



THE INFINITE DIAL[®] 2026

edison
research at **ssrs**



Commercial
Radio &
Audio

 LISTNR

Tapt
MEDIA

ace.



NOVA
ENTERTAINMENT

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Presentation Outline

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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+, 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).

Key Findings



Radio's Resilience

95%

Listen to total audio

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

77%

Listen to total radio (Broadcast + streaming)

61%

Listen to total commercial radio

(Broadcast + streaming)

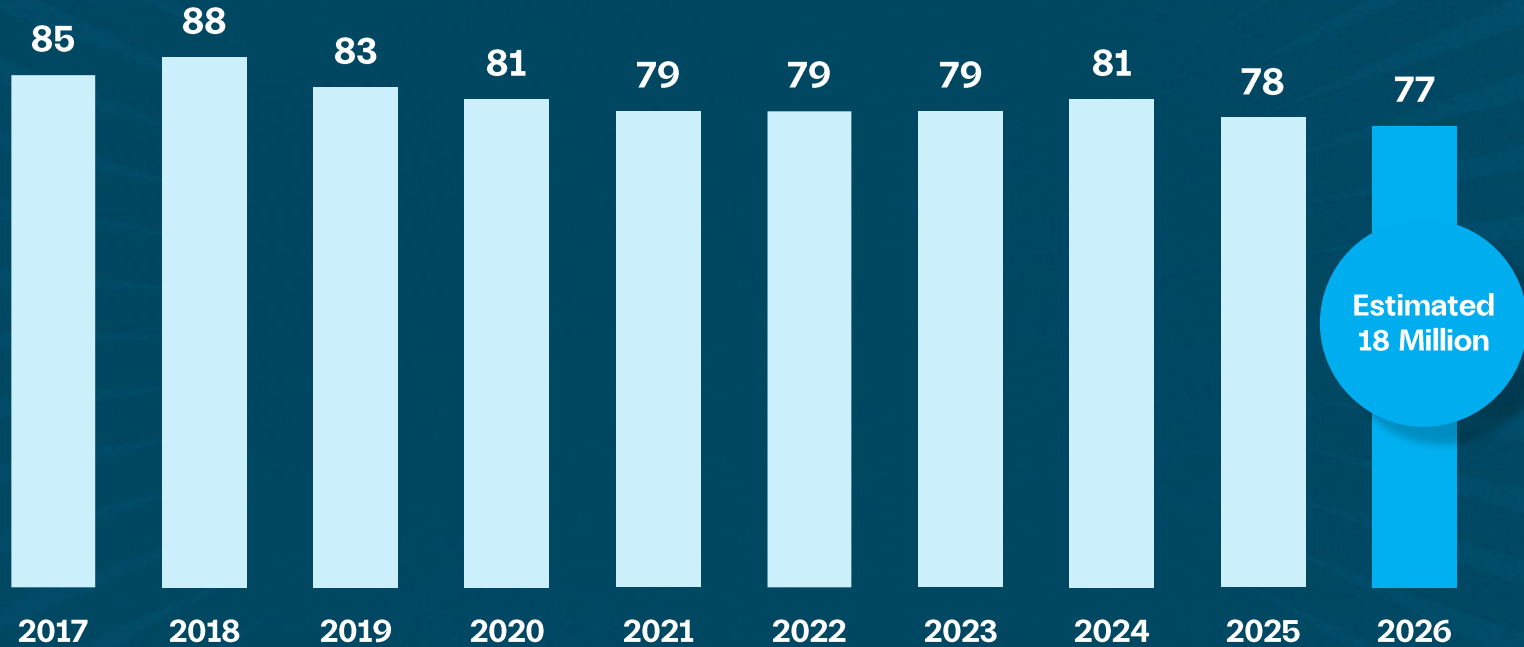
34%

Listen to ad-supported music streaming

16%

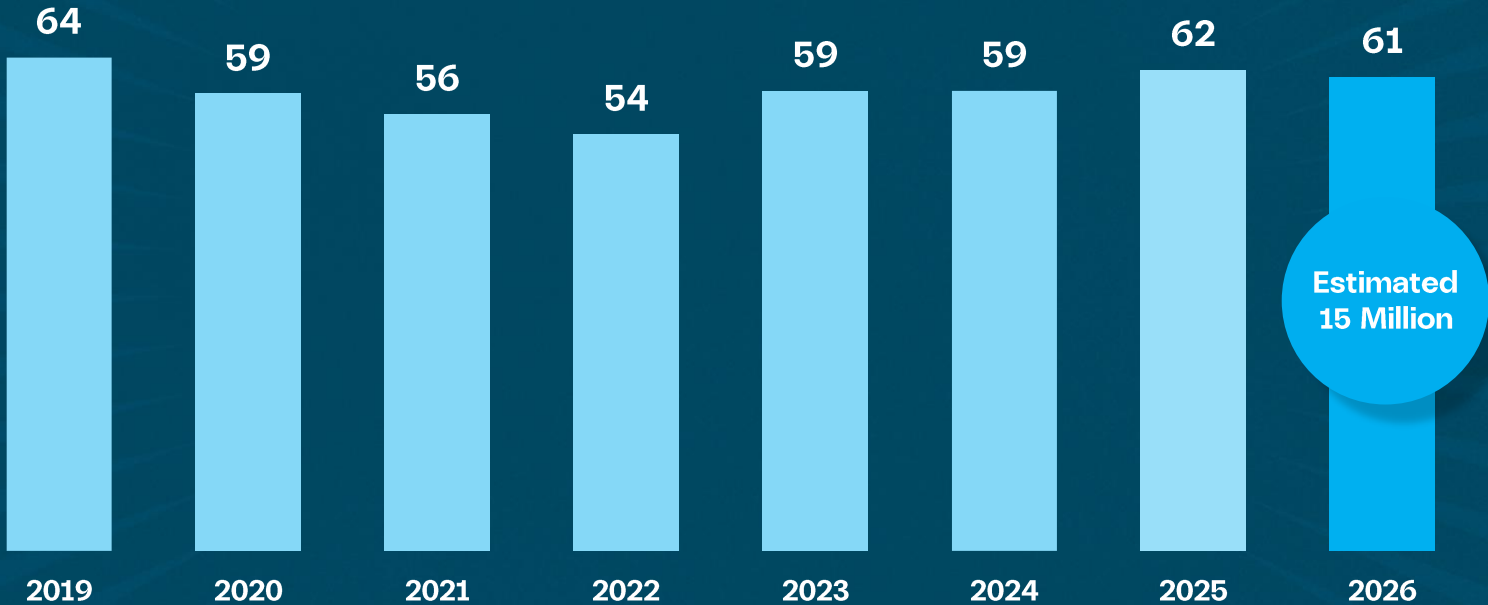
Listen to ad-supported Spotify

Radio's Resilience



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

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

61%

Total commercial radio

15 MILLION

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

24%

Total commercial
streaming radio

6 MILLION

16%

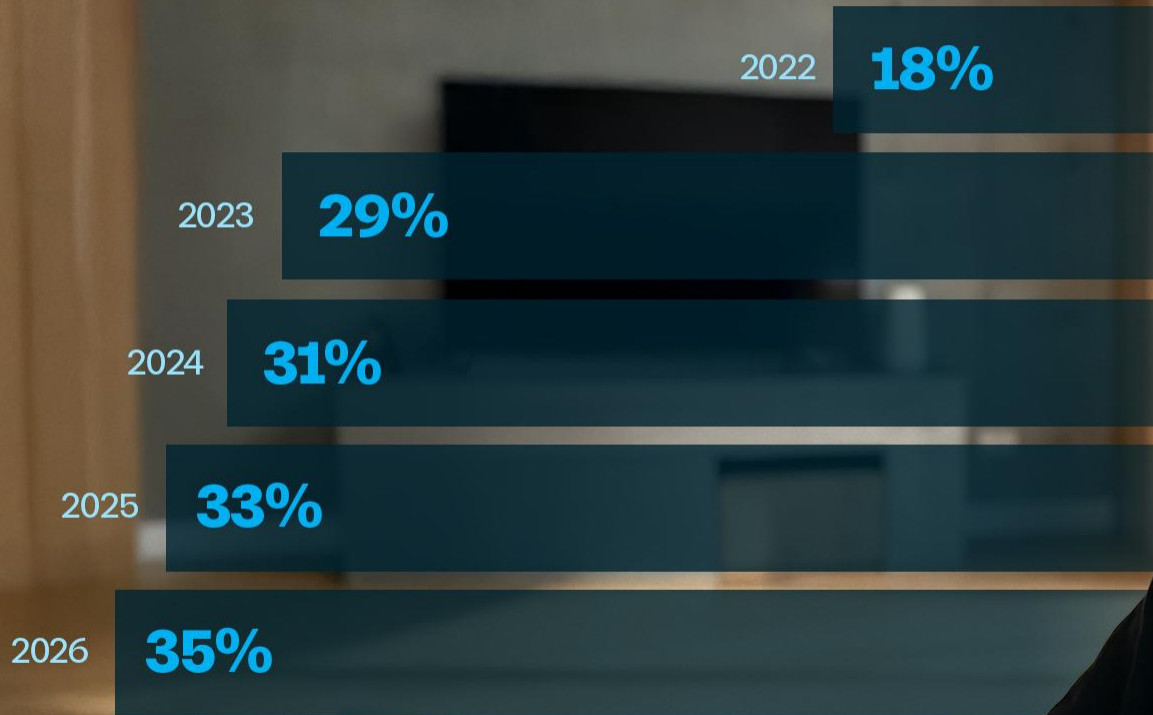
Ad-supported
Spotify

4 MILLION

Only 34%
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

(Past week)

82%

Total Radio

60%

Commercial
Radio

52%

Music
Streaming*

40%

Podcasts

27%

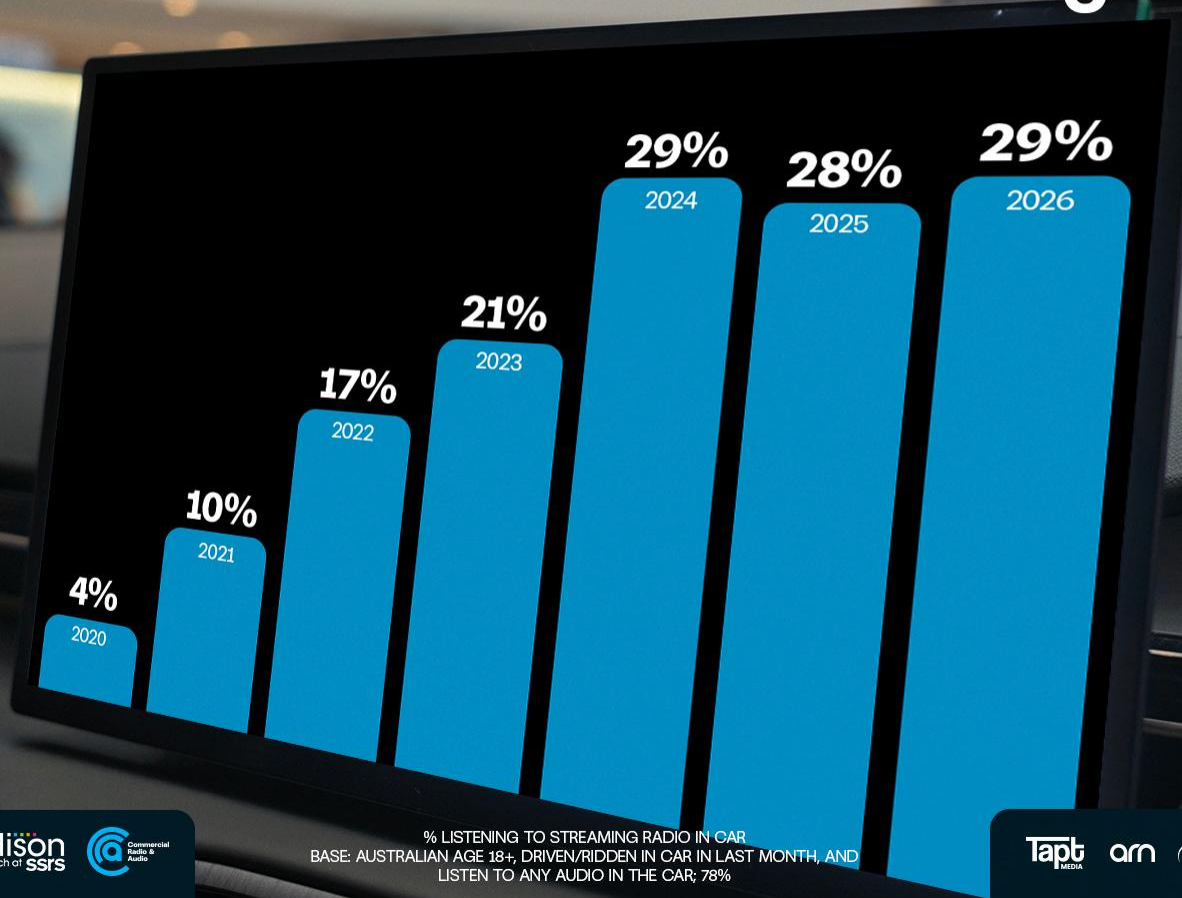
CDs

21%

Downloaded
Music

ON THE ROAD TO EVOLUTION:

The Growth of In-Car Streaming Radio



% LISTENING TO STREAMING RADIO IN CAR
BASE: AUSTRALIAN AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH, AND LISTEN TO ANY AUDIO IN THE CAR; 78%



RISING TREND:

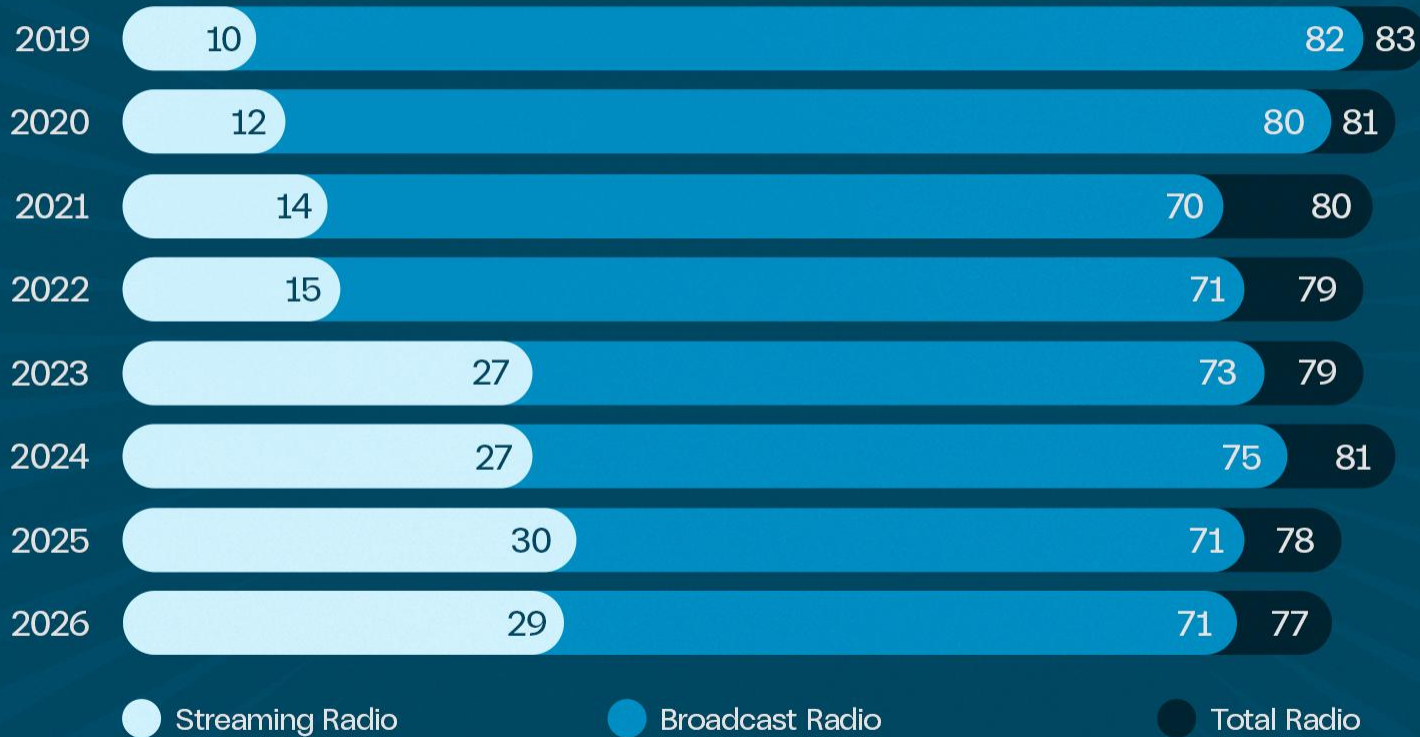
The Growth of Smart Speaker Ownership





Total Radio Trends

Radio Remains Resilient



Streaming Radio



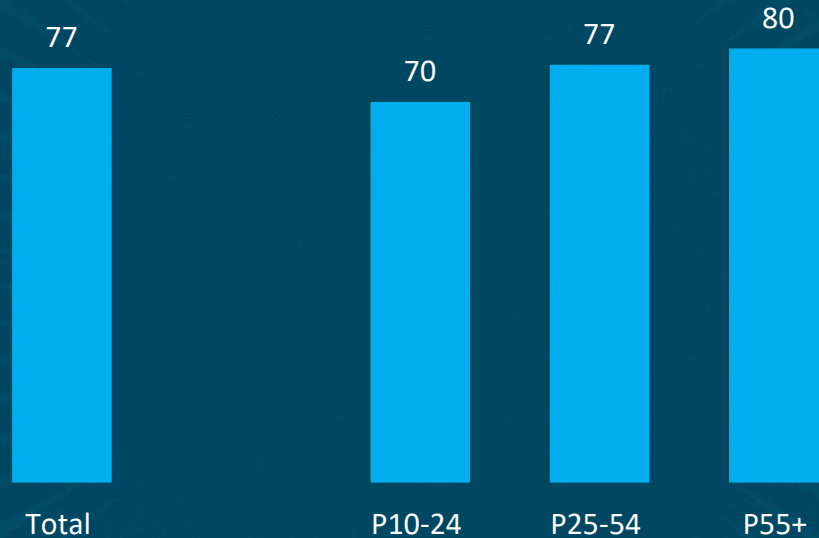
Broadcast Radio



Total Radio

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

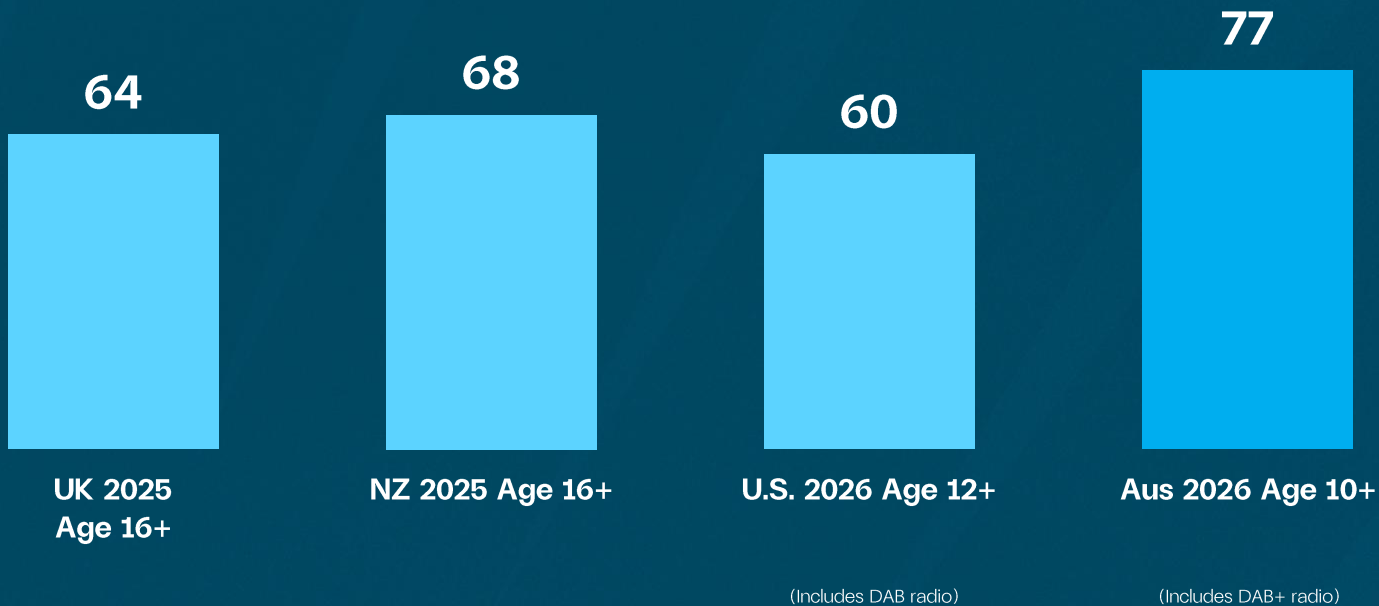
Radio's Broad Appeal



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

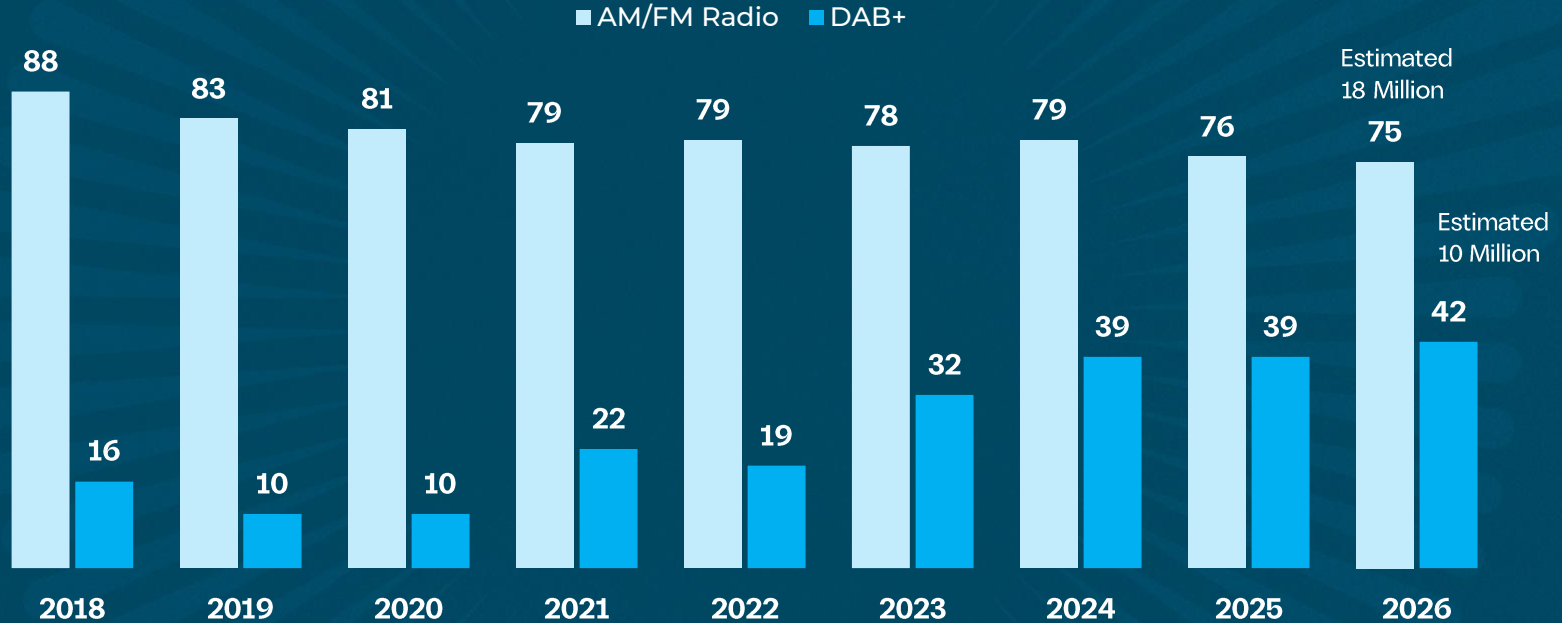
On Top Down Under

Australian Radio reaches 28% more of the population than the US



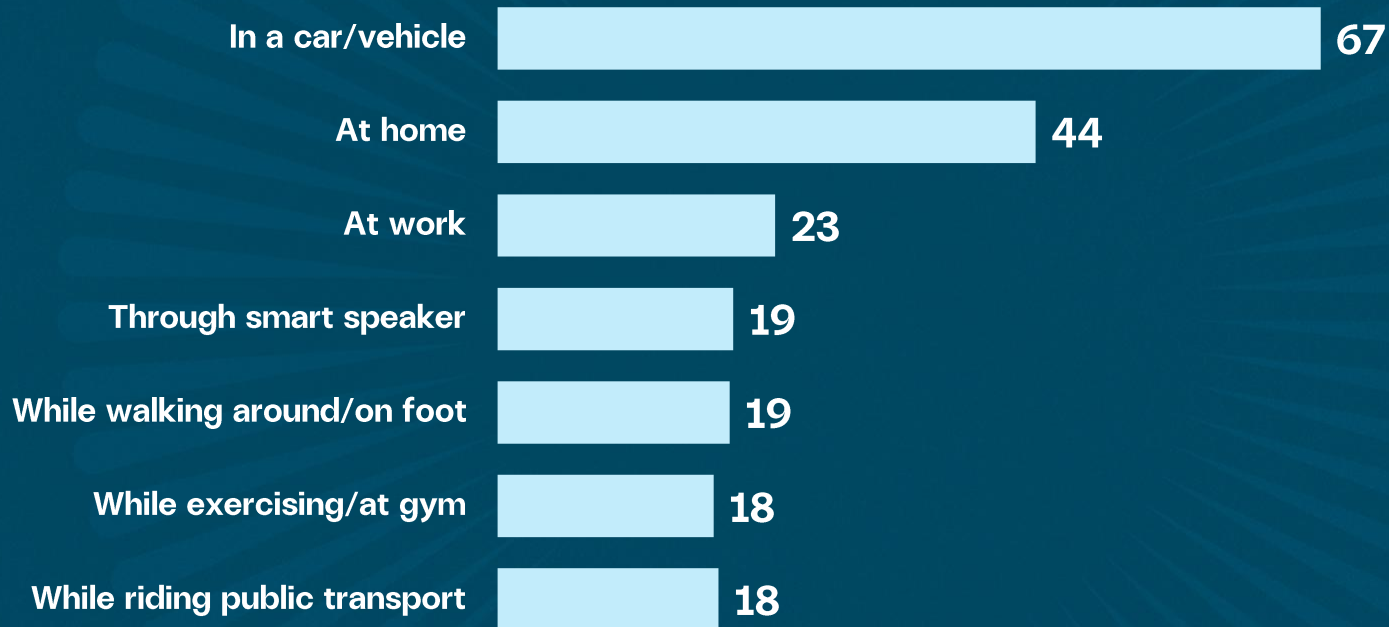
% listened to AM/FM radio in the last week. Total populations.
Includes both over-the-air and online.

Listening to Total Radio in the Last Week



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

Radio Listener Locations



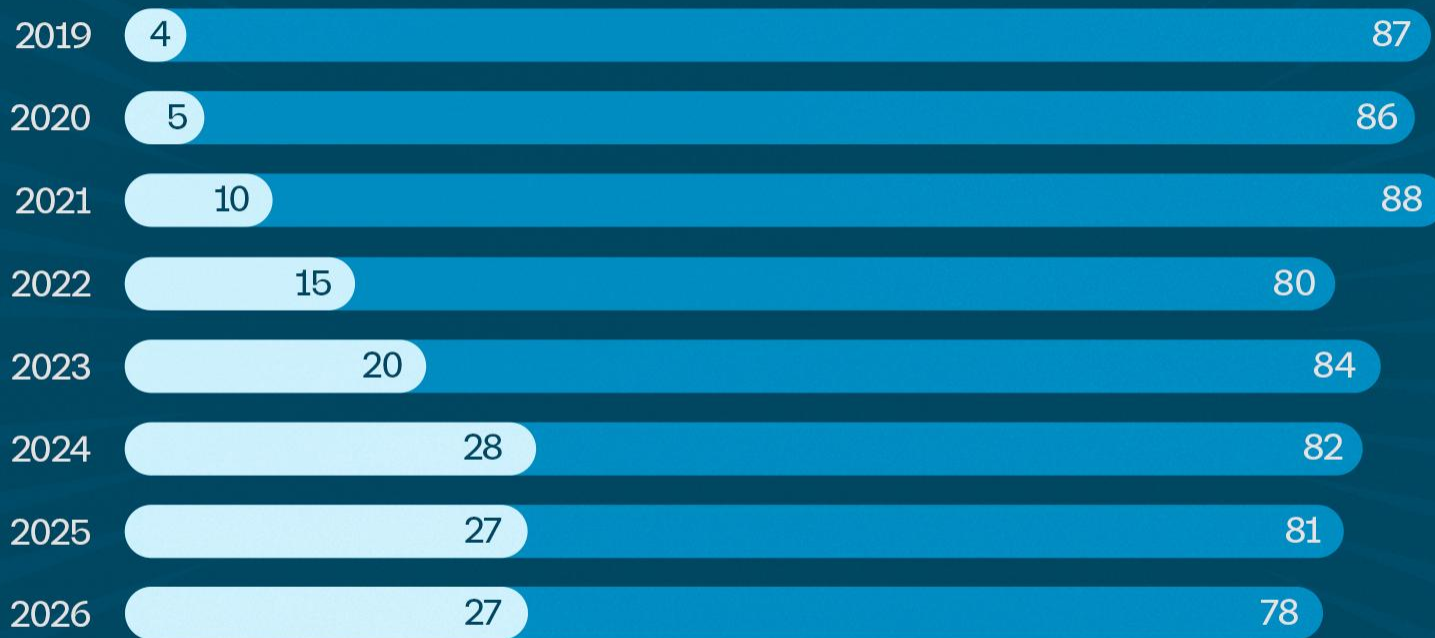
% listened to AM/FM/DAB+ radio in location in the last week

Base: Australian population 10+



In-car Audio

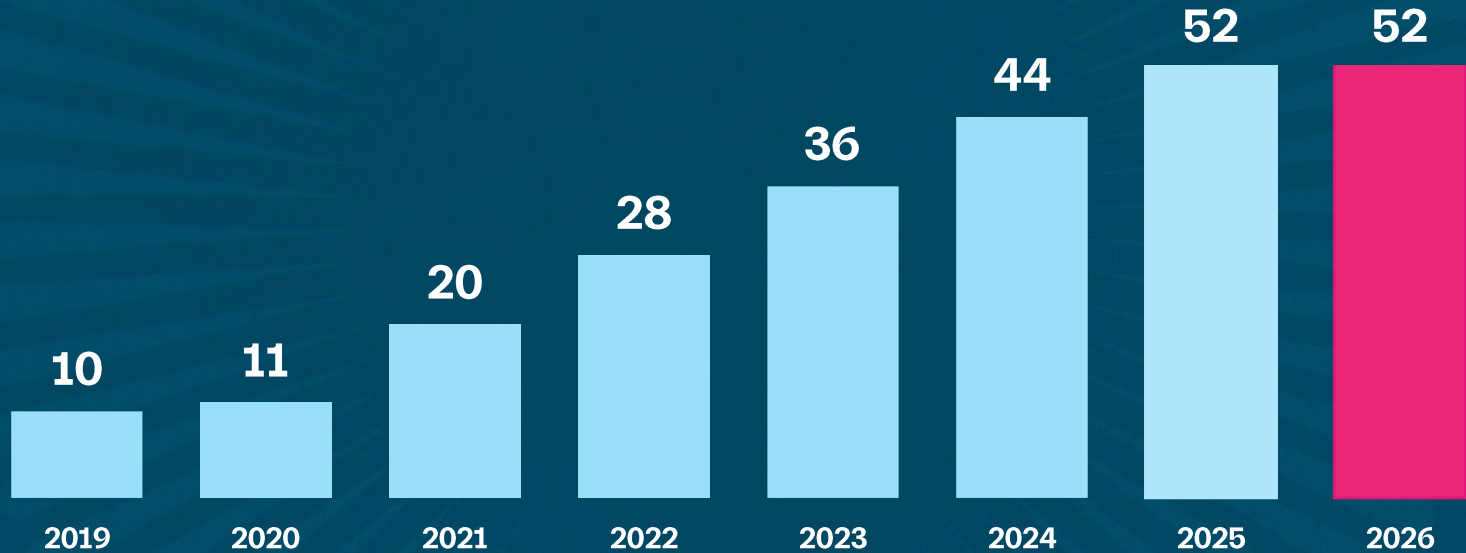
Audio Sources Used in Car



● In-car Online AM/FM/DAB+ ● In-car AM/FM/DAB+

Apple CarPlay or Android Auto Ownership

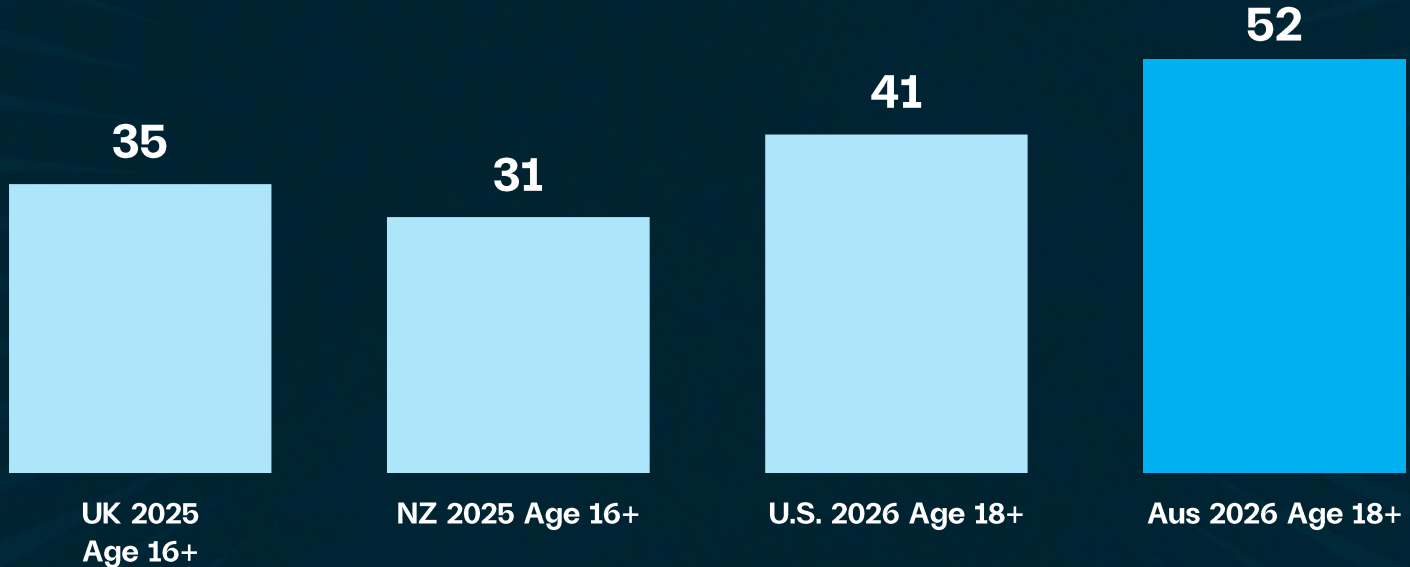
% Have Apple CarPlay or Android Auto in primary vehicle



Base: Australian age 18+ and Driven/Ridden in Car in last month; 84%

More Than Half of us Can Listen to Audio in a Connected Car

% Have Apple CarPlay or Android Auto in primary vehicle



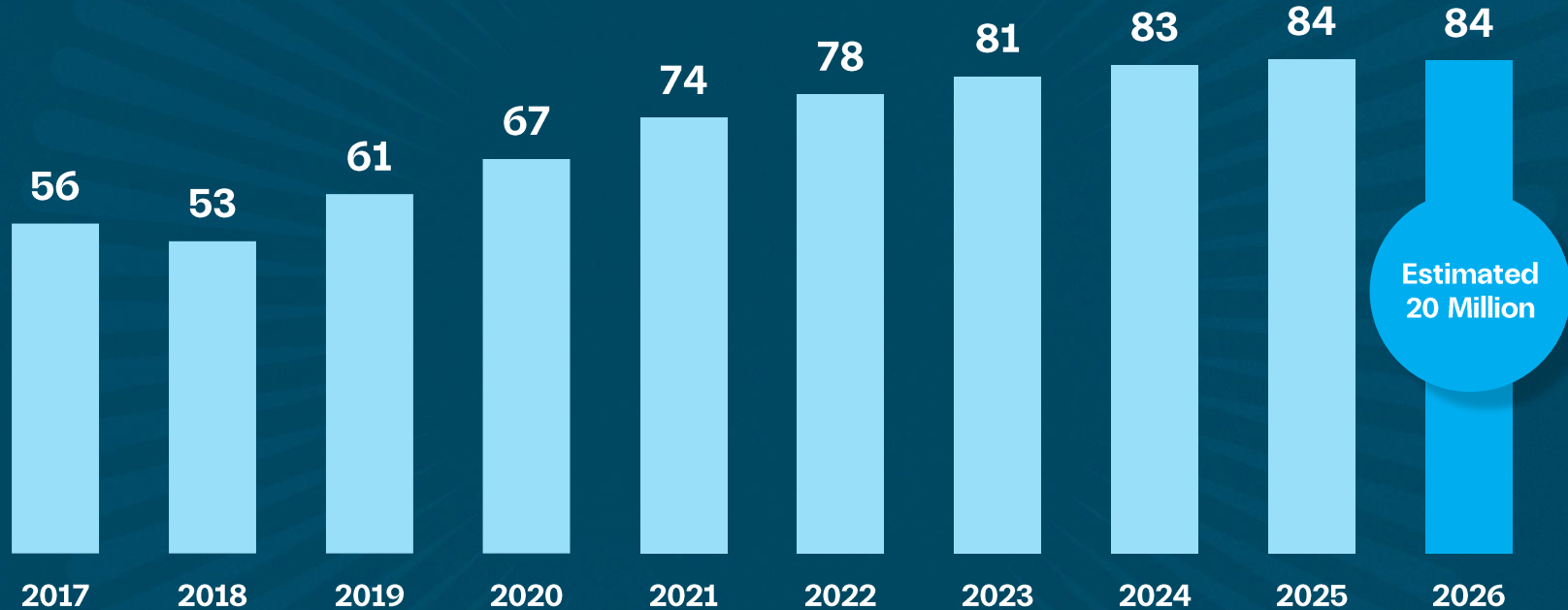
Base: 10+ have Driven/Ridden in Car in last month

Streaming



Monthly Streaming Audio Listening

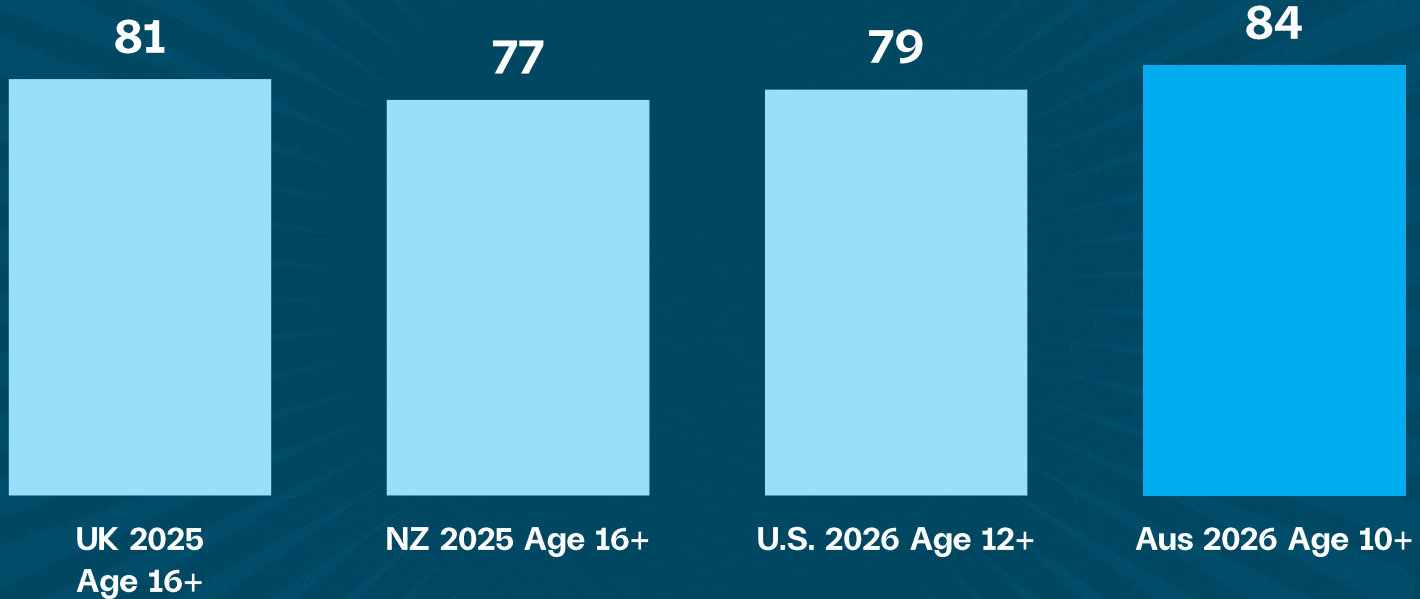
% listened to online audio in last month



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

Monthly Streaming Audio Listening

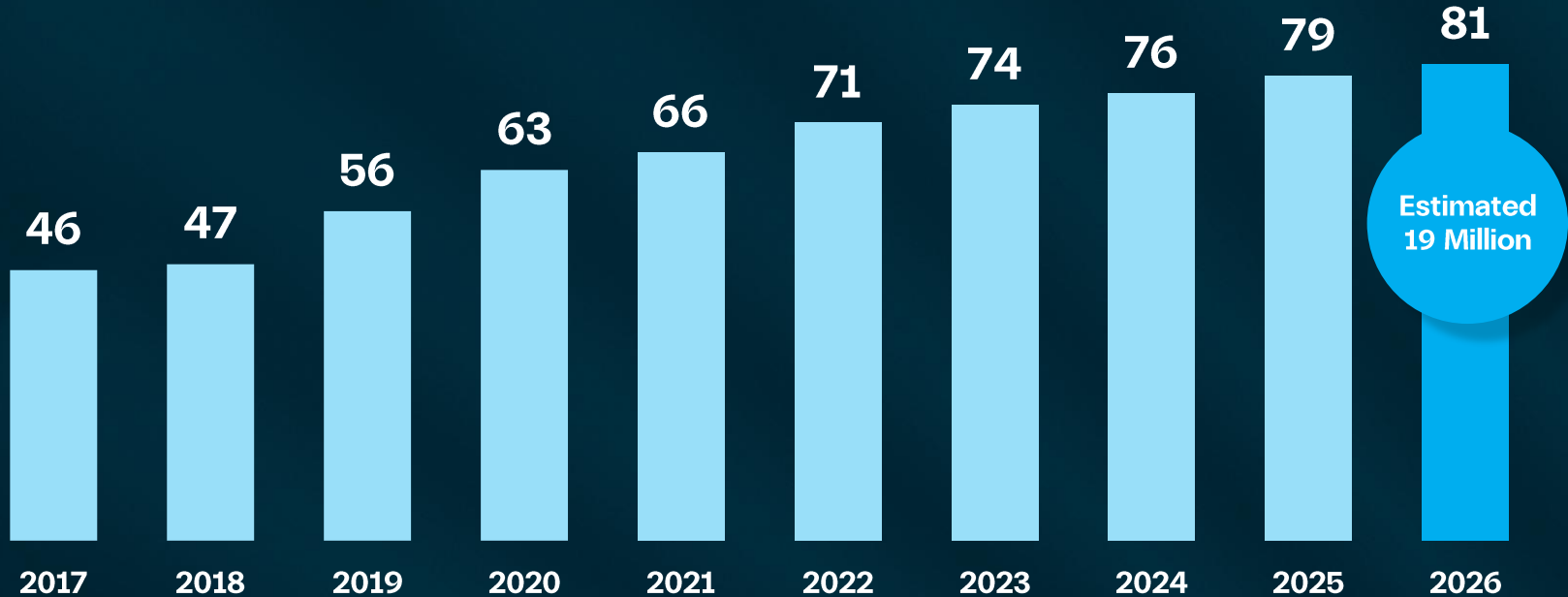
% listened to online audio in last month



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

Weekly Streaming Audio Listening

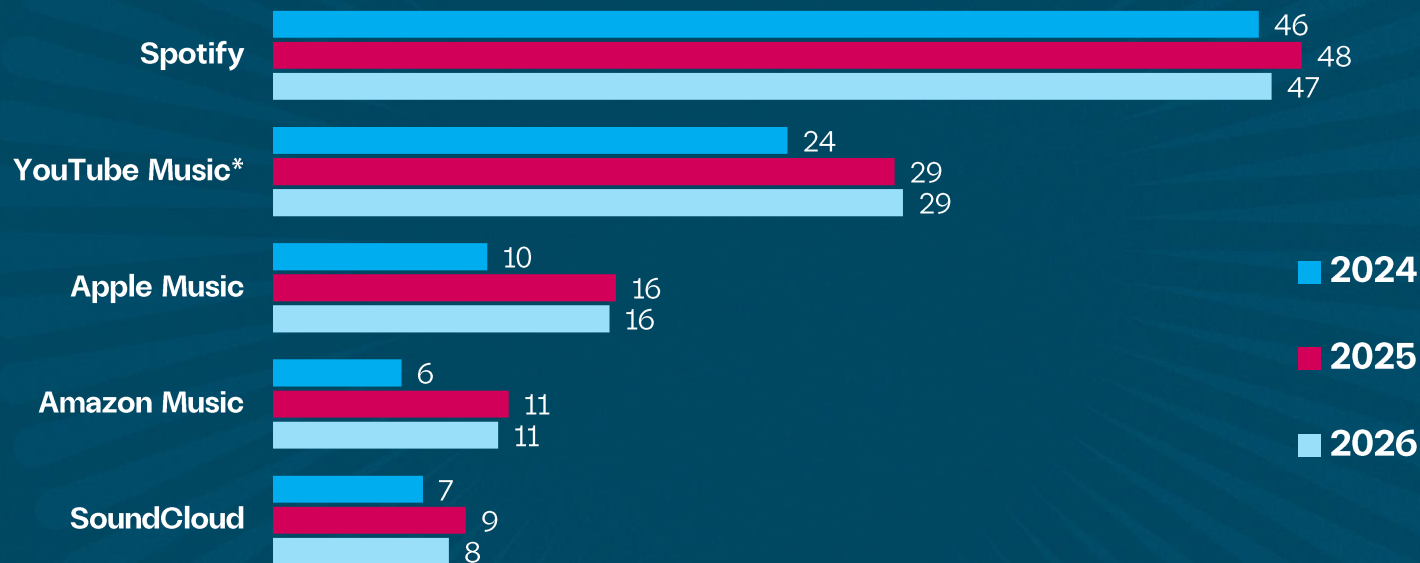
% listened to online audio in last week



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

Weekly Listening to Online Audio Streaming Services

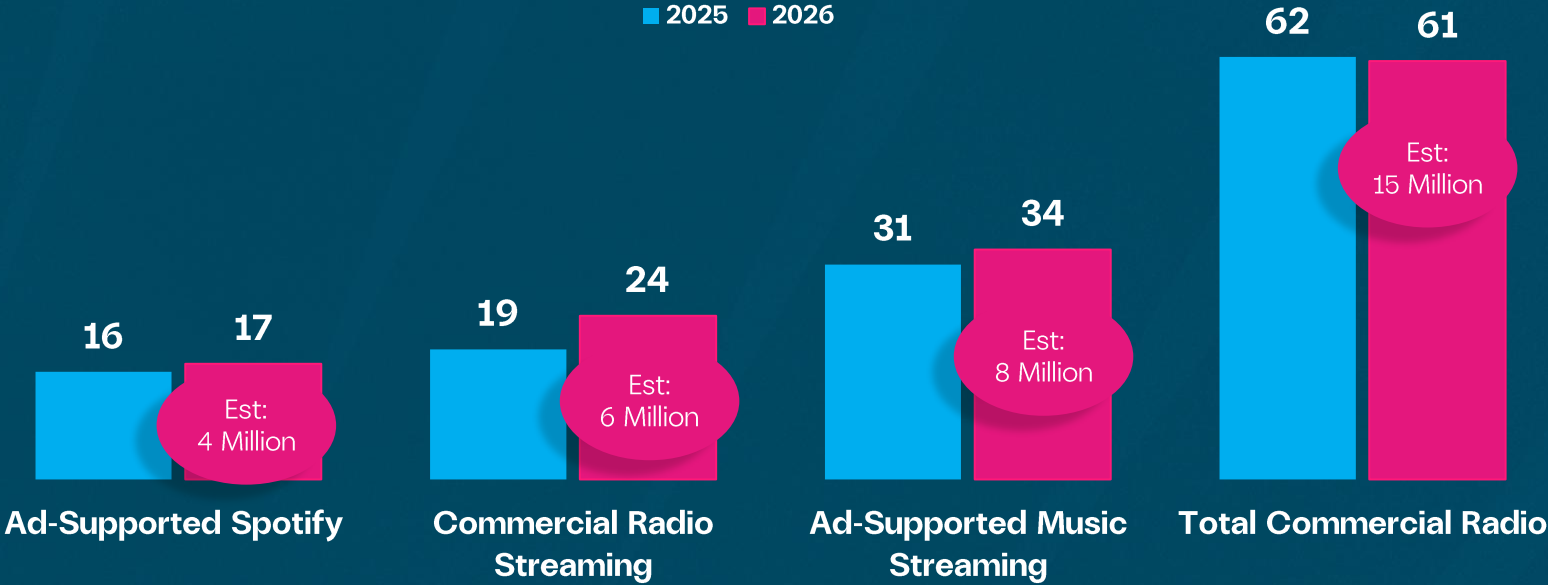
% Listened to online audio streaming service in last week



*asked as: "YouTube Music, the streaming music service from YouTube"
Base: Total Australian Population 10+

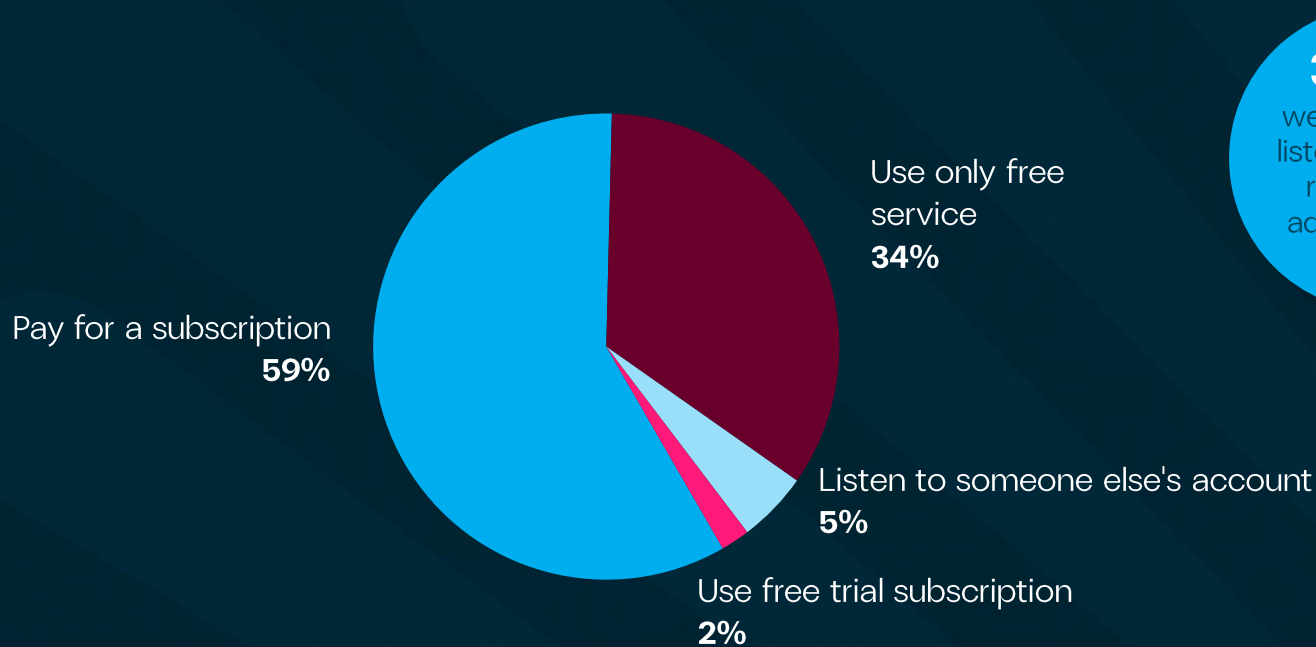
Weekly Listening to Ad-Supported Audio

% listened to audio source in the last week



= Ad-supported AM/FM/DAB+ radio (Broadcast + Streaming)
Total Australian Population 10+

Free vs. Paid Subscriptions to Spotify

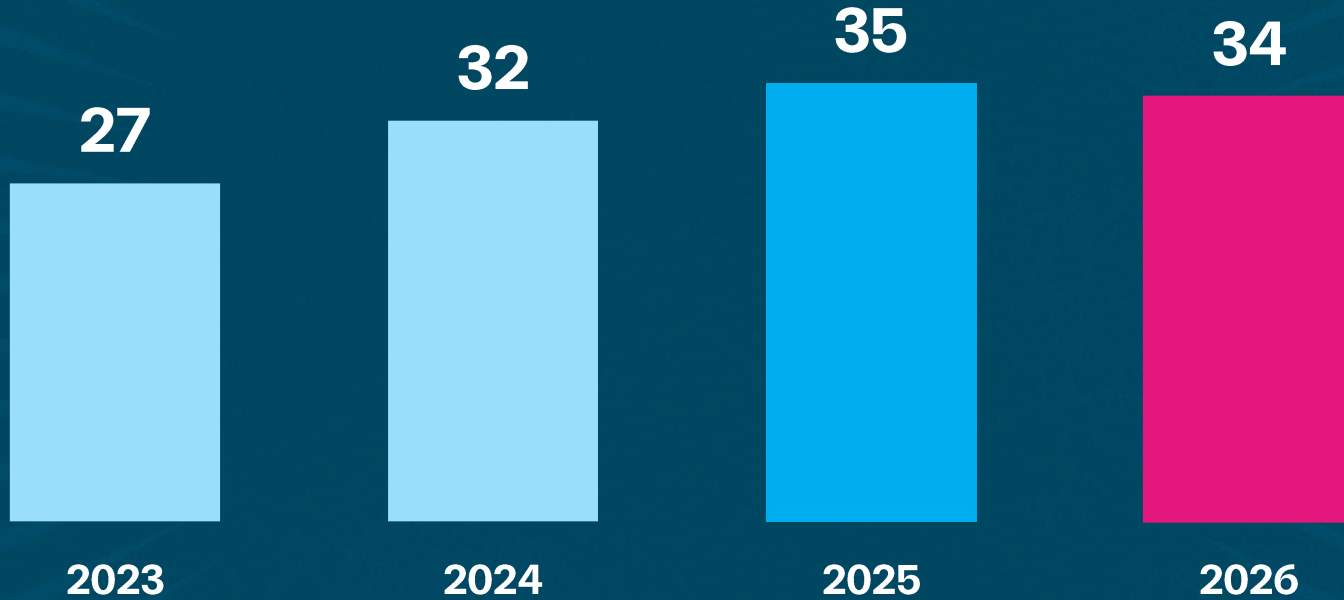


34% of weekly Spotify listeners can be reached by advertising on Spotify

Base: Australians age 10+ and Listened to Spotify in last week; 47%

TikTok Weekly Usage

% used TikTok in the last week



Podcasting



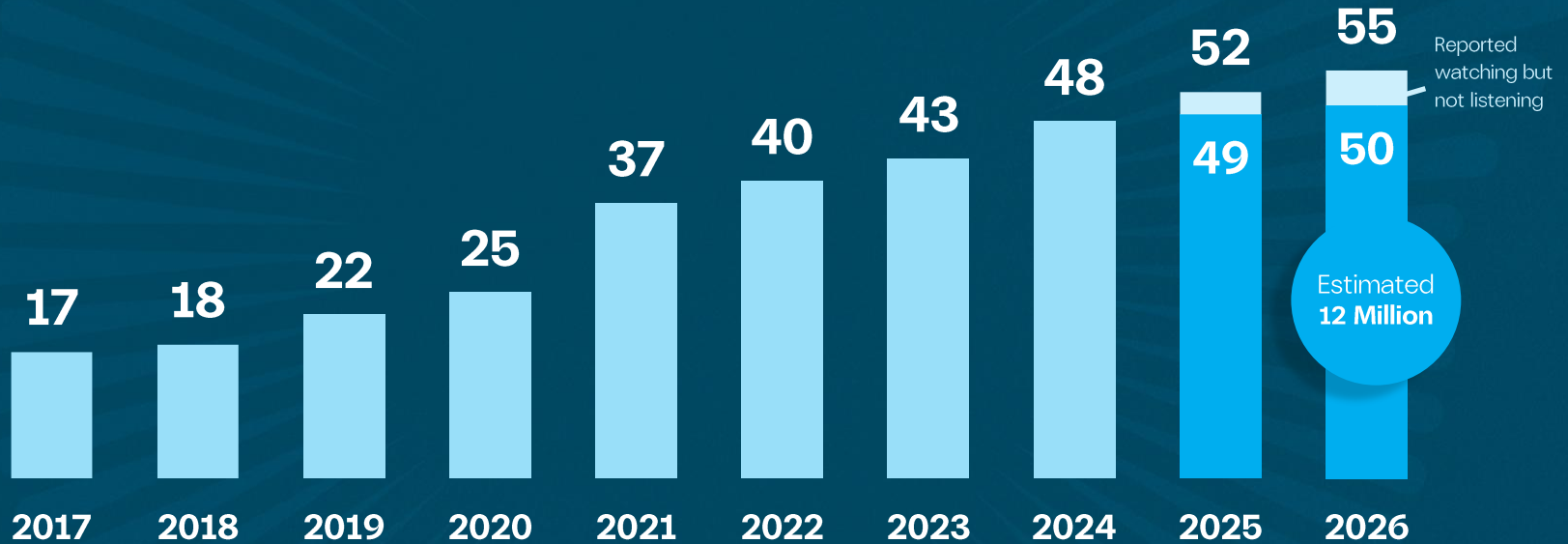
Monthly Podcast Consumption

Half of all Australians now listening to podcasts



Monthly Podcast Consumption

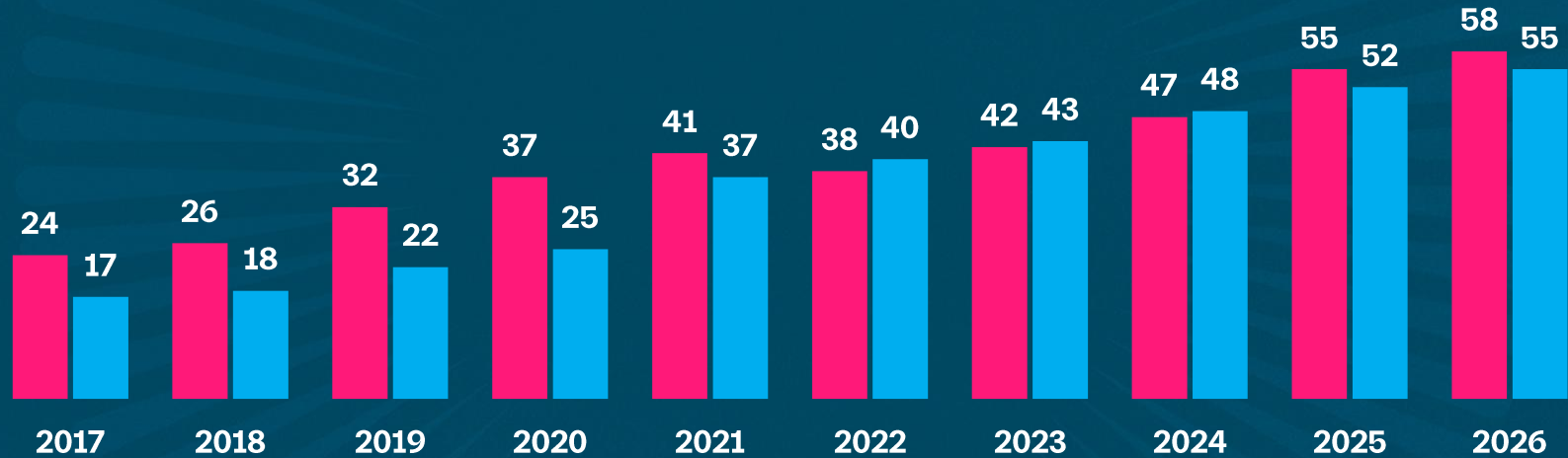
% Listened to or watched a podcast in last month



Monthly Podcast Consumption

% Listened to or watched a podcast in last month

■ U.S. ■ Australia



2017-2024: Listened to podcasts

From 2025 onwards: Listened to and/or watched podcasts

From 2025: Listened to and/or watched podcasts

Weekly Podcast Consumption

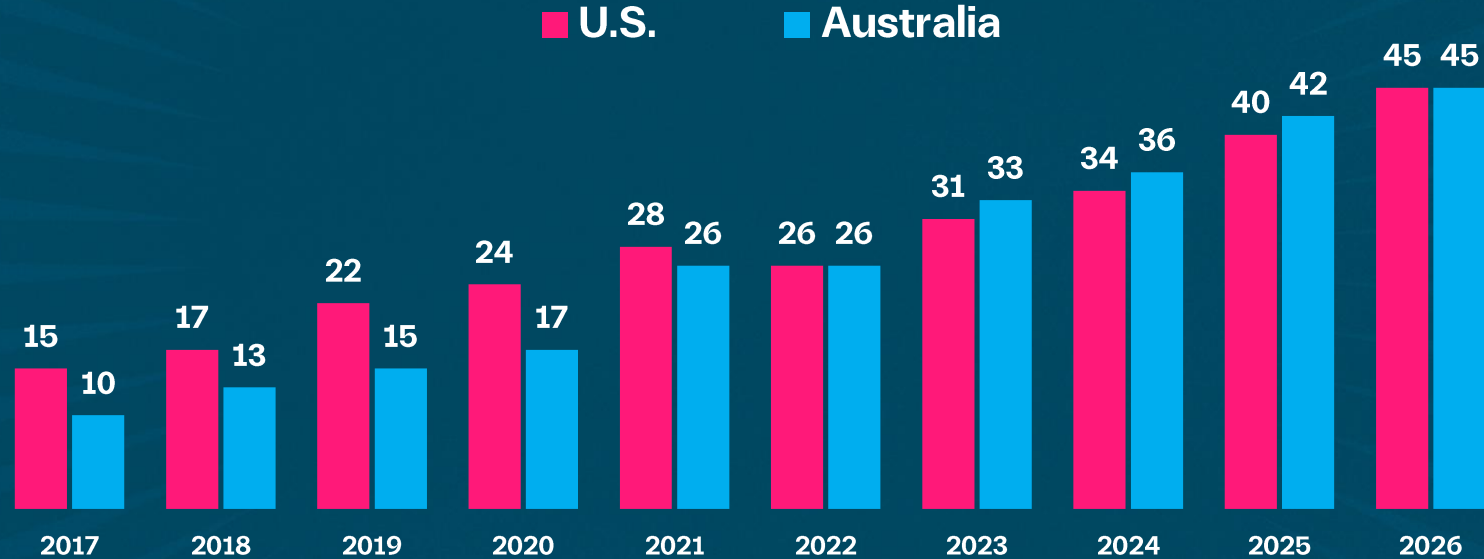
% Listened to or watched a podcast in last week



Base: Total Australian Population 10+

Weekly Podcast Consumption

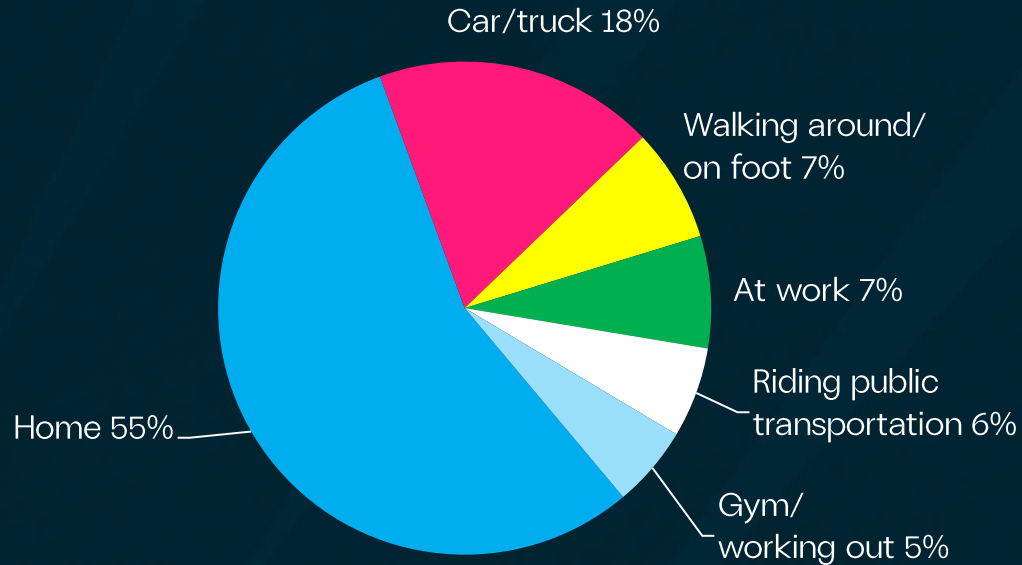
% Listened to or watched a podcast in last week



2017-2024: Listened to podcasts

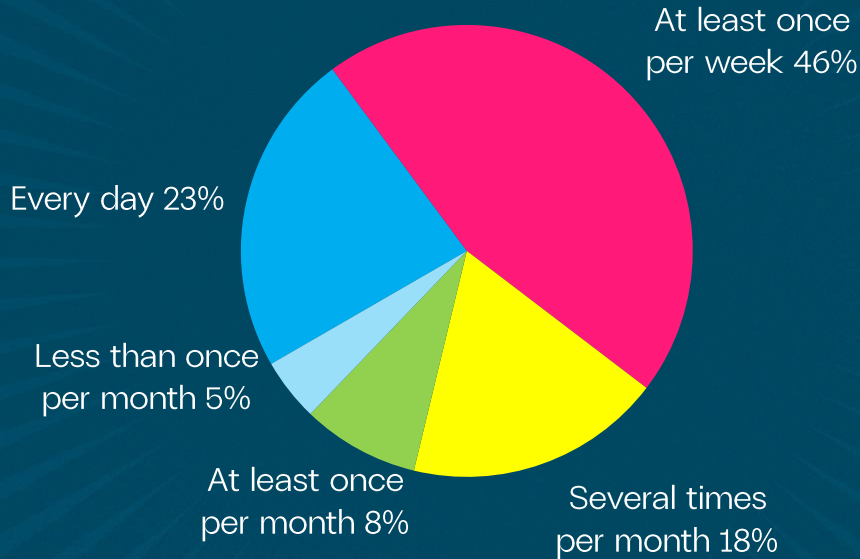
2025 and beyond: Listened to and/or watched podcasts

Location Listen to or Watch Podcasts Most Often



Frequency of Listening to Podcasts

"How often do you listen to podcasts?"



Base: LISTENED to Podcast in Past Month; 50%

Type of Podcasts Consumed

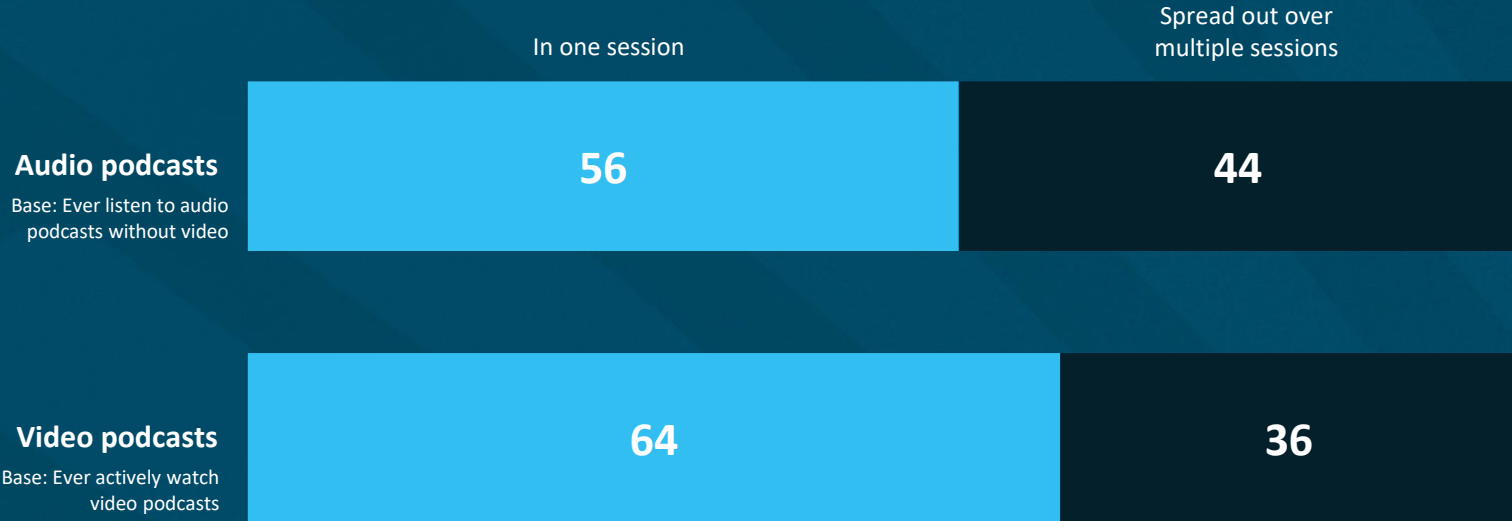
% ever CONSUME TYPE OF PODCAST



Base: Australians age 10+ and Listened to or watched podcast in last month; 55%

Podcast Listening Sessions

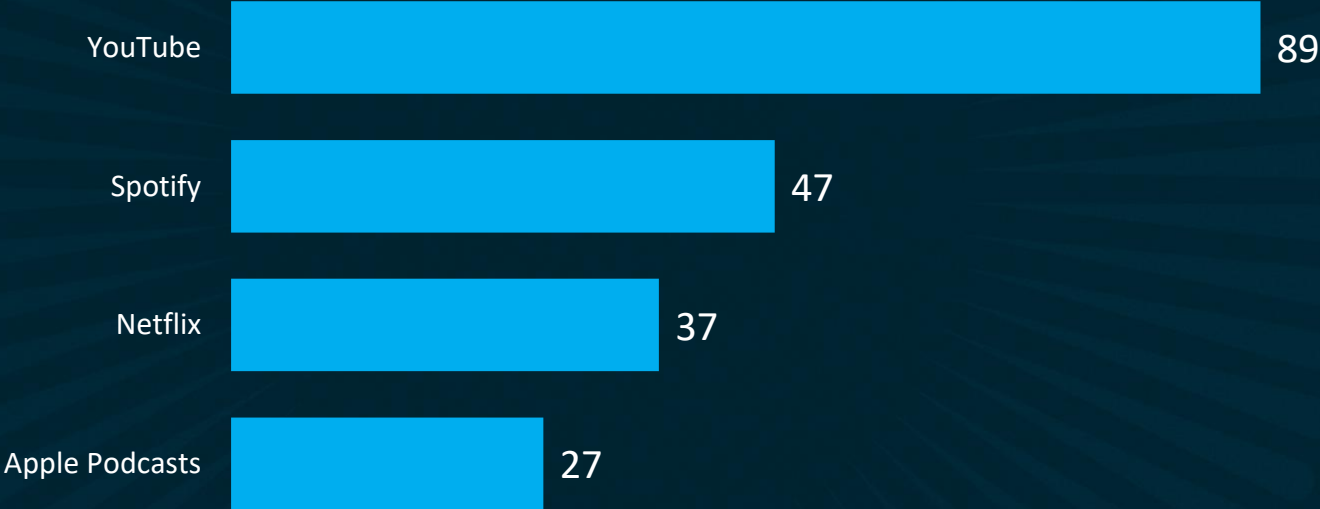
"Are you more likely to listen to episodes of audio/video podcasts in one session or spread out over multiple sessions?"



Base: Australians age 10+ and Listened to a podcast in last month

Services Used to Watch Video Podcasts in Last Month

% used service to watch video podcast in last month



Base: Australians age 10+ and watched video podcast in last month; 40%



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