



THE INFINITE DIAL[®] 2026 REGIONAL

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Overview and Methodology

The Infinite Dial Australia 2026 explores Australians' audio consumption across AM/FM, DAB+, and online platforms, alongside broader trends in online media usage and technology adoption.

Now in its tenth 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 1,600 Australians aged 10+ (metro n=1181, regional n=419) , conducted in Q1 2026 (fieldwork 12 April - 28 April 2026).

- 1,300 interviews online | 300 interviews via telephone

Data weighted to national 10+ population figures.

Population figures from latest ABS Population projections (2024).

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Key Findings



Regional Radio's Resilience

92%

Listen to total audio

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

72%

Listen to total radio (Broadcast + streaming)

53%

Listen to total commercial radio

(Broadcast + streaming)

28%

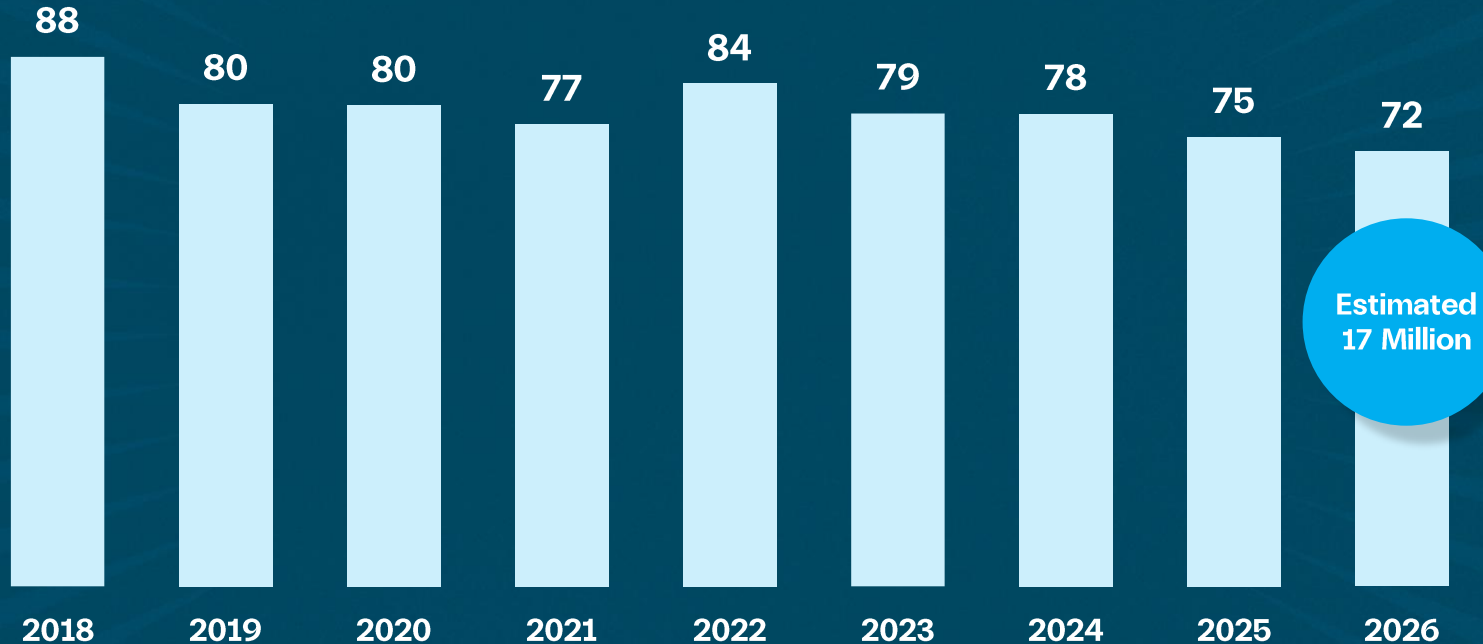
Listen to ad-supported music streaming

13%

Listen to ad-supported Spotify

Regional Radio's Resilience

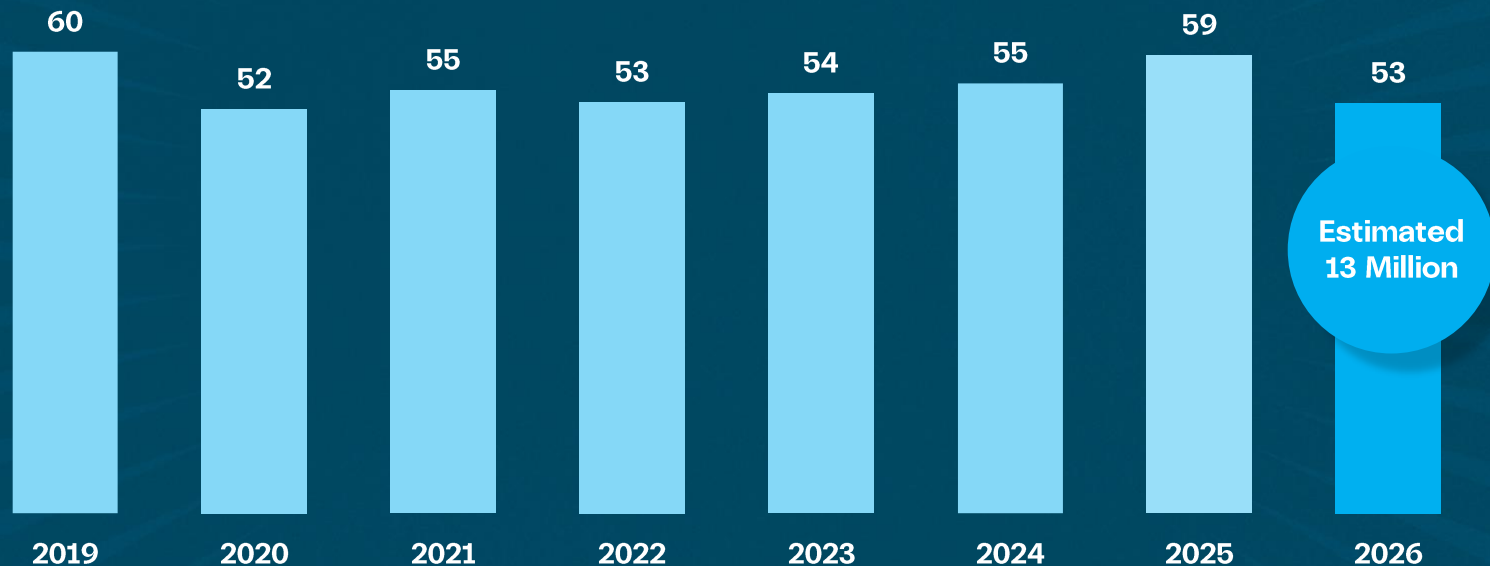
Total Radio



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

Commercial Radio's Resilience

In Regional Australia



% listened to Commercial radio in the last week, including
Broadcast and Streaming.

Base: Regional Australian Population 10+.

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Ad-Supported Audio: In Regional Australia

13%

Ad-supported
Spotify

3 MILLION

Only **31%**
of Spotify
listeners can
be reached
by ads

14%

Total commercial
streaming radio

3 MILLION

53%

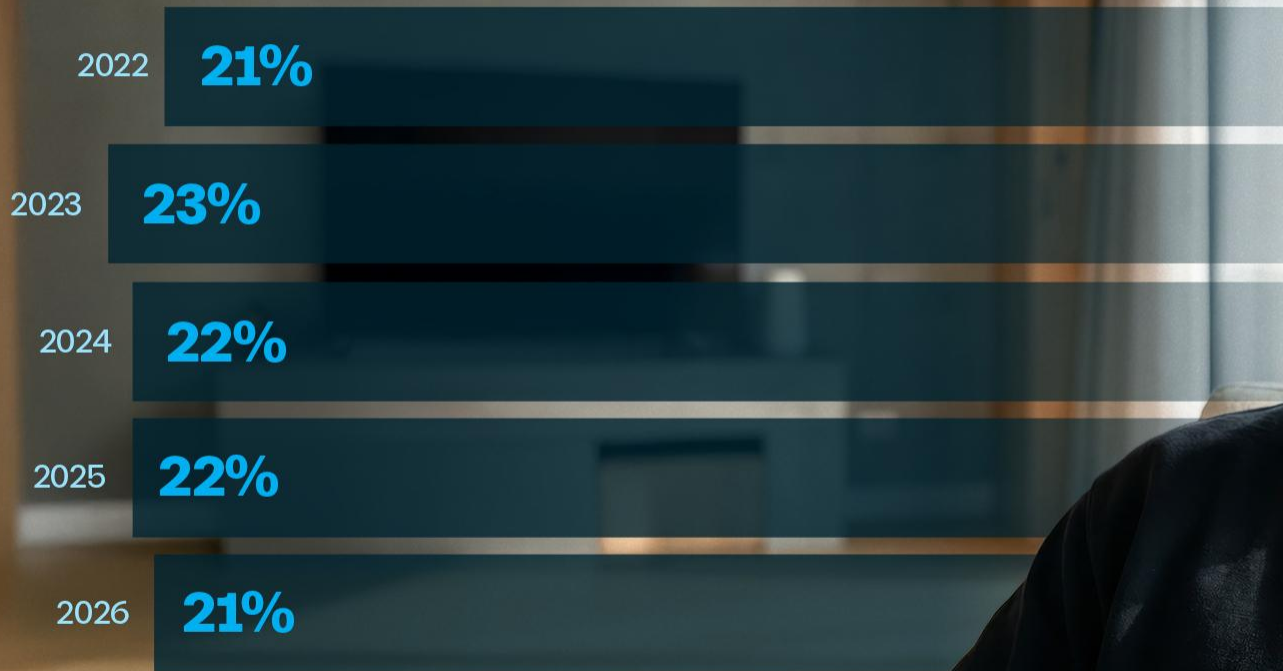
Total commercial radio

13 MILLION

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

Weekly Live Streaming Radio

Consistent in Regional Australia, P25-54



DRIVING TUNES

The Top Audio Sources in Cars

Past month in Regional Australia

76%

Total Radio

55%

Commercial
Radio

42%

Music
Streaming*

30%

Podcasts

28%

CDs

13%

Downloaded
Music



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Total Radio Trends

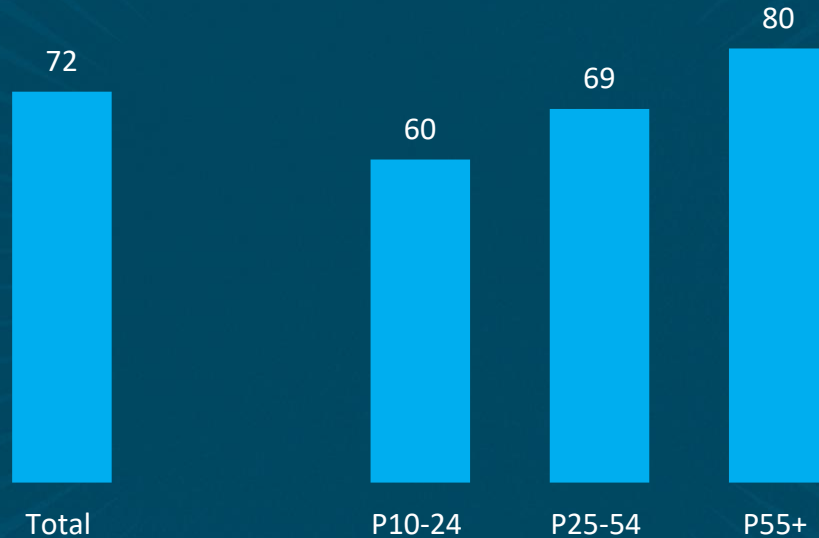
Radio Remains Resilient

In Regional Australia



% Listening to AM/FM/DAB+ Radio in the last week.
Base: Regional Australian Population 10+.

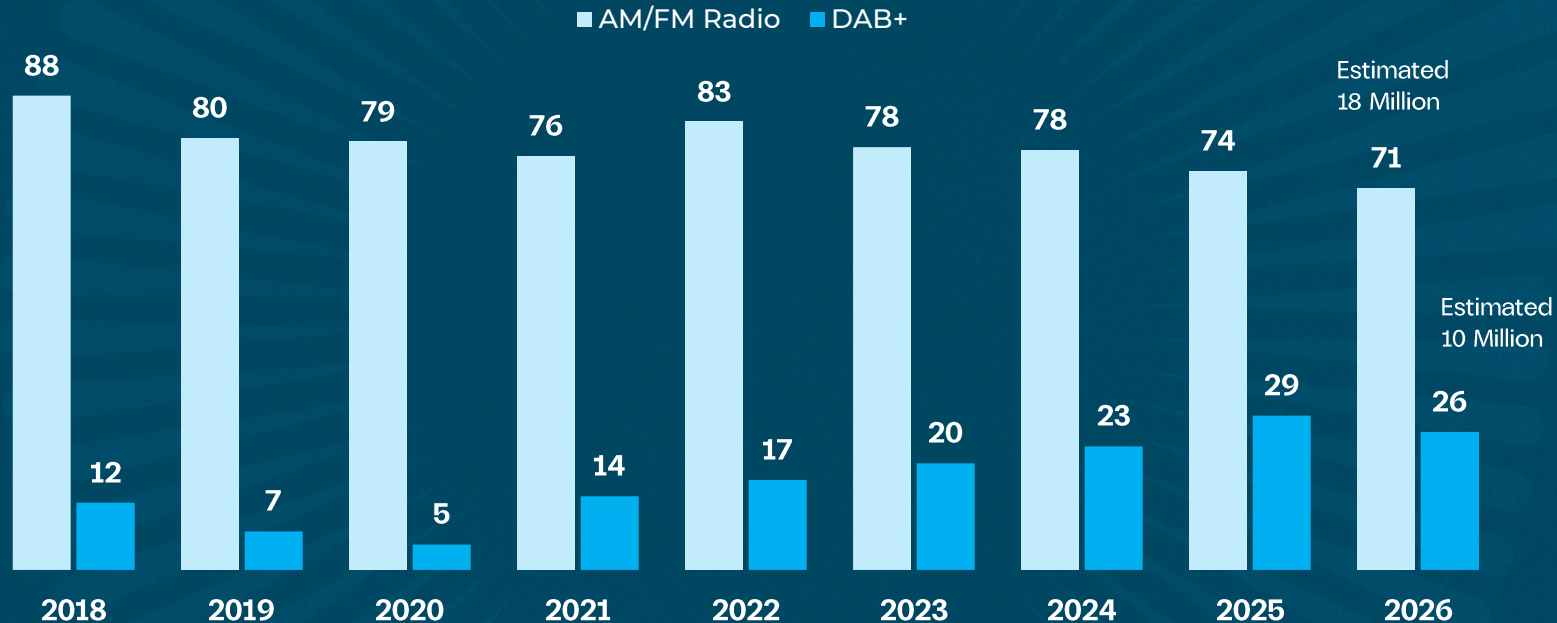
Radio's Broad Appeal



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

Listening to Total Radio in the Last Week

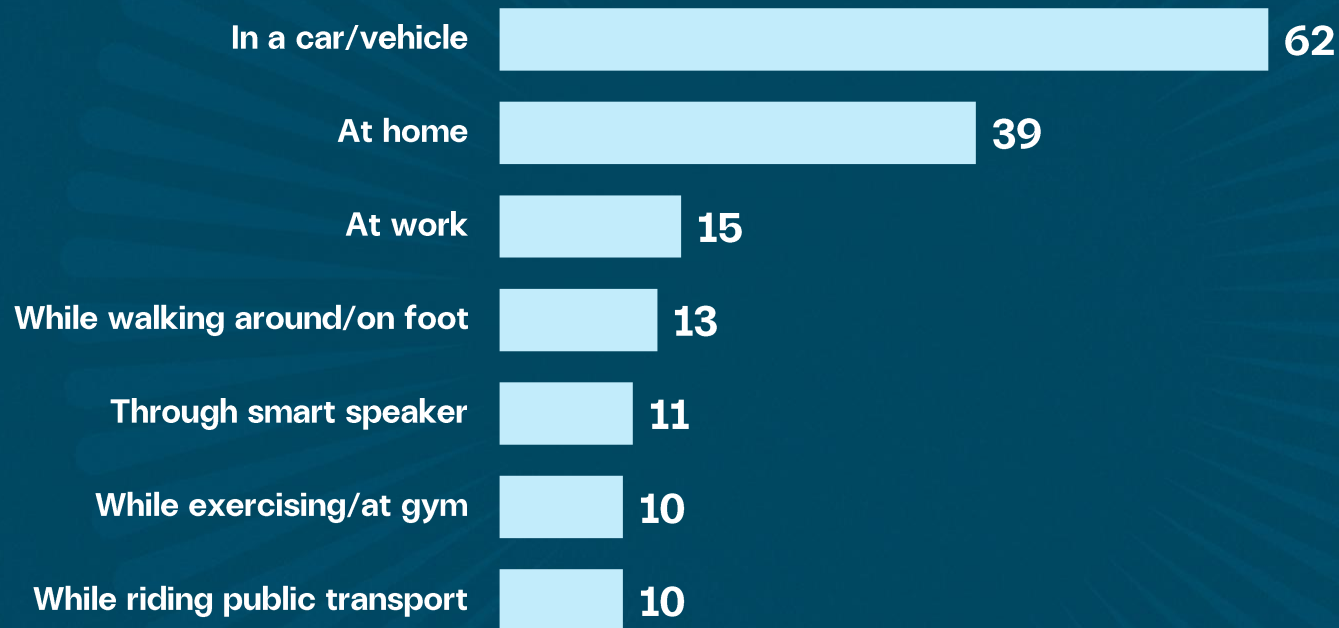
In Regional Australia



% listened to Total Radio in the last week.
Base: Regional Australian Population 10+.

Broadcast Radio Listener Locations

In Regional Australia



% listened to AM/FM/DAB+ radio in location in the last week
Base: Regional Australian population 10+



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In-car Audio

Audio Sources Used in Car

In Regional Australia



In-car Online AM/FM/DAB+



In-car AM/FM/DAB+

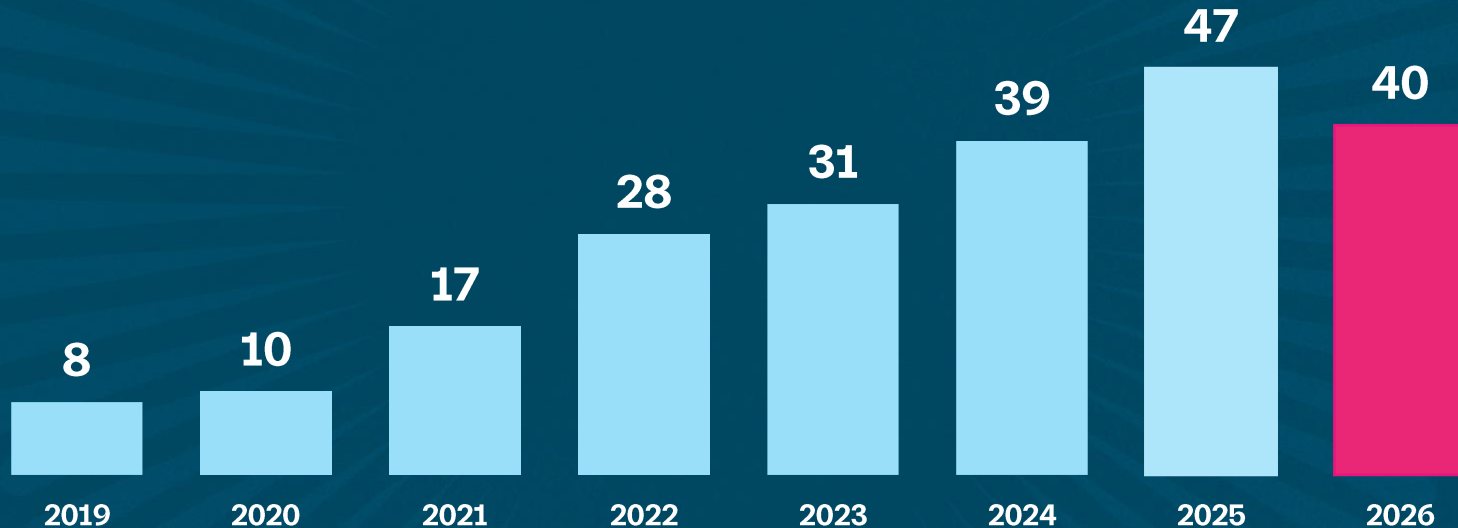
% using audio source in car

Base: Regional Australian Population 18+. And has driven/ridden in car in last month; 84%

Apple CarPlay or Android Auto Ownership

In Regional Australia

% Have Apple CarPlay or Android Auto in primary vehicle



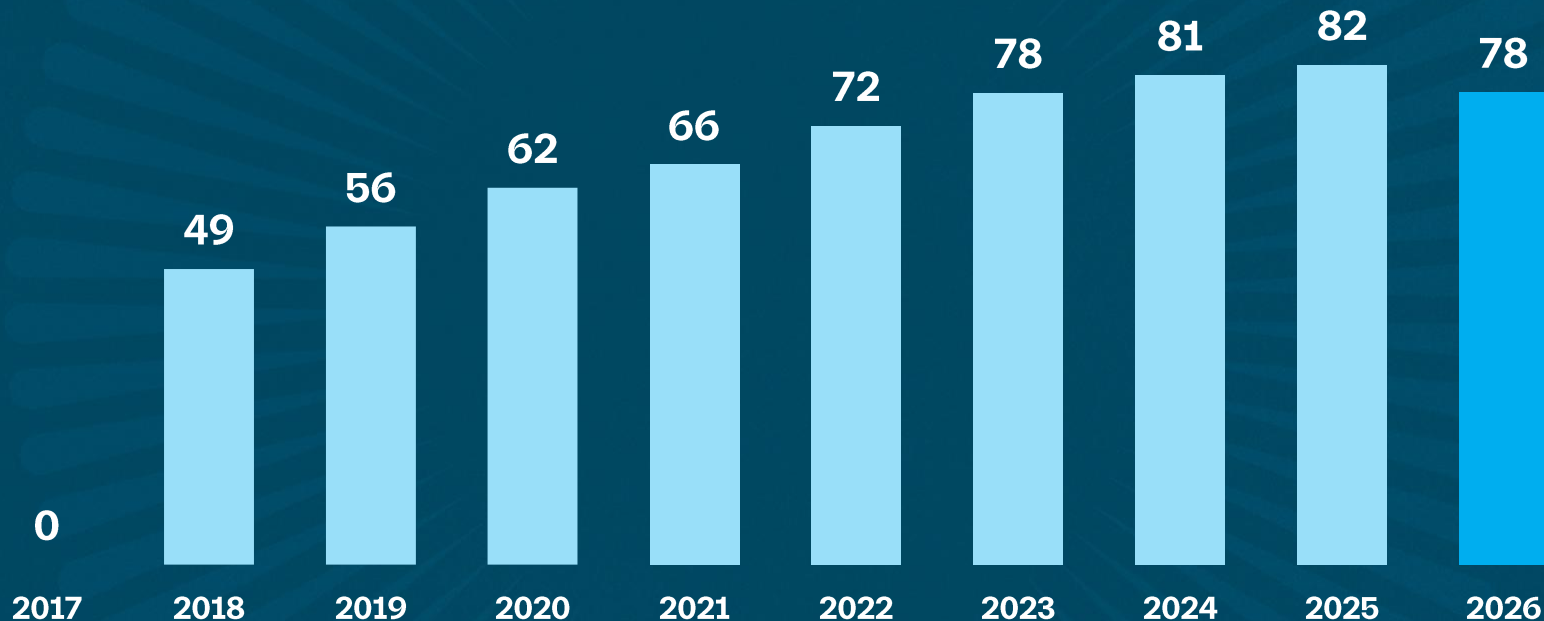
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Streaming



Regional Monthly Streaming Audio Listening

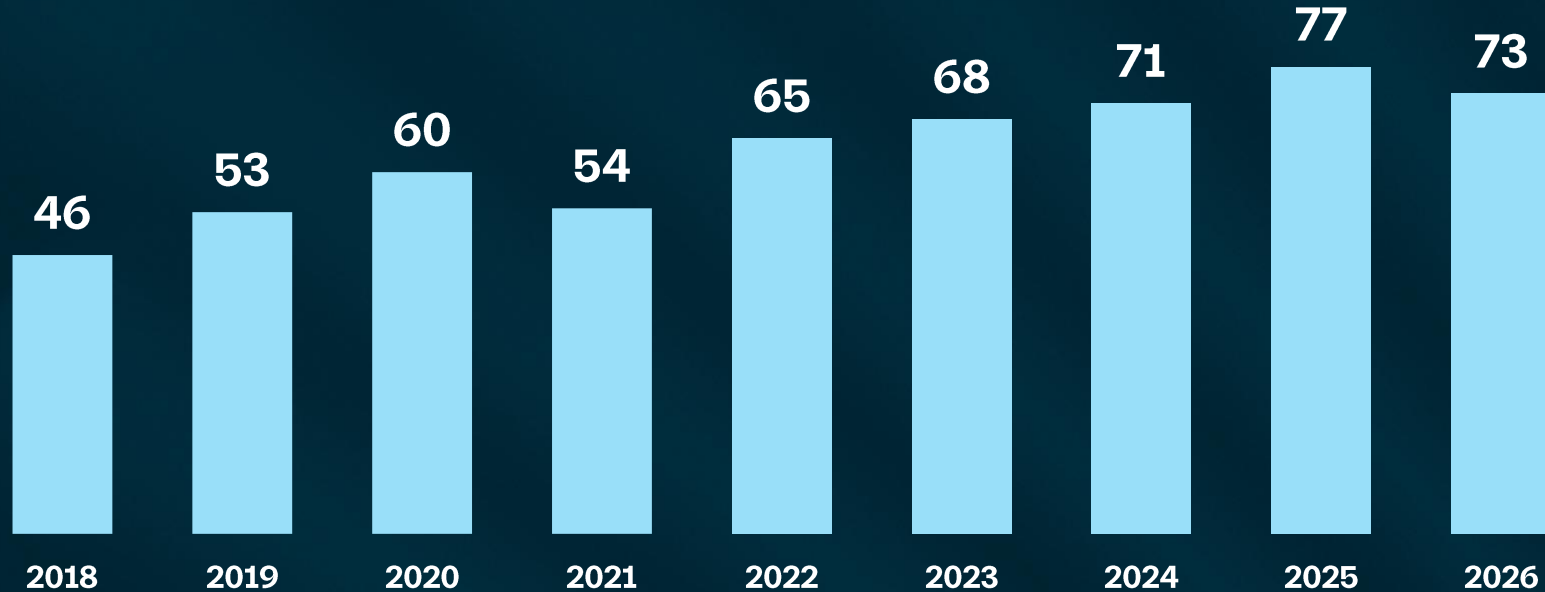
% listened to online audio in last month



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

Regional Weekly Streaming Audio Listening

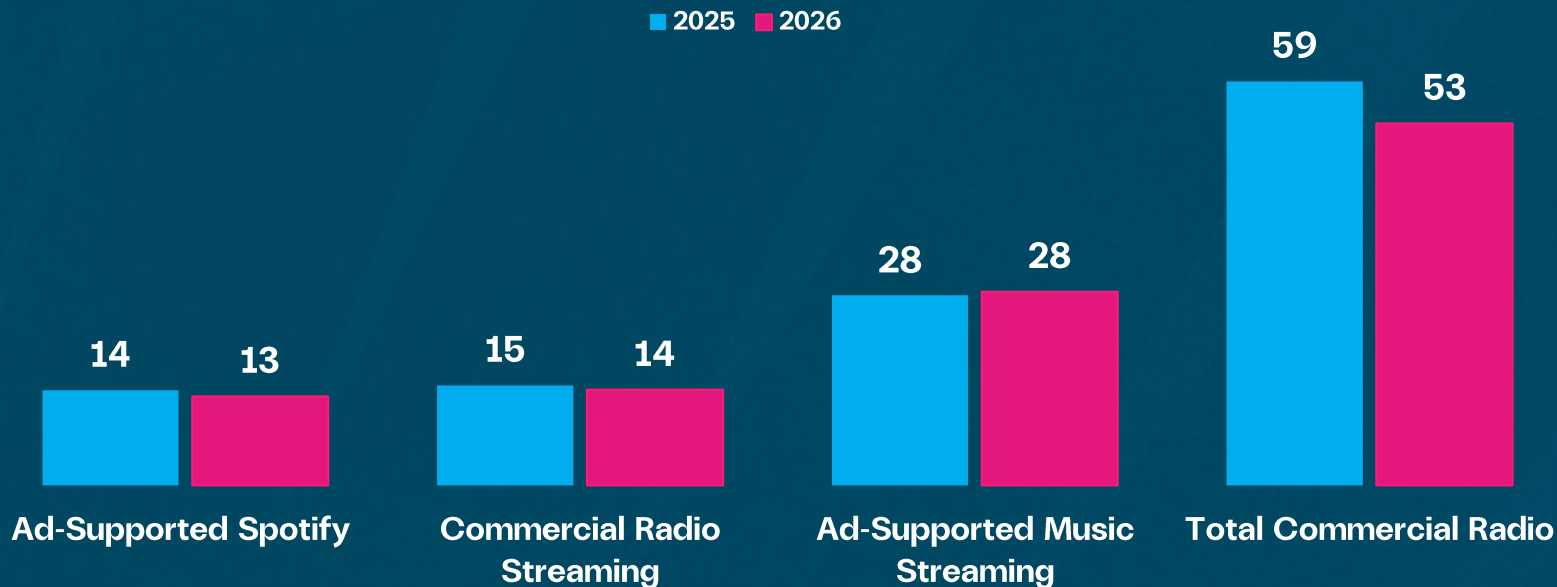
% listened to online audio in last Week



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

Regional Weekly Listening to Ad-Supported Audio

% listened to audio source in the last week

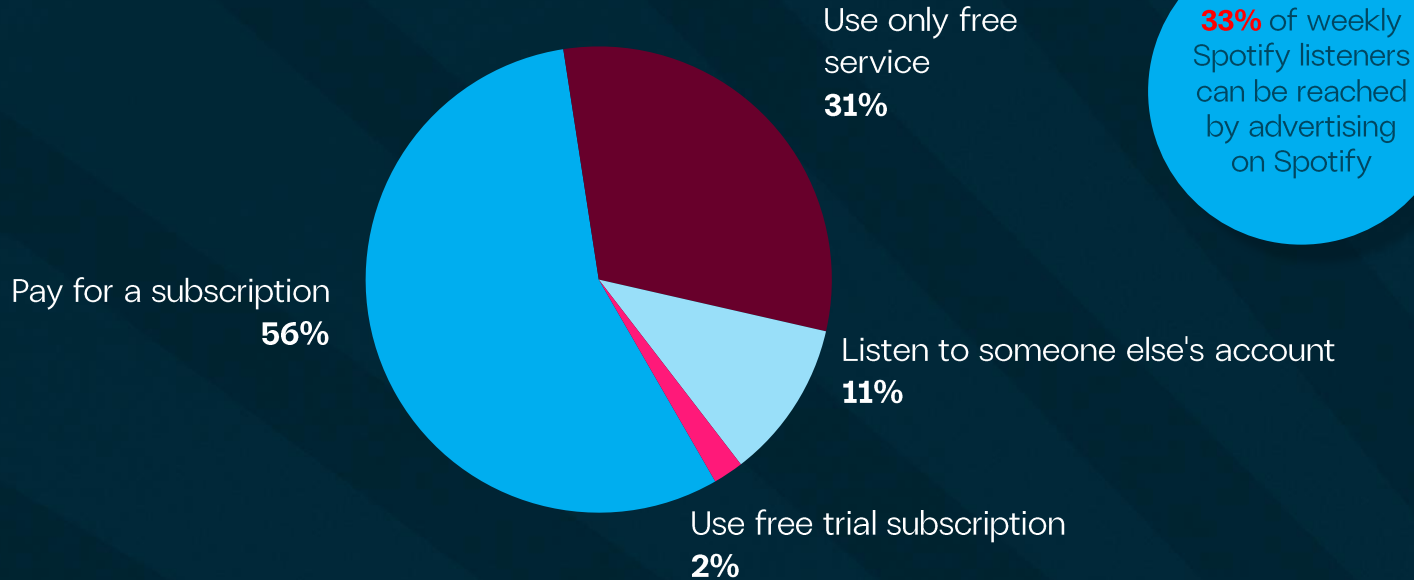


= Ad-supported AM/FM/DAB+ radio (Broadcast + Streaming)

Base: Regional Australian Population 10+

Free vs. Paid Subscriptions to Spotify

In Regional Australia

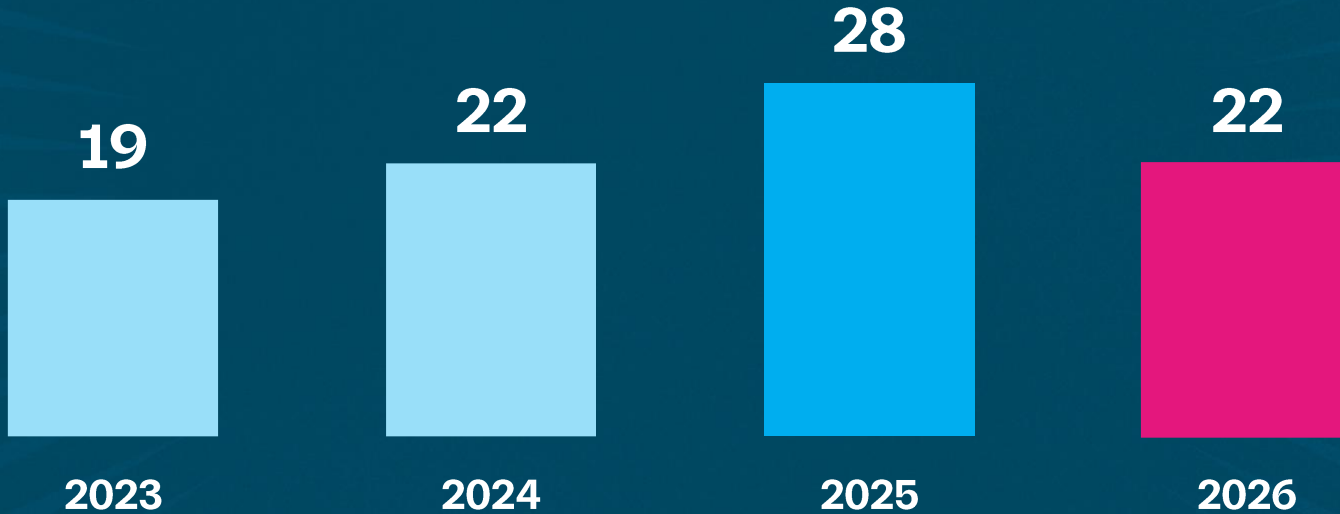


Base: Regional Australians age 10+ and Listened to Spotify in last week; 42%

TikTok Weekly Usage

In Regional Australia

% used TikTok in the last week



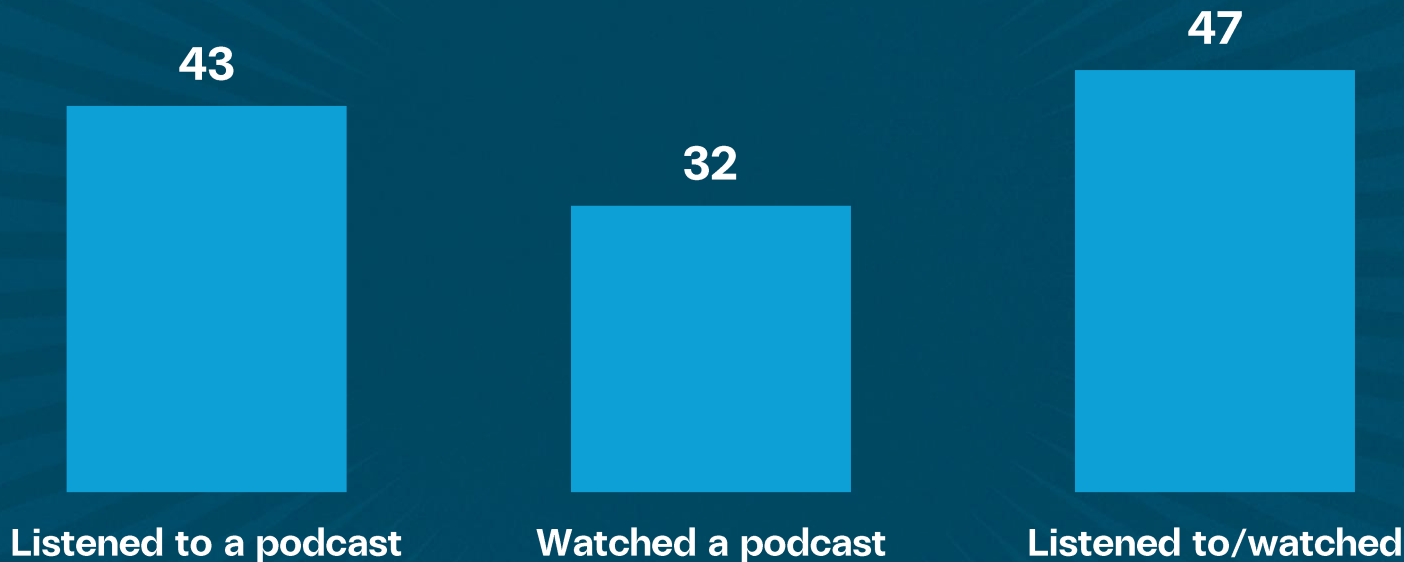
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Podcasting



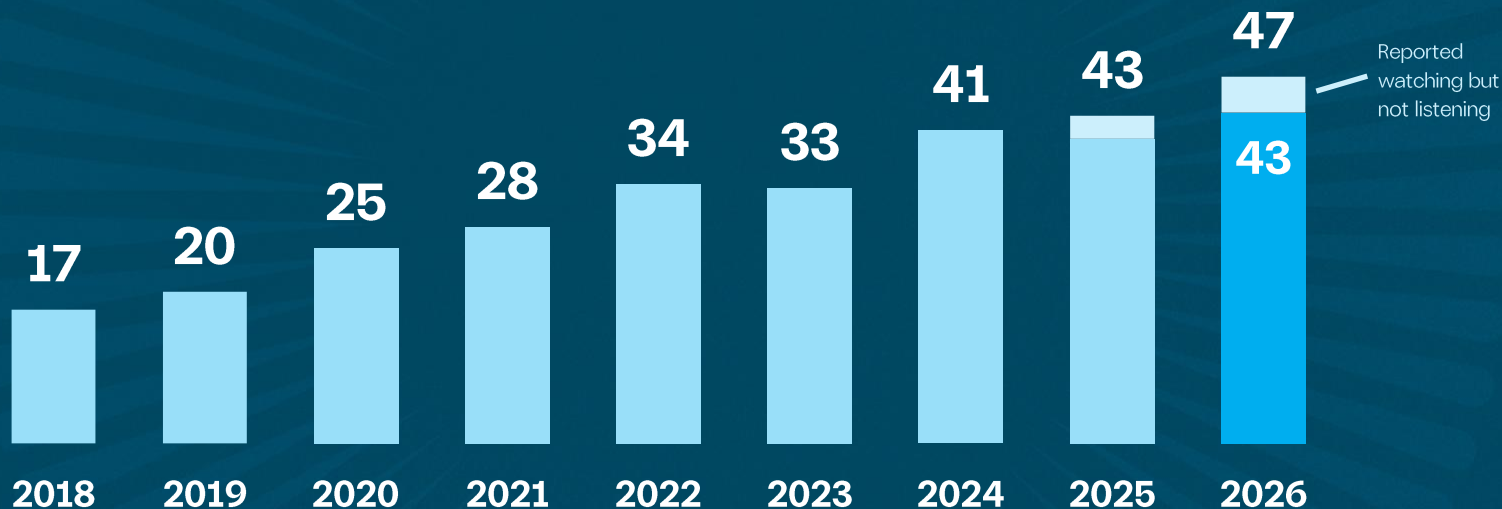
Regional Monthly Podcast Consumption

Half of all Australians now listening to podcasts



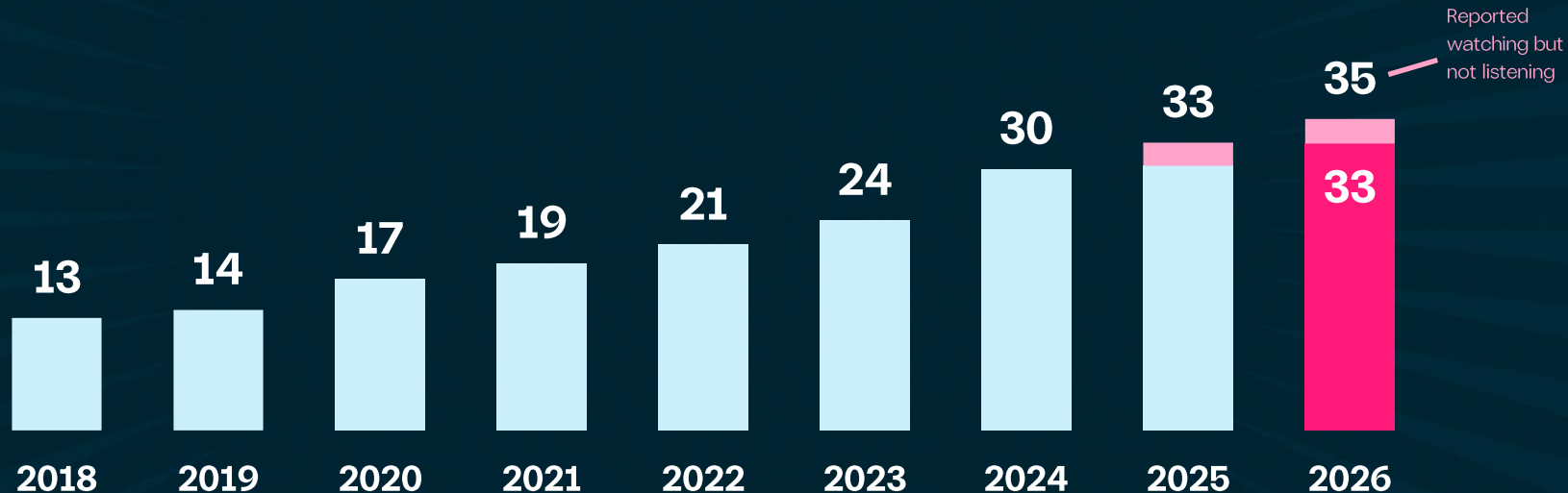
Regional Monthly Podcast Consumption

% Listened to or watched a podcast in last month



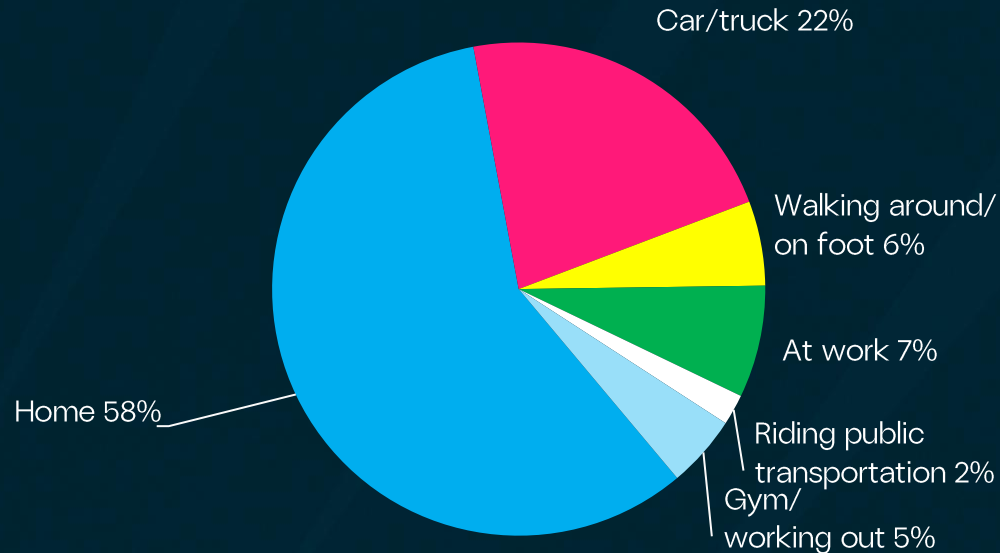
Regional Weekly Podcast Consumption

% Listened to or watched a podcast in last we



Location Listen to or Watch Podcasts Most Often

In Regional Australia



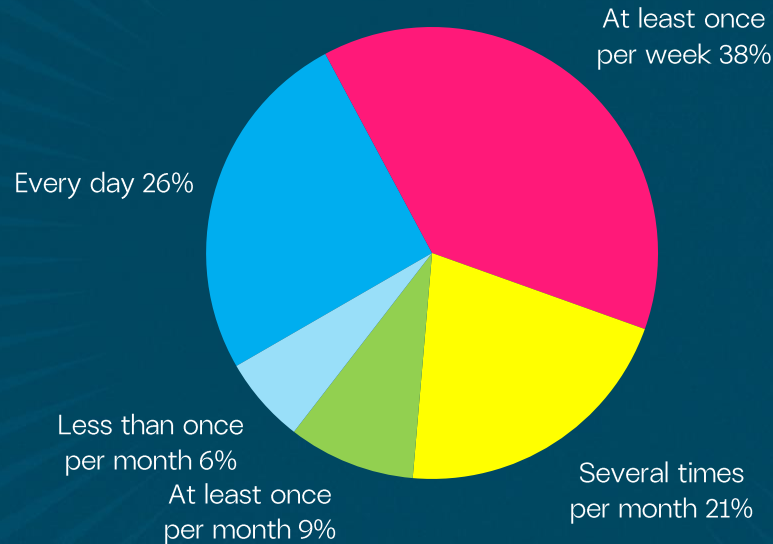
Base: Regional Australians age 10+ and Listened to or Watched podcast in last month; 47%

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Frequency of Listening to Podcasts

In Regional Australia

"How often do you listen to podcasts?"



Base: Regional Australians age 10+ and Listened to or Watched podcast in last month; **47%**

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Type of Podcasts Consumed

In Regional Australia

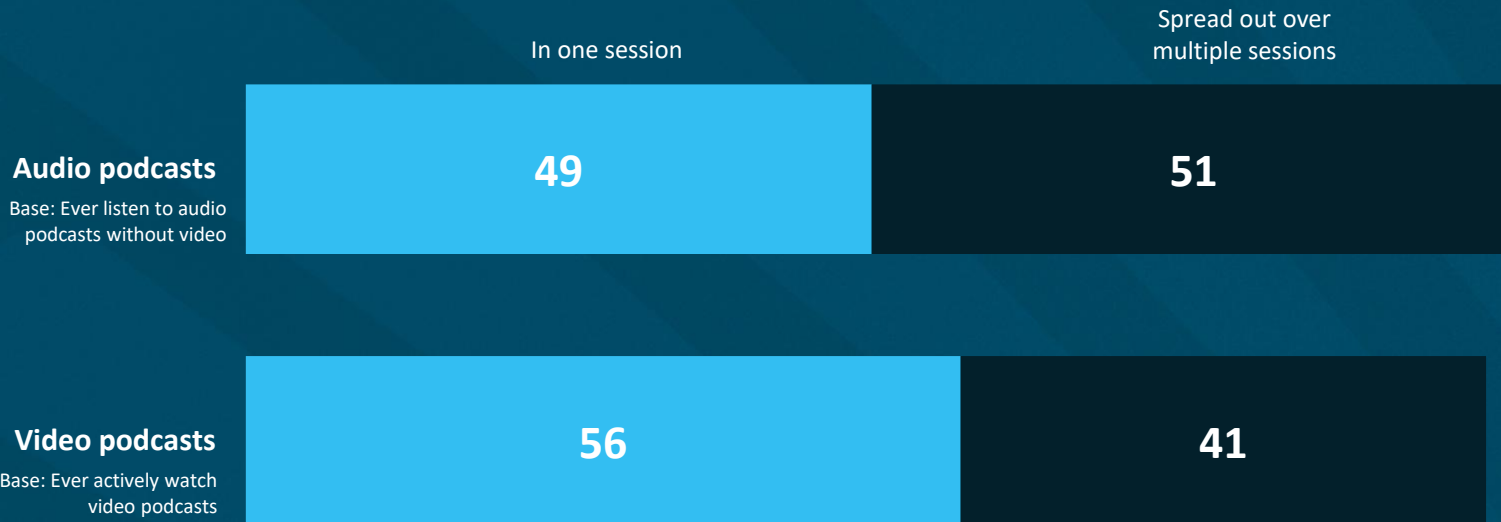
% ever CONSUME TYPE OF PODCAST



Base: Regional Australians age 10+ and Listened to or watched podcast in last month; 47%

Regional Podcast Listening Sessions

"Are you more likely to listen to episodes of audio/video podcasts in one session or spread out over multiple sessions?"



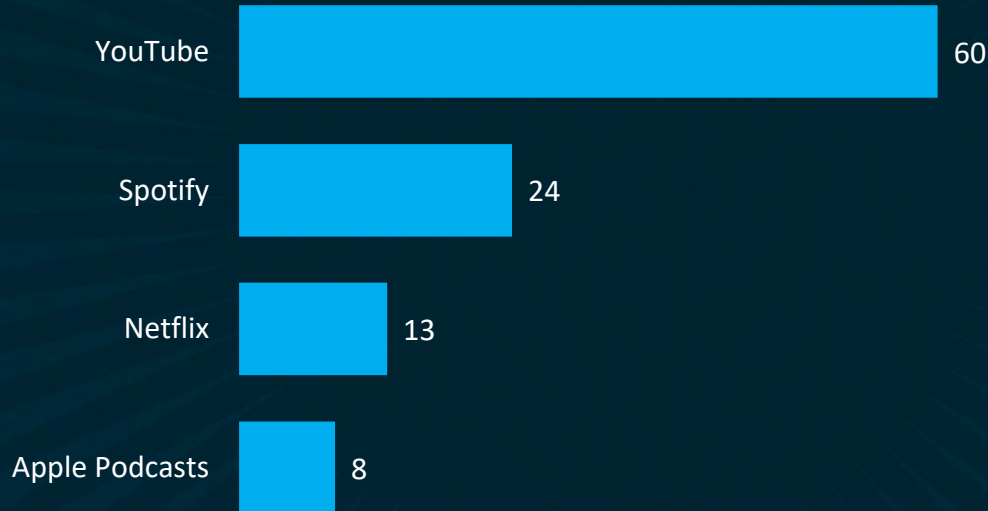
Base: Regional Australians age 10+ and Listened to or watched podcast in last month; 47%

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Services Used to Watch Video Podcasts in Last Month

In Regional Australia

% used service to watch video podcast in last month



Base: Regional Australians age 10+ and watched video podcast in last month; 47%



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