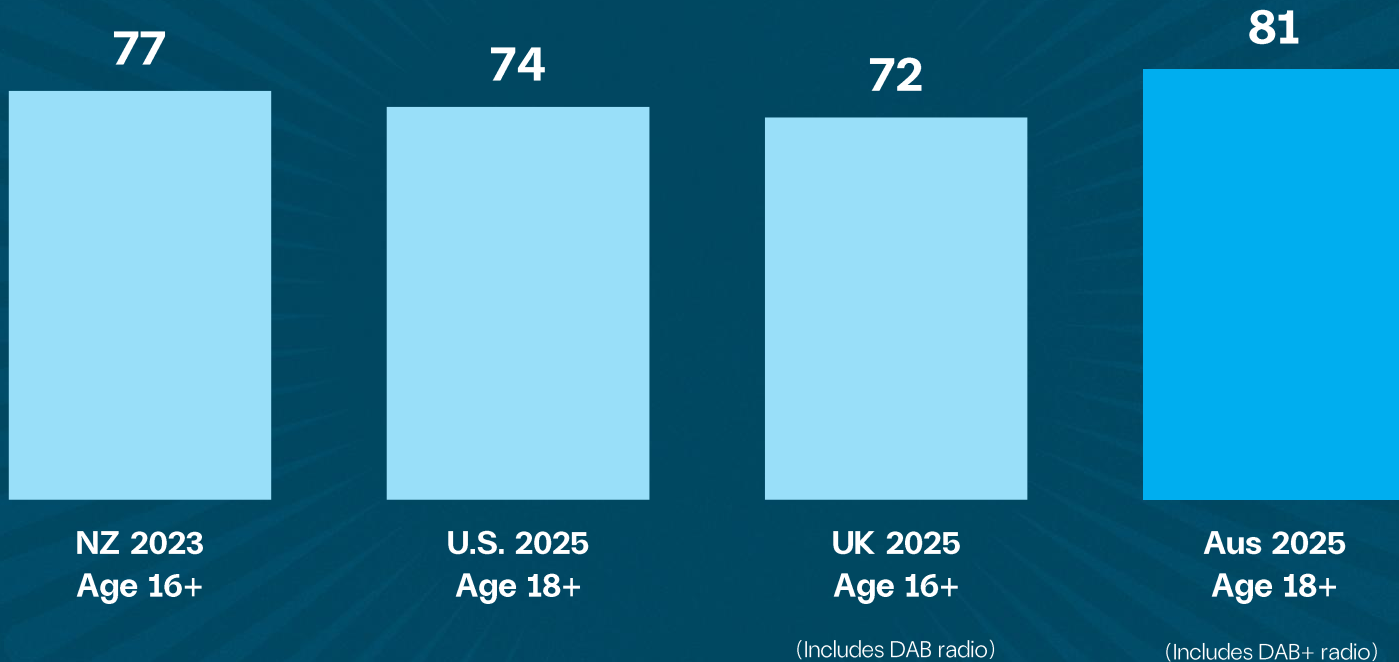
In-car Online AM/FM/DAB+



In-car AM/FM/DAB+

AM/FM/DAB+ Radio Usage in Car

% ever use AM/FM/DAB+ radio in car



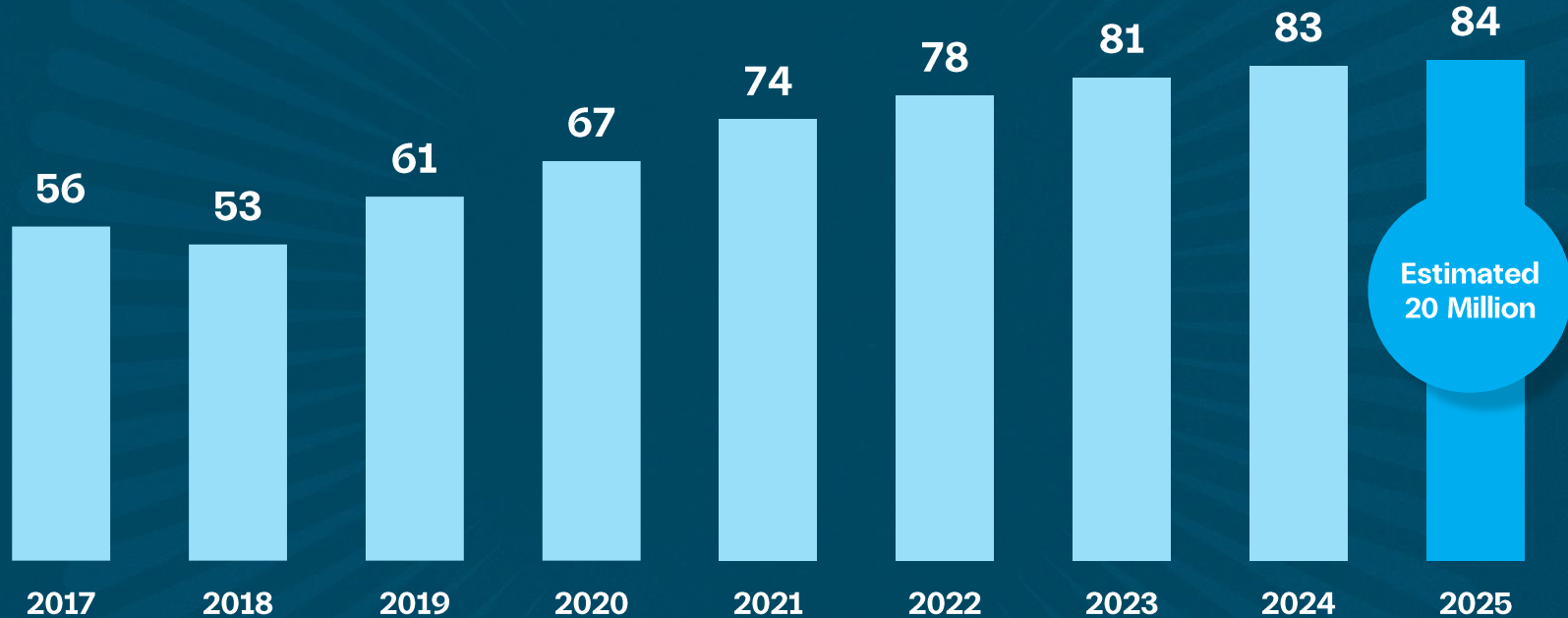
AU Base: 18+ and Has Driven/Ridden in Car in last month: 86%

Streaming



Monthly Streaming Audio Listening

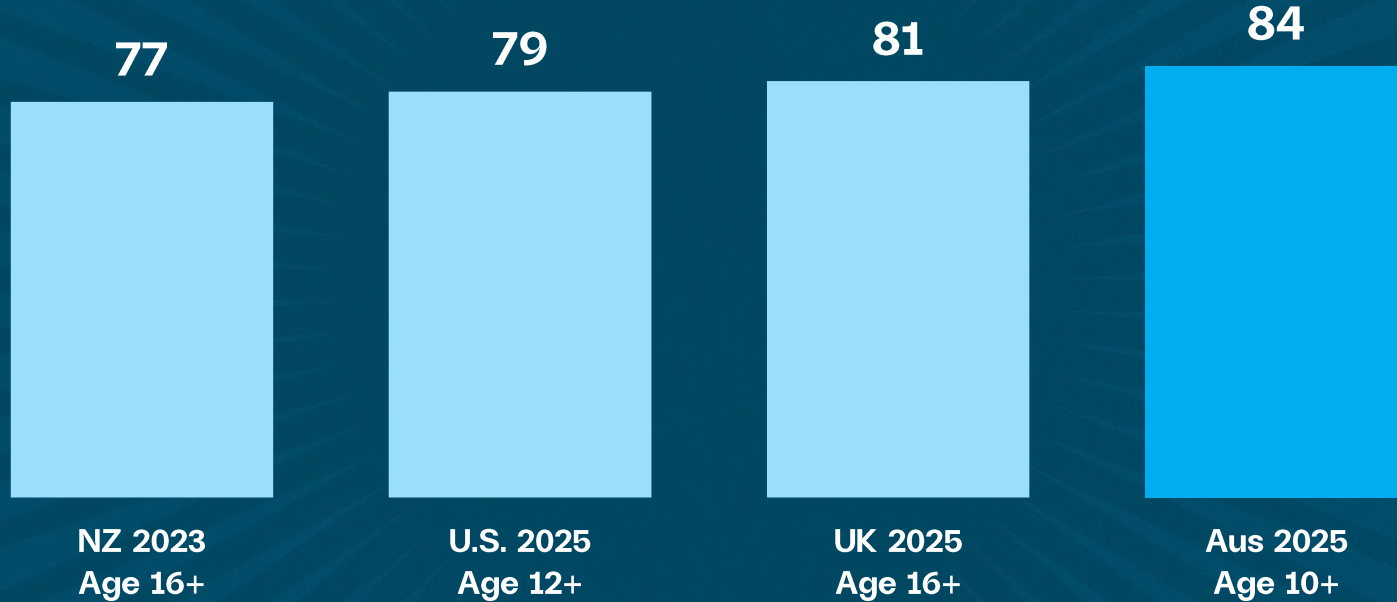
% listened to online audio in last month



Online Audio = Listening to AM/FM/DAB+ radio stations online and/or listening to music streaming services. Base: Total Australian Population 10+

Monthly Online Audio Listening

% listened to online audio in last month



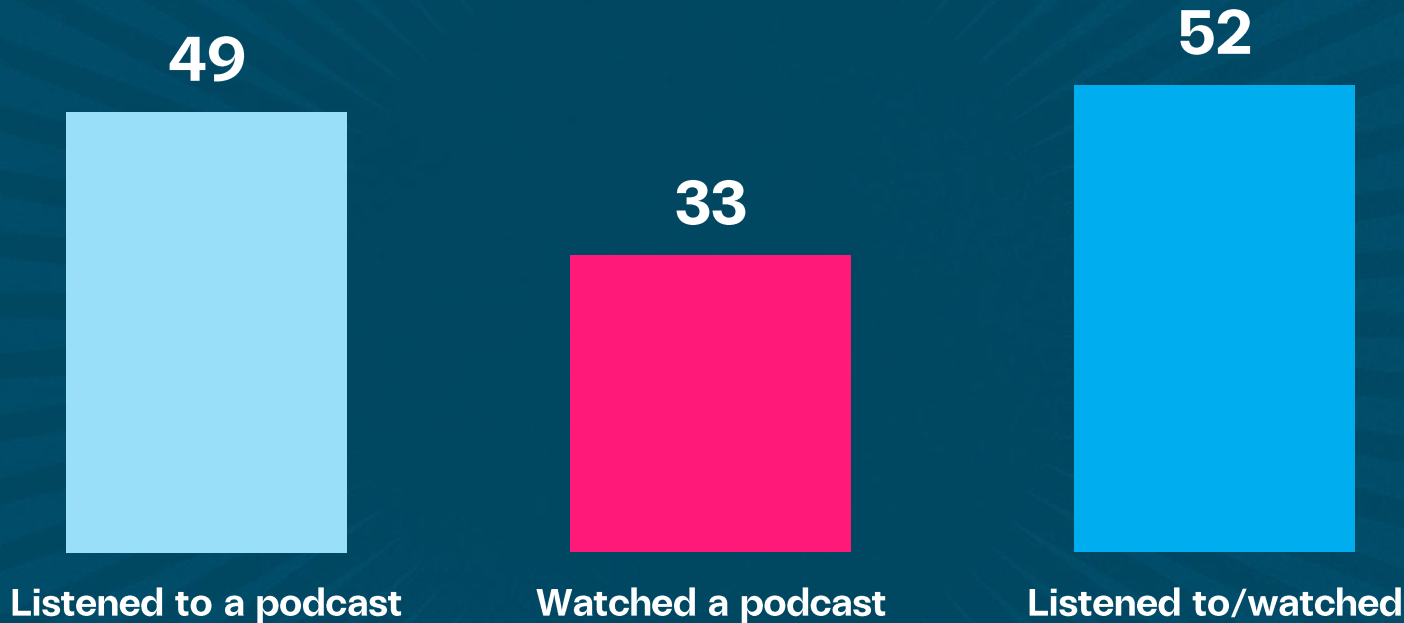
Online Audio = Listening to AM/FM/DAB+ radio stations online and/or listening to audio content available only on the Internet including podcasts and streaming services. Total Populations

Podcasting



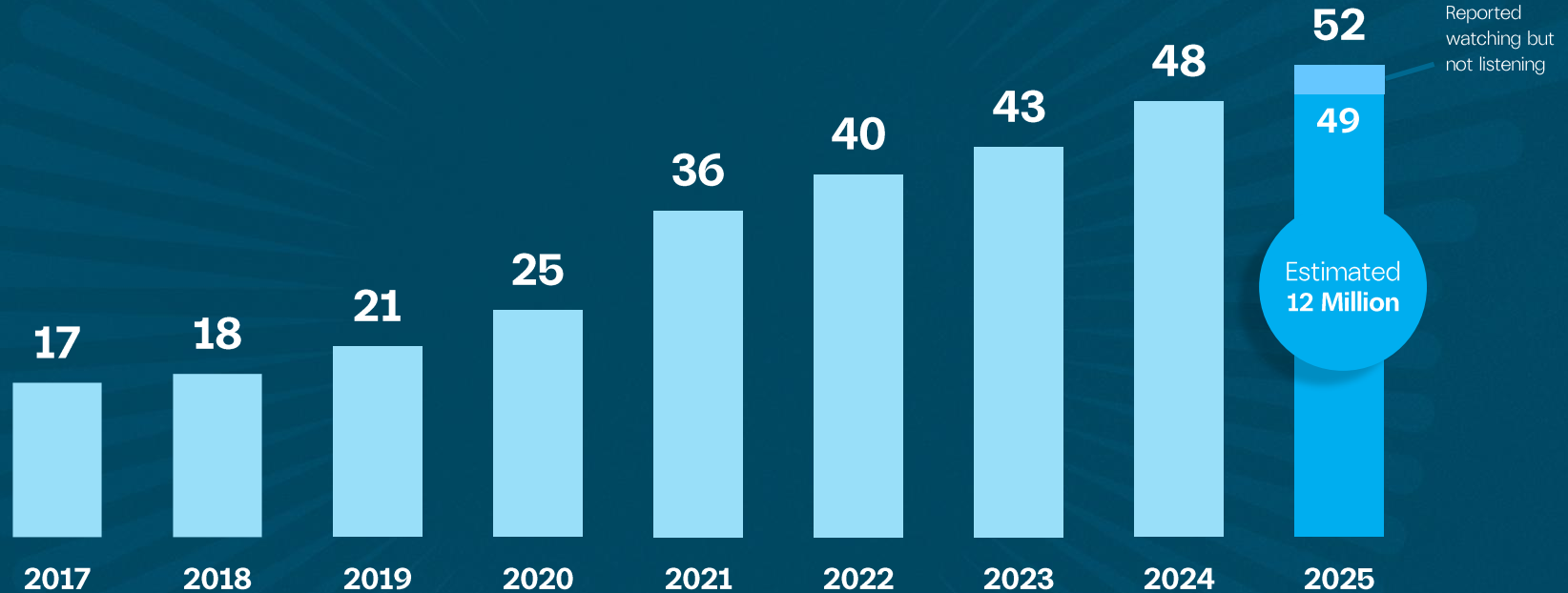
Monthly Podcast Consumption

Half of all Australians now listening to podcasts



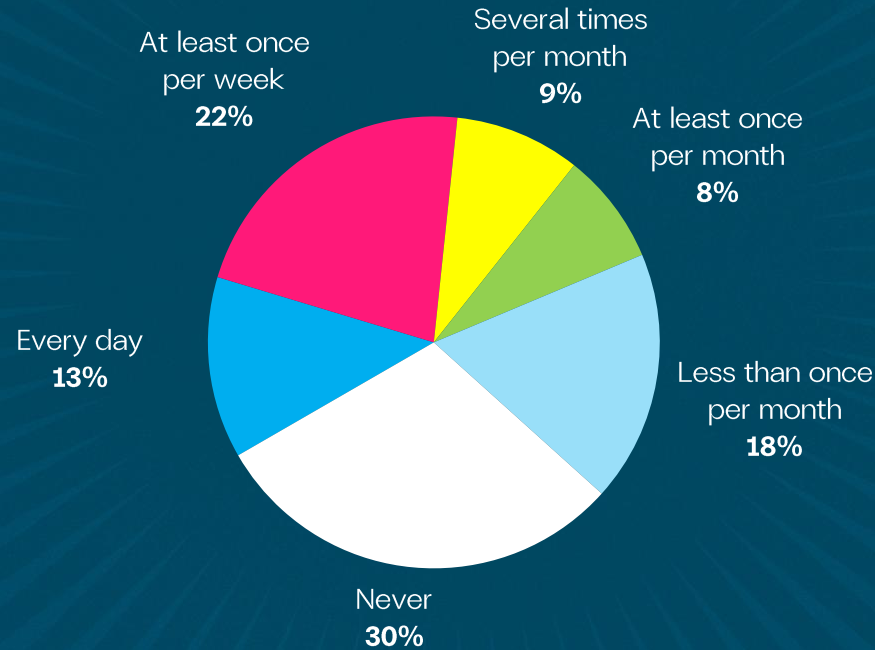
Monthly Podcast Listening

% Listened to a podcast in last month




Frequency of Listening to Podcasts

"How often do you listen to podcasts?"



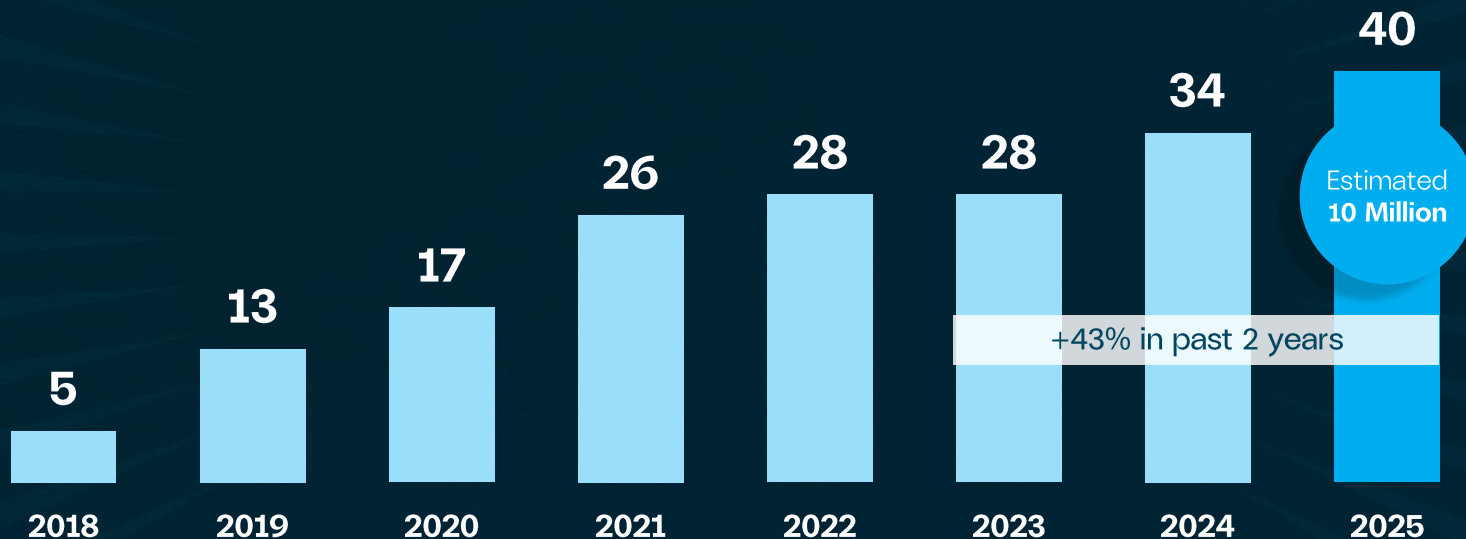
Total Australian Population 10+

A smart speaker with a grey fabric mesh and a white base sits on a dark countertop in a kitchen. In the background, a man in a grey shirt is smiling and holding a smartphone. The scene is overlaid with large blue circles. The text "Smart Speakers" is written in white on one of the circles.

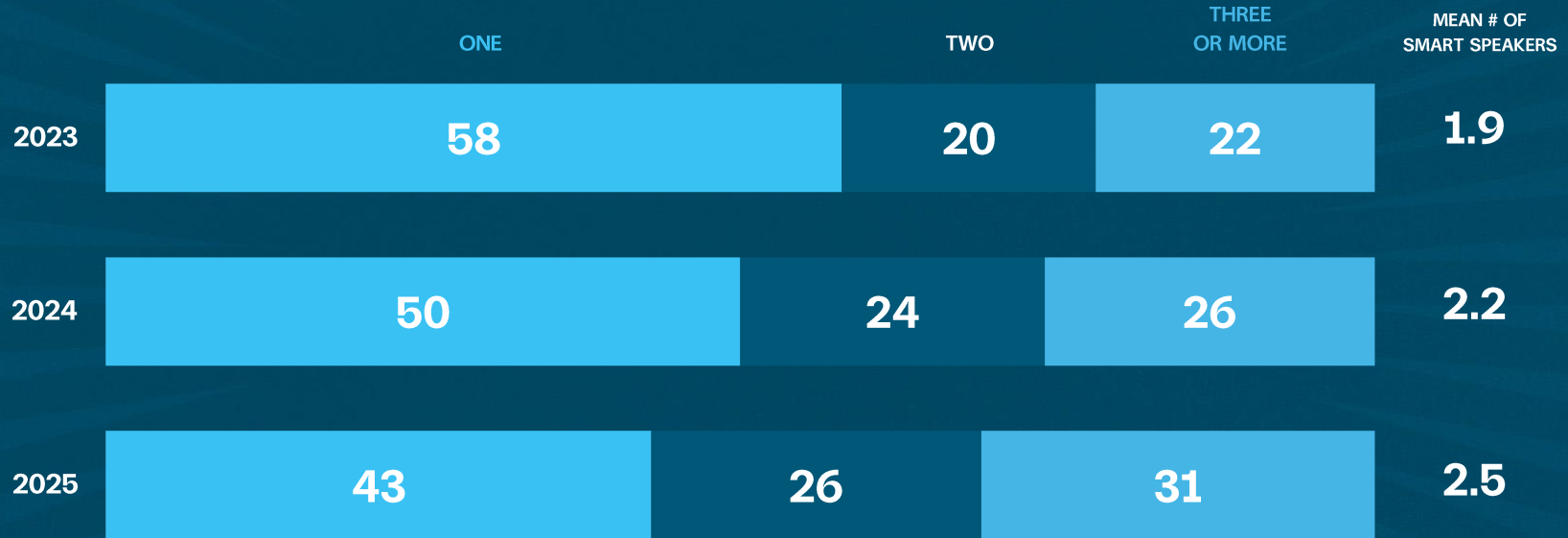
Smart Speakers

Smart Speaker Ownership

% owning A Smart Speaker



Number of Smart Speakers in Household



Base: Australians age 10+ who own a smart speaker



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