

# The Infinite Dial 2023

## Australia

# Presentation Agenda

## 1. Welcome

Jo Dick, Chief Commercial Officer, CRA

## 2. Introduction

John Musgrove, Head of Research, CRA

## 3. Infinite Dial Findings

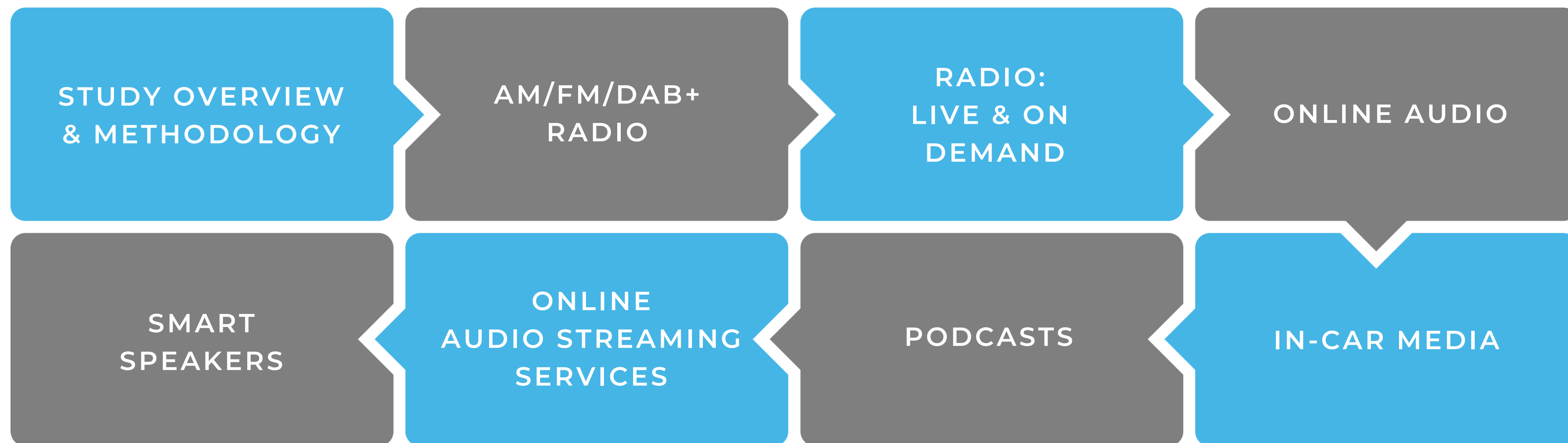
Larry Edison, President Edison Research

Nicole Beniamini, Vice President Edison Research

## 4. Close

Jo Dick

# Presentation Outline



# Study Overview

- Infinite Dial Australia explores the overall penetration of audio in Australia, including AM/FM, DAB+, or digital online sources. In addition, this report measures Australians' usage of the latest online platforms and technologies
- The Infinite Dial Australia report mirrors the Infinite Dial U.S. reports, which have been undertaken annually since 1998 by Edison Research, and cover a wide range of online digital media topics
- The Infinite Dial is the longest-running survey of digital media consumer behaviour in America
- This is the seventh annual Infinite Dial Australia report since its debut in 2017
- This study is designed to allow for direct comparisons among Australia and other English-speaking countries where Infinite Dial has been conducted

# Study Methodology

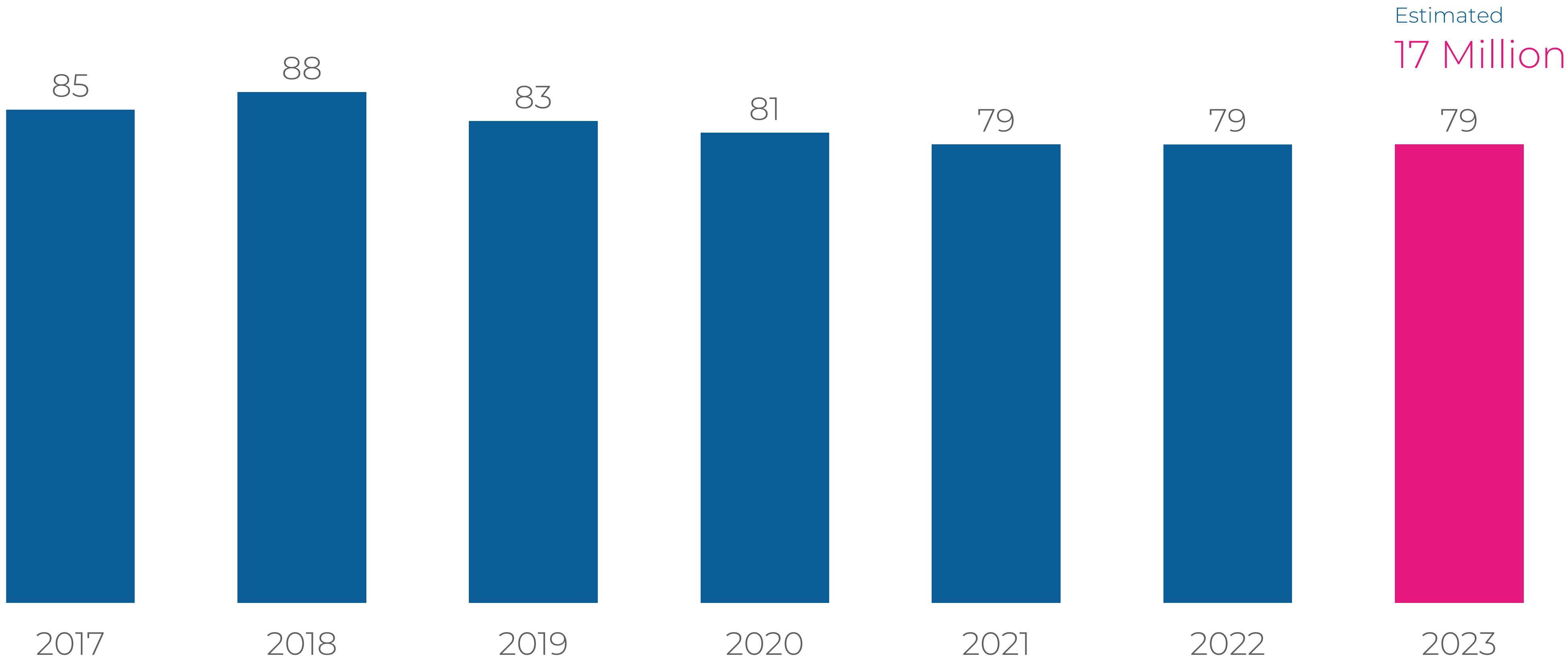
- In the first quarter of 2023, Edison Research conducted a national survey of 1,576 respondents in Australia aged 12 and older
  - 750 interviews conducted via telephone
  - 756 interviews conducted online
- Data weighted to national 12+ population figures

# AM/FM/DAB+ RADIO

# Listening to AM/FM/DAB+ Radio in the Last Week

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO AM/FM/DAB+ RADIO IN THE LAST WEEK

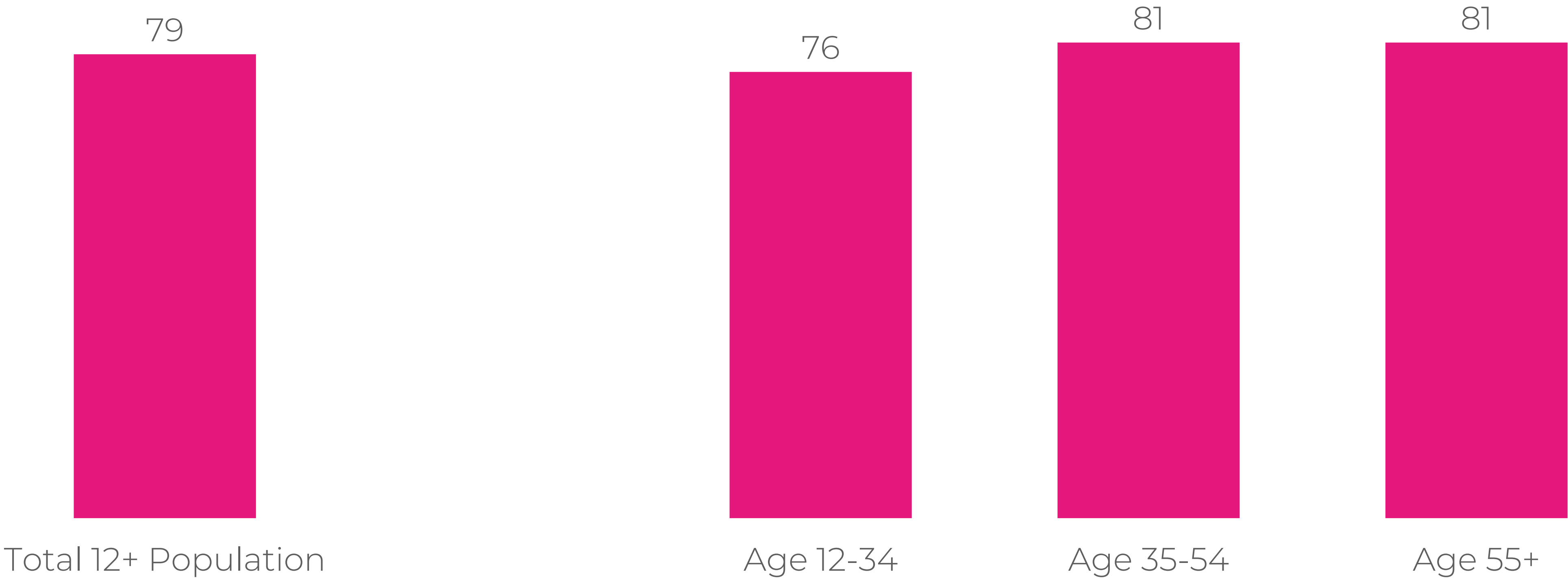


AM/FM/DAB+ RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE

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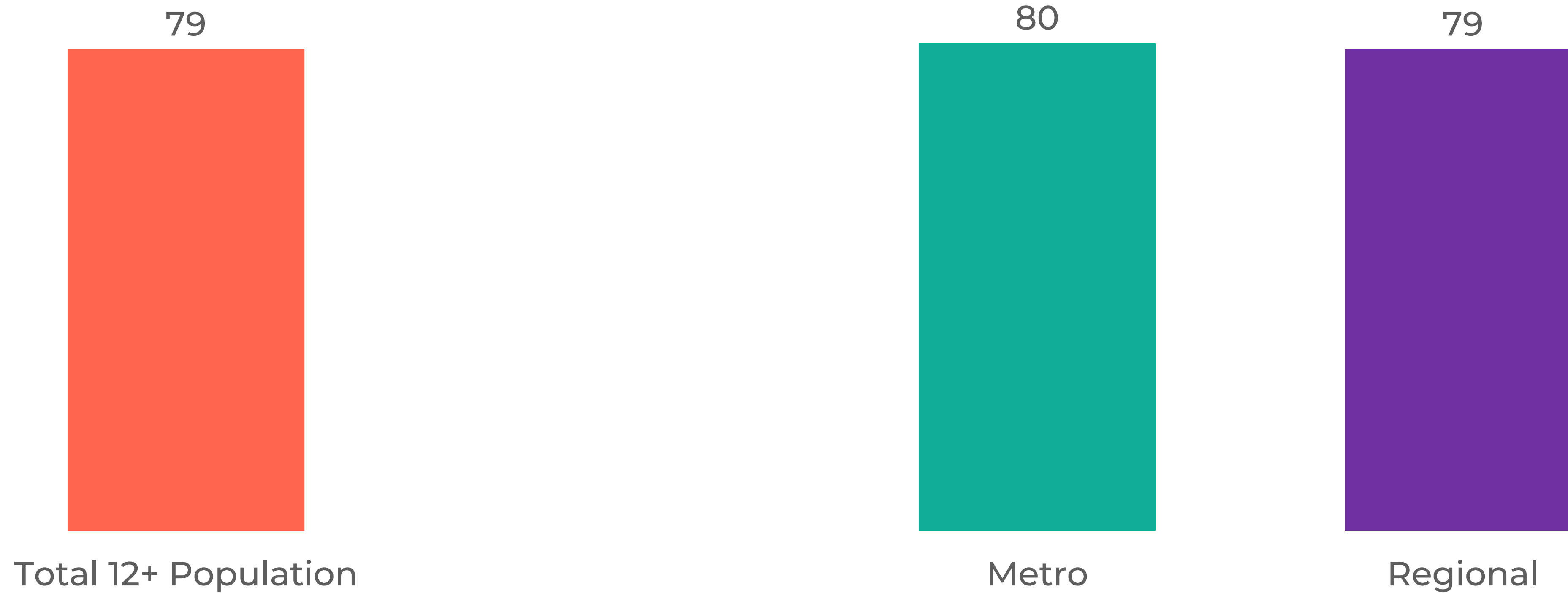


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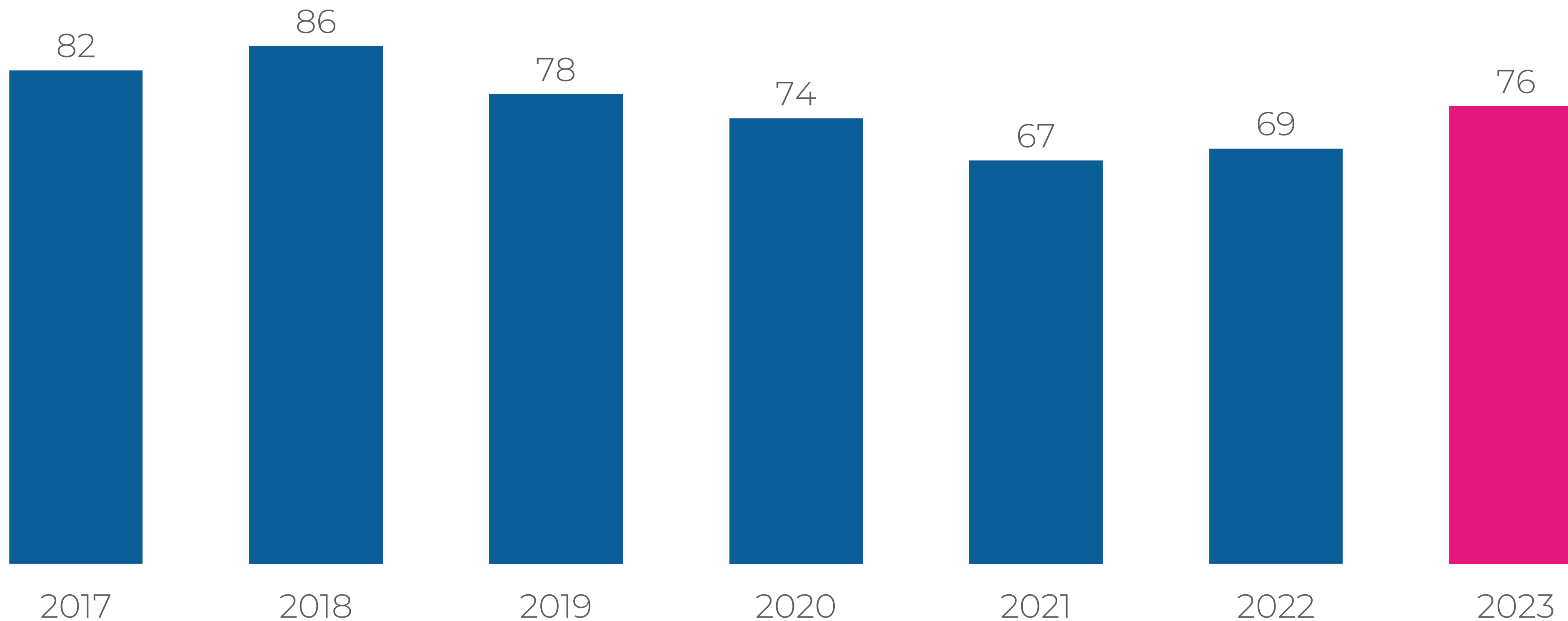


AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE

# Listening to AM/FM/DAB+ Radio in the Last Week (Age 12-34)

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO AM/FM/DAB+ RADIO IN THE LAST WEEK



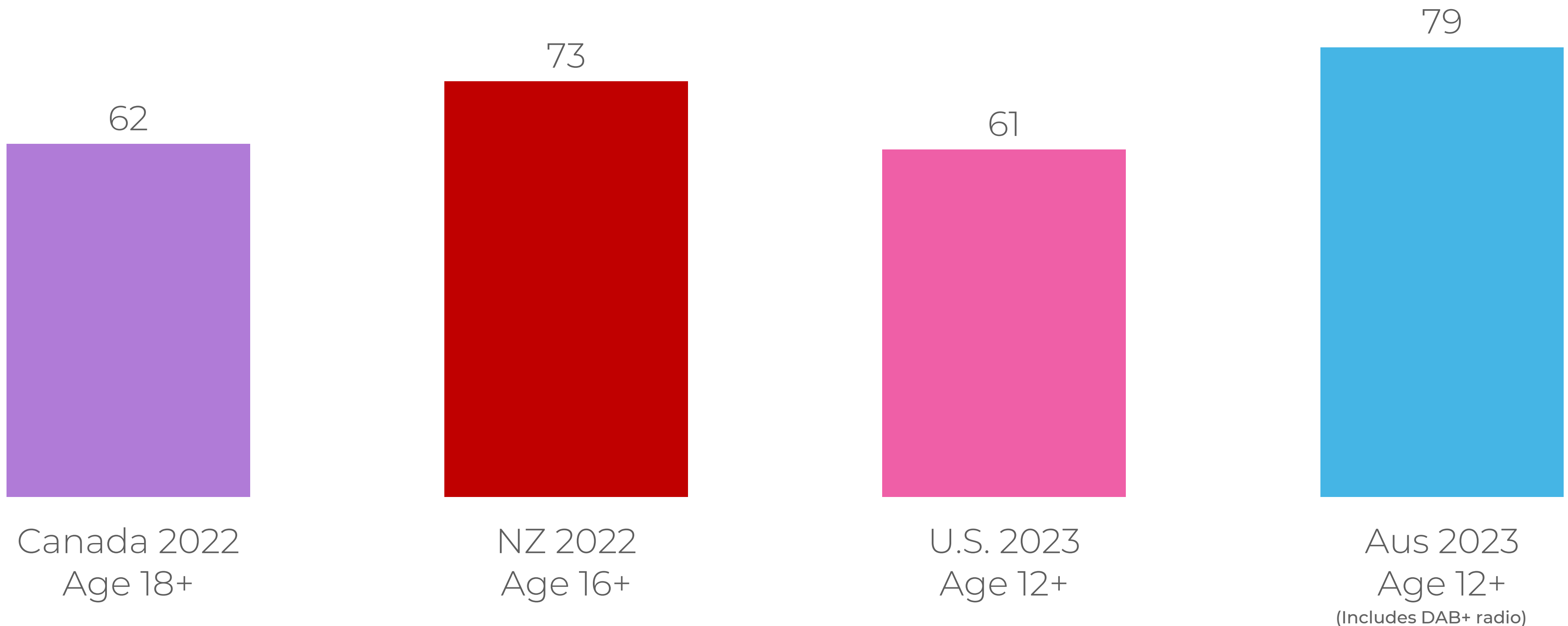
AM/FM/DAB+ RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE



# Listening to AM/FM/DAB+ Radio in the Last Week

TOTAL POPULATIONS

% LISTENED TO AM/FM RADIO IN THE LAST WEEK

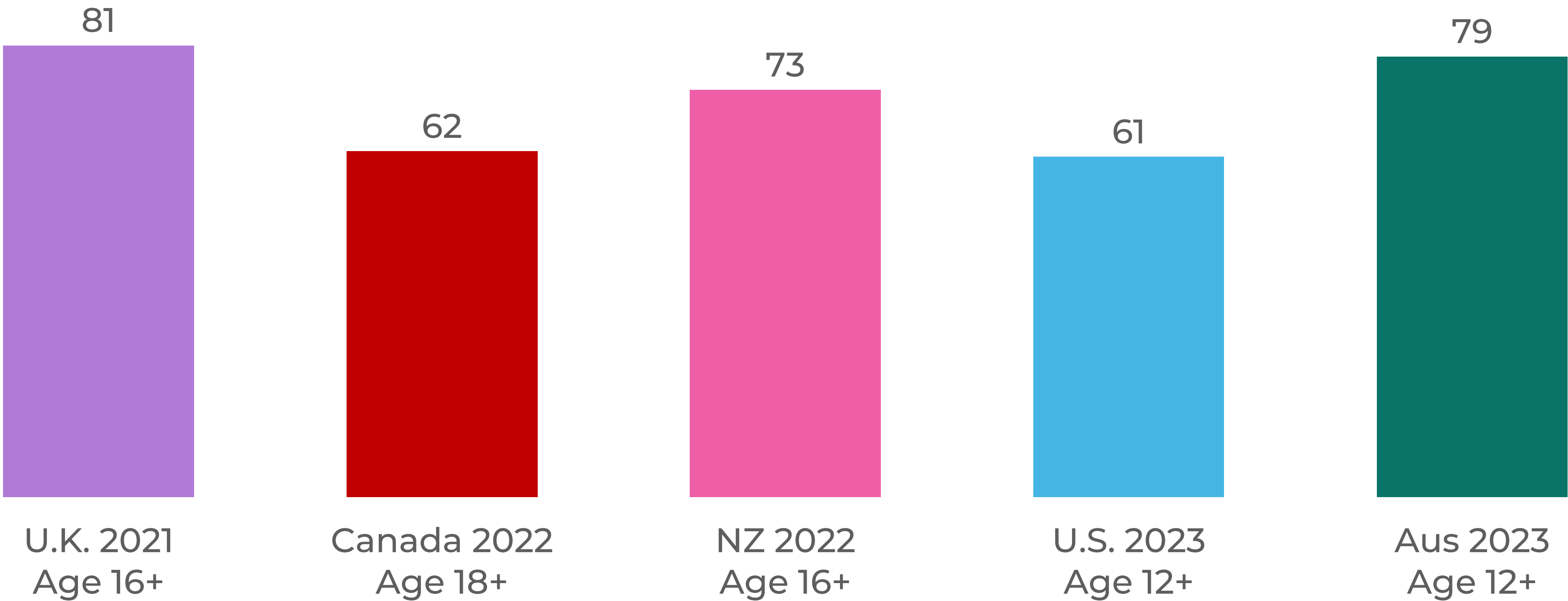


AM/FM/DAB+ RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE

# Listening to AM/FM Radio in the Last Week

## TOTAL POPULATIONS

% LISTENED TO AM/FM RADIO IN THE LAST WEEK



AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE



#InfiniteDial

# Listening to AM/FM/DAB+ Radio in the Last Week

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO AM/FM/DAB+ RADIO IN THE LAST WEEK

(NATIONAL 12+ POPULATION)

■ AM/FM Radio ■ DAB+

15 Million

7 Million



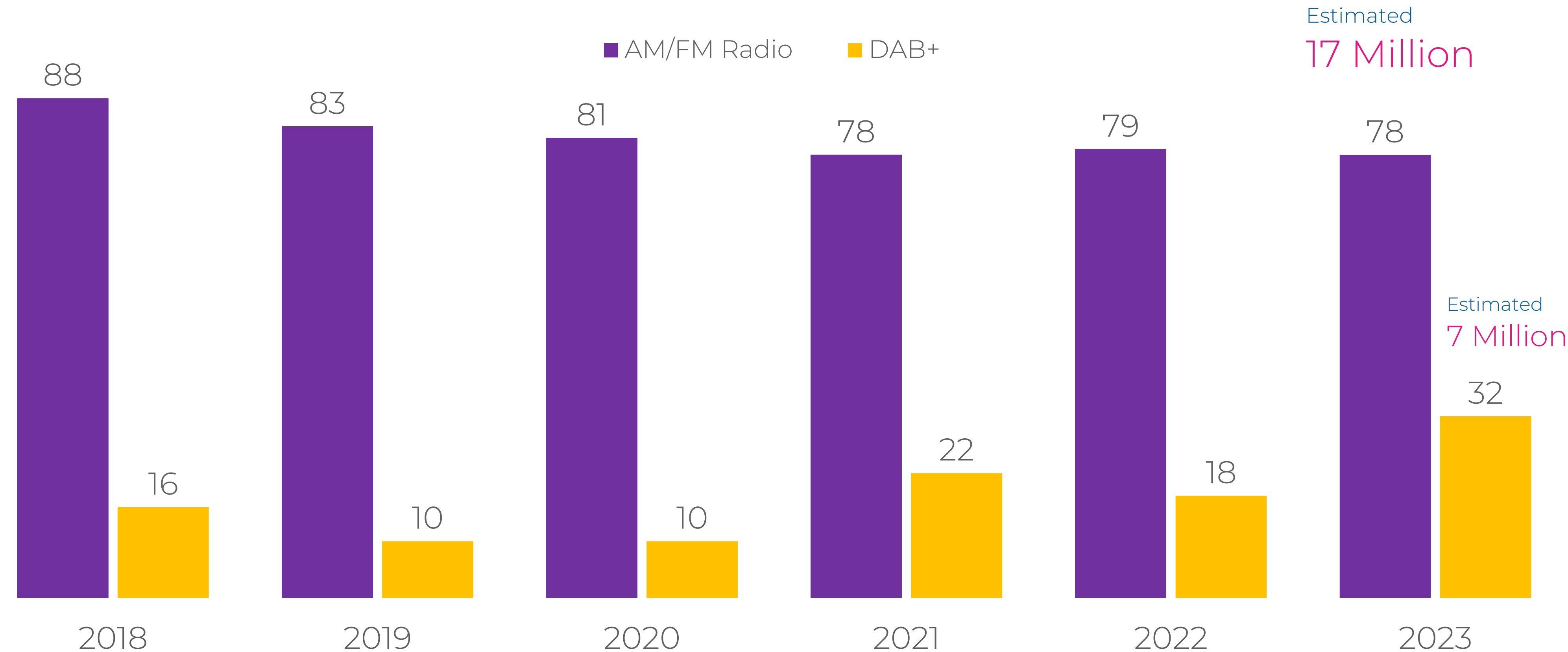
2023

AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE

# Listening to AM/FM/DAB+ Radio in the Last Week

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO AM/FM/DAB+ RADIO IN THE LAST WEEK



Estimated  
17 Million

Estimated  
7 Million

AM/FM/DAB+ RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE



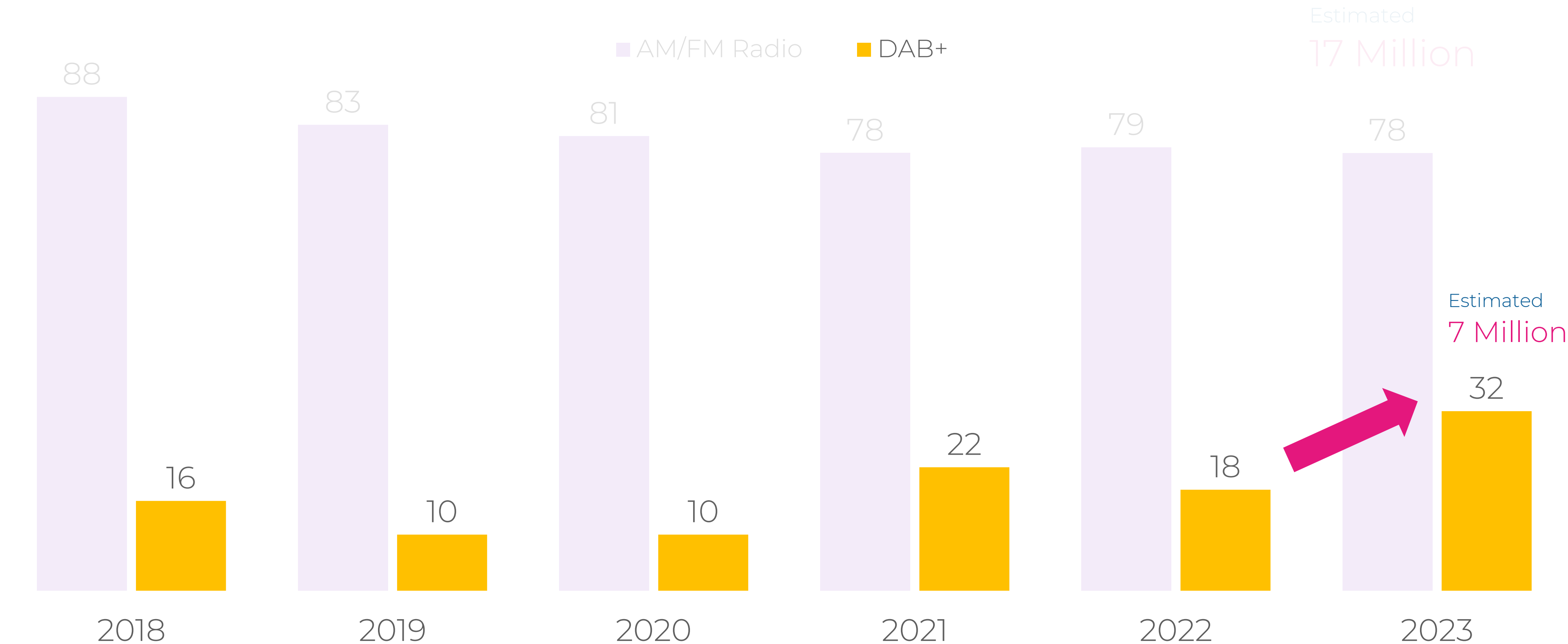
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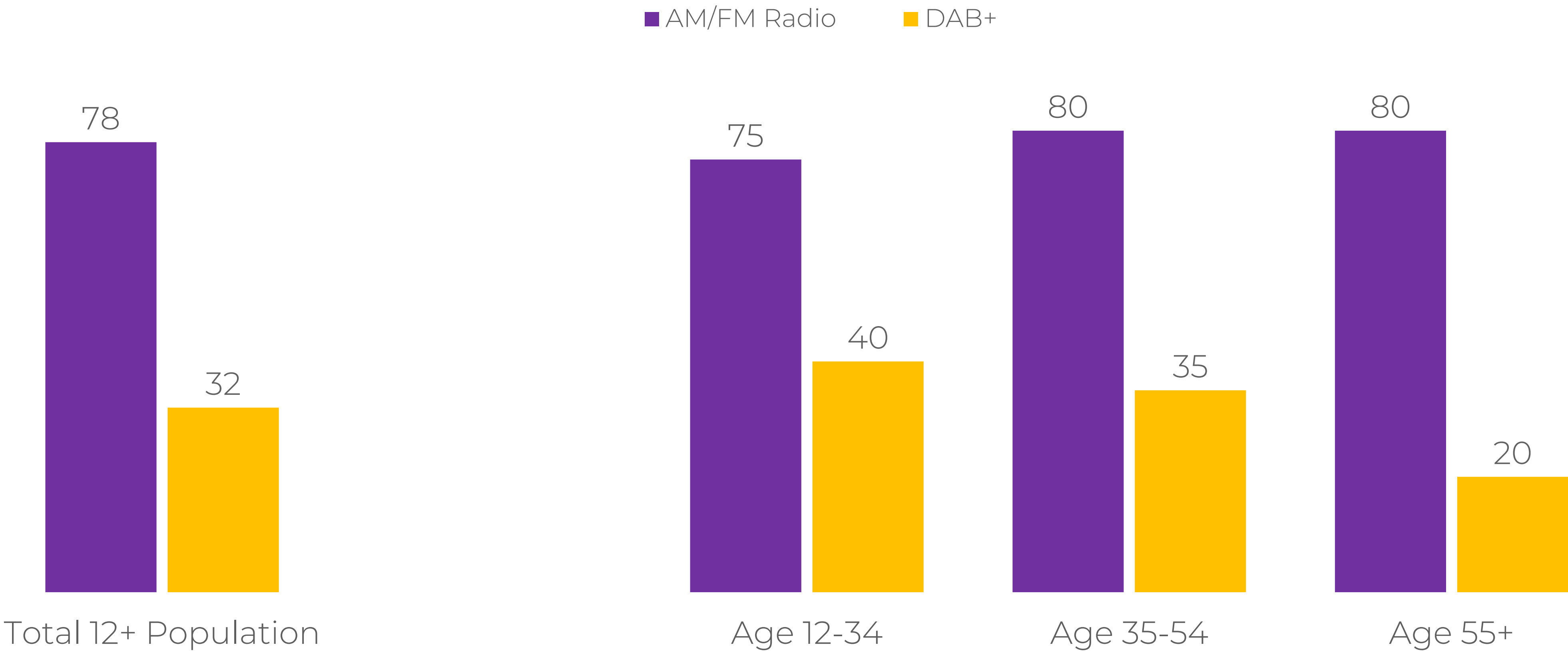
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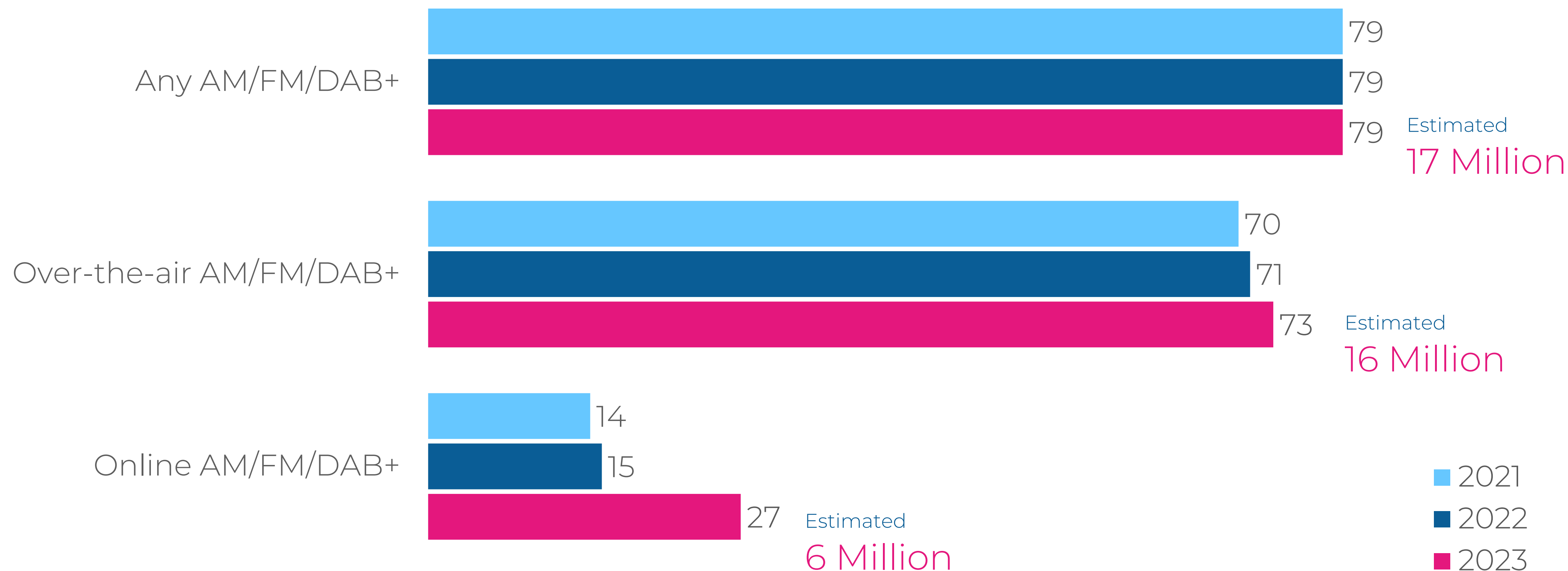
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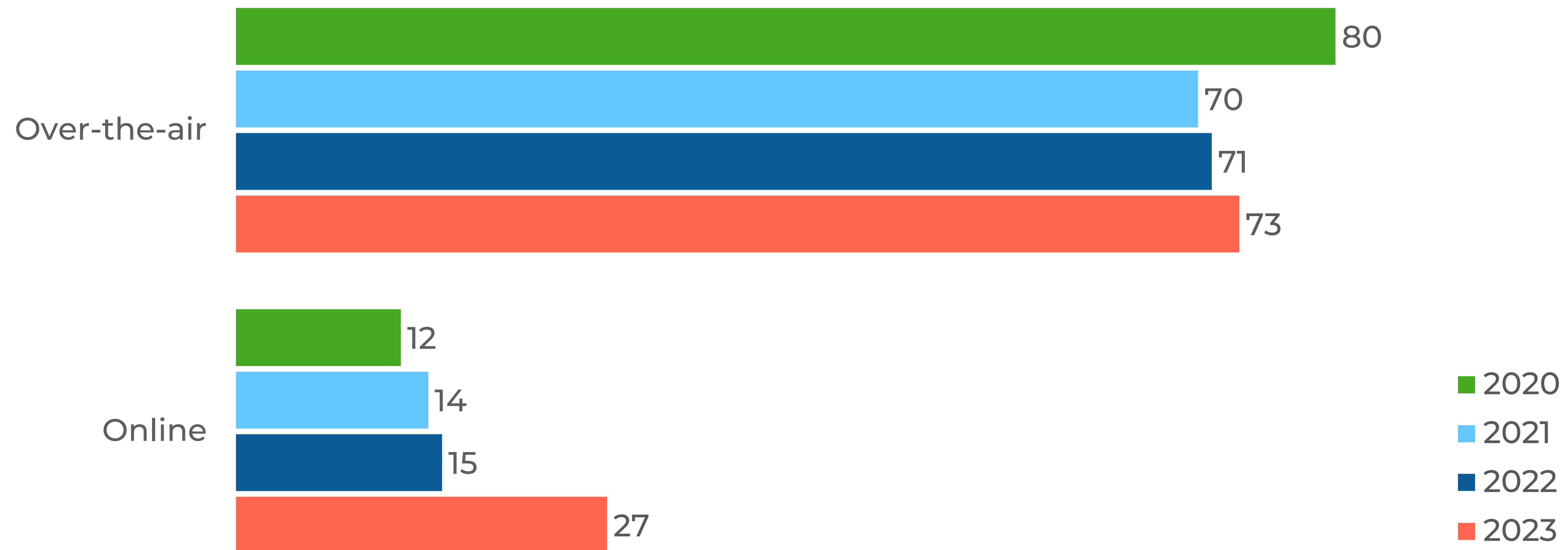
% LISTENING TO AM/FM/DAB+ RADIO STATIONS THROUGH SOURCE



# Listening to AM/FM Radio in the Last Week

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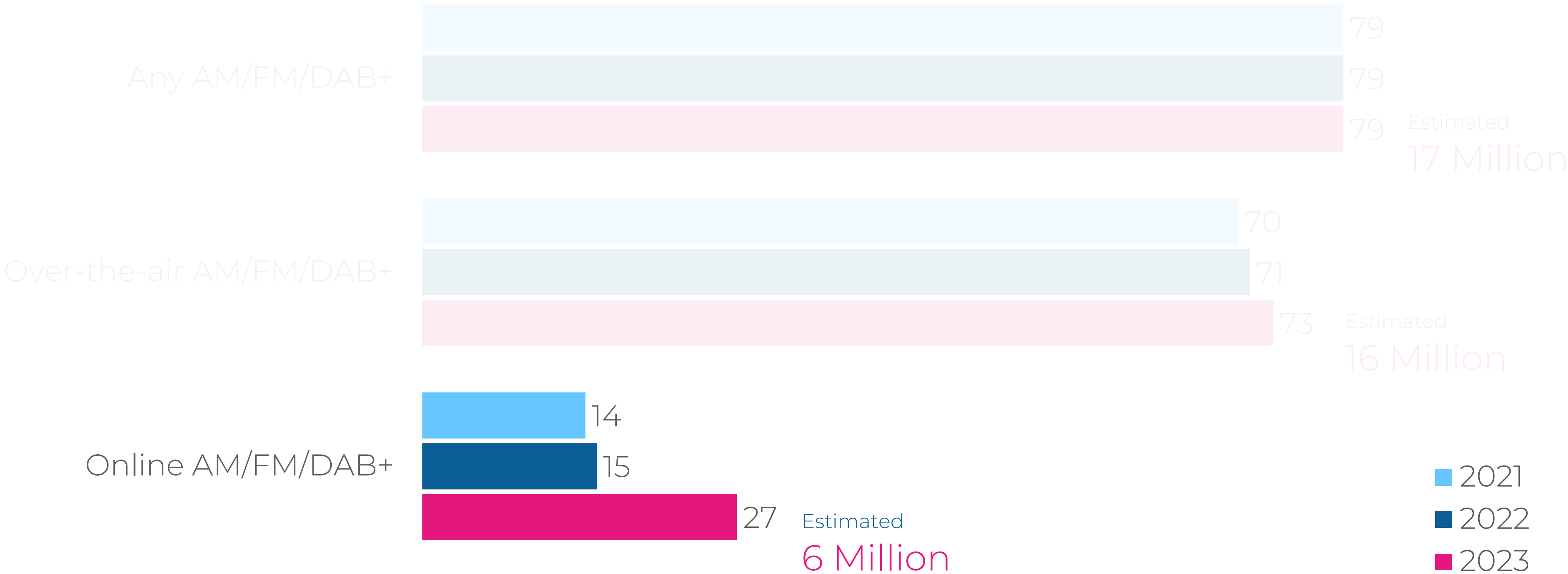
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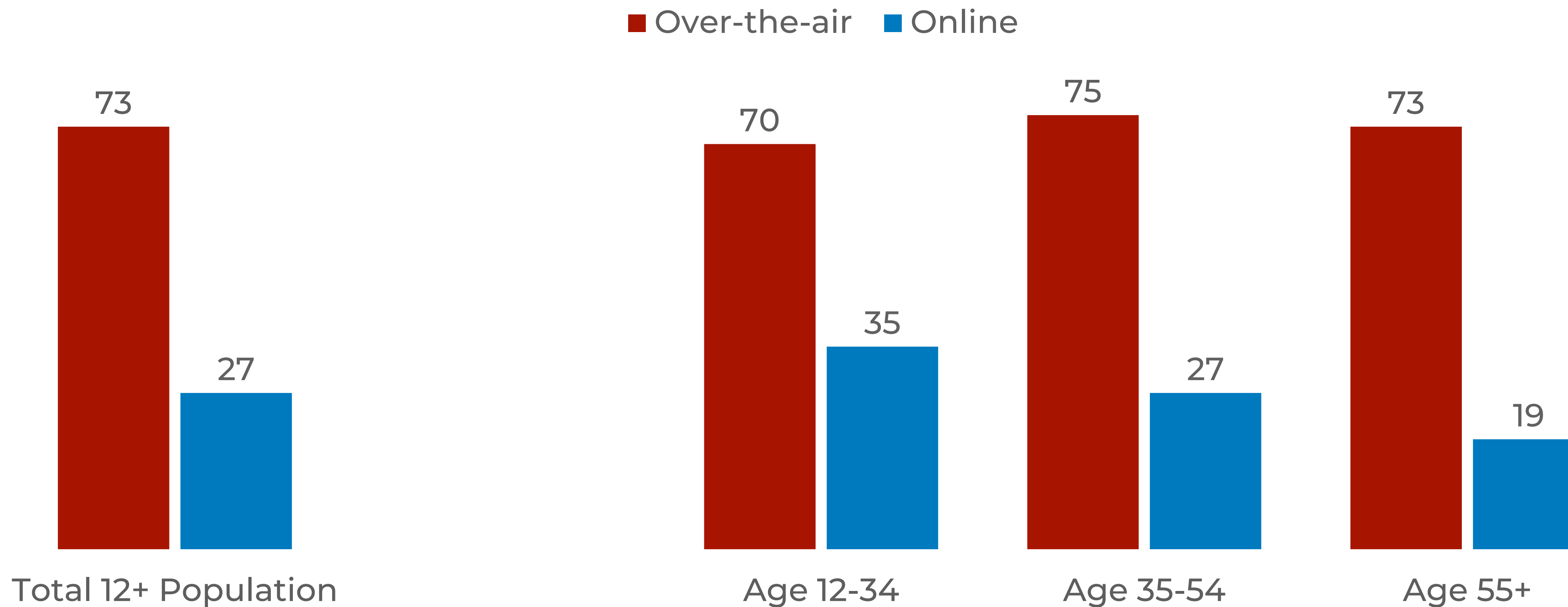
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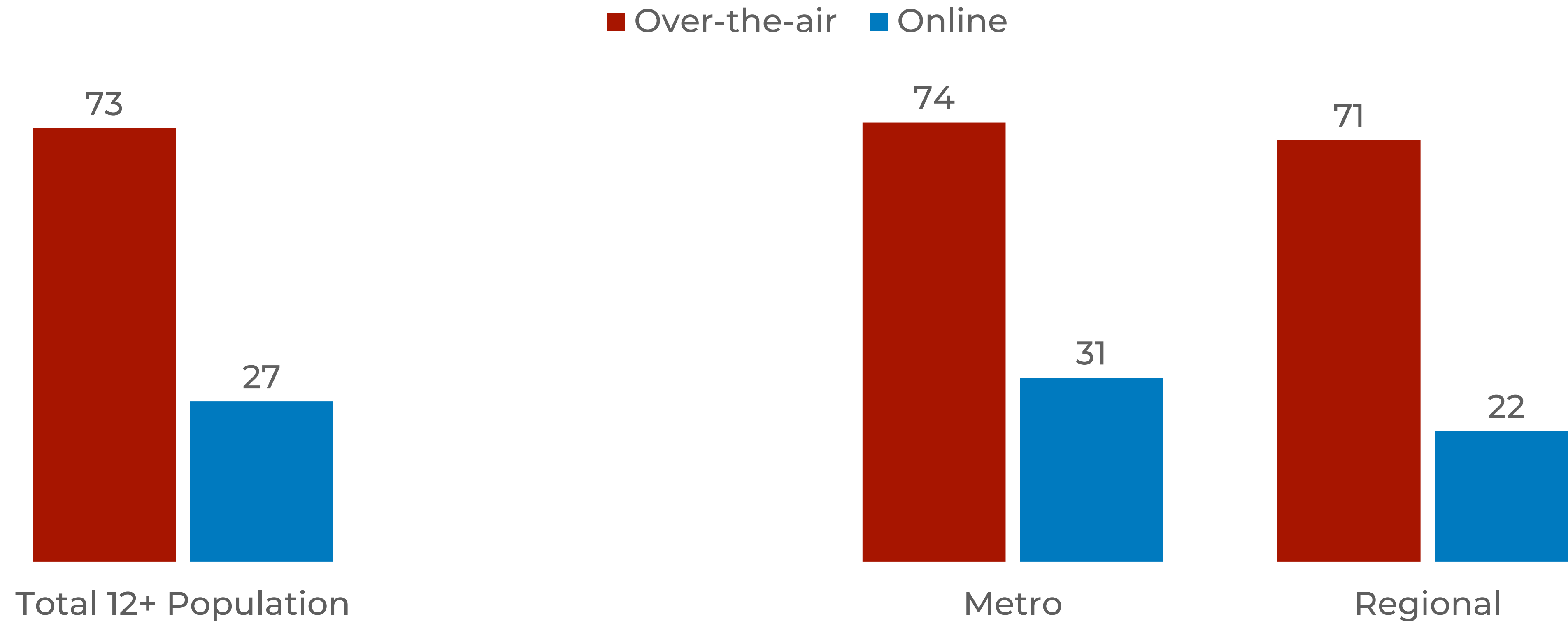
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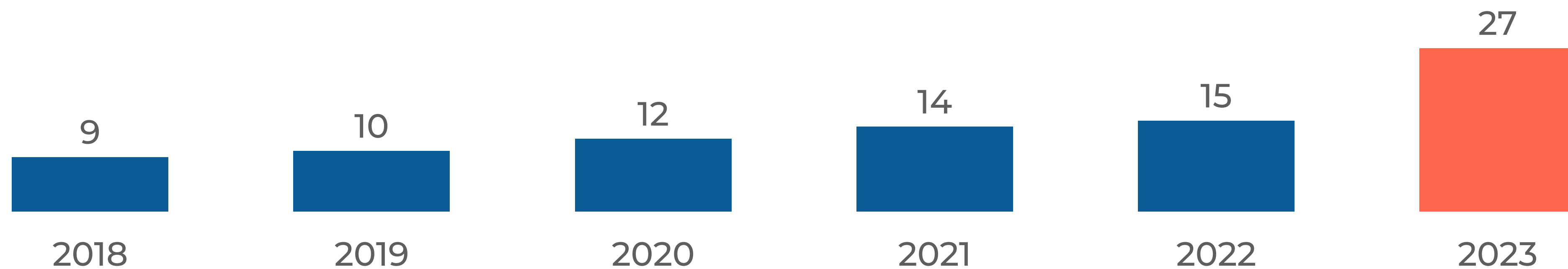
% LISTENING TO AM/FM/DAB+ RADIO STATIONS THROUGH SOURCE



# Online Listening to AM/FM Radio in the Last Week

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO ONLINE AM/FM RADIO IN THE LAST WEEK



# Sources Weekly Online AM/FM/DAB+ Radio Listeners Use to Listen to Online Radio

BASE: AUSTRALIAN AGE 12+ AND LISTEN TO ONLINE AM/FM/DAB+ RADIO IN THE LAST WEEK; 27%

% USING SOURCE TO LISTEN TO AM/FM/DAB+ RADIO

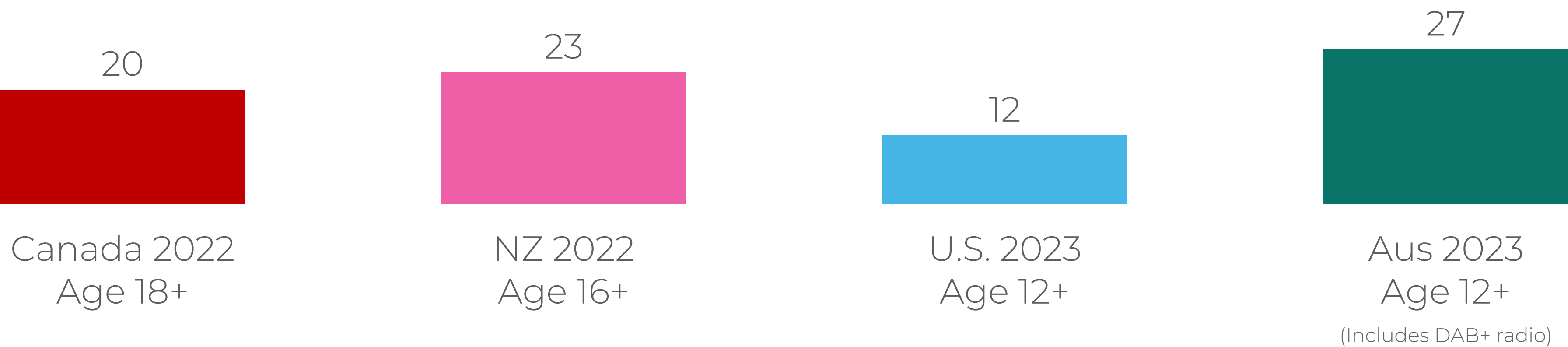
Of the 27% of Australians 12+ who listened to AM/FM/DAB+ Radio in the last week, they did so via:



# Online Listening to AM/FM/DAB+ Radio in the Last Week

TOTAL POPULATIONS

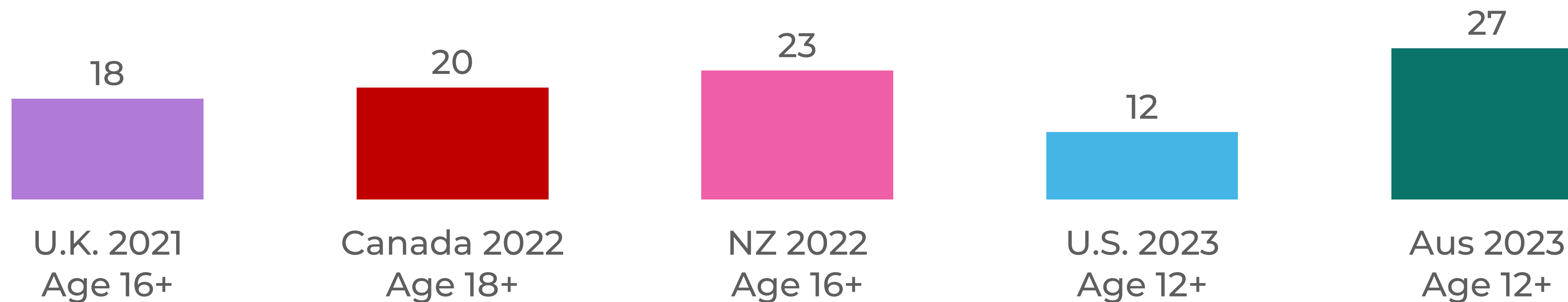
% LISTENED TO ONLINE AM/FM/DAB+ RADIO IN THE LAST WEEK



# Online Listening to AM/FM Radio in the Last Week

## TOTAL POPULATIONS

% LISTENED TO ONLINE AM/FM RADIO IN THE LAST WEEK



AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE



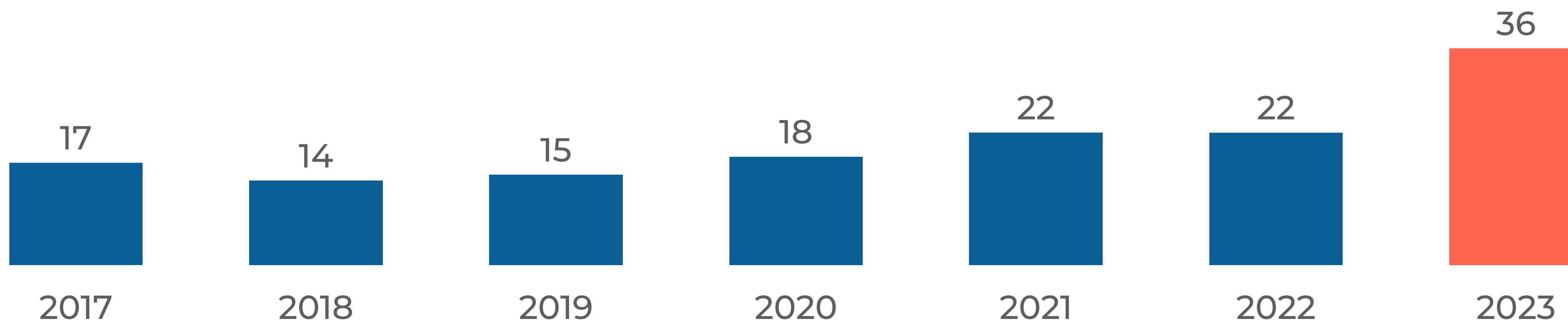
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# Online Listening to AM/FM Radio in the Last Month

TOTAL AUSTRALIAN POPULATION 12+

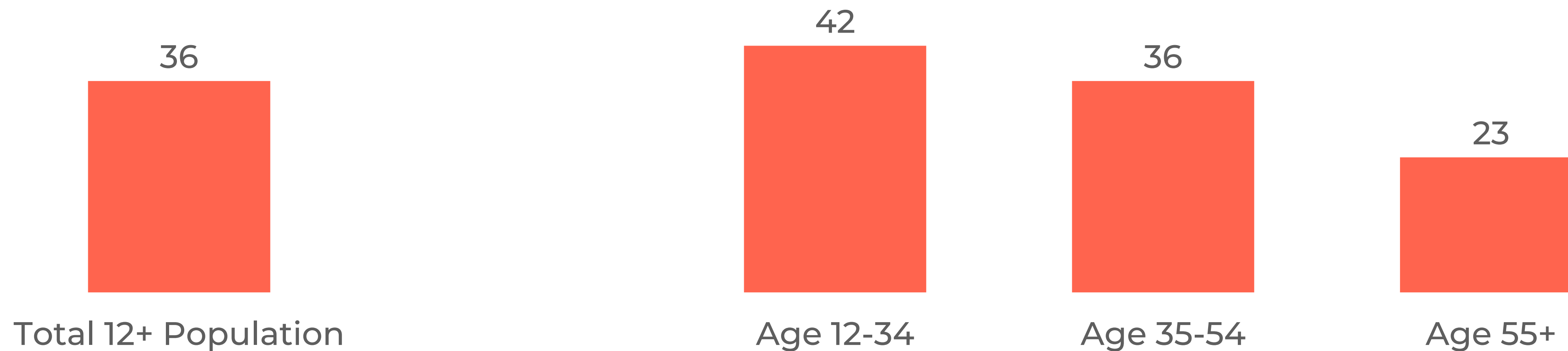
% LISTENED TO ONLINE AM/FM RADIO IN THE LAST MONTH



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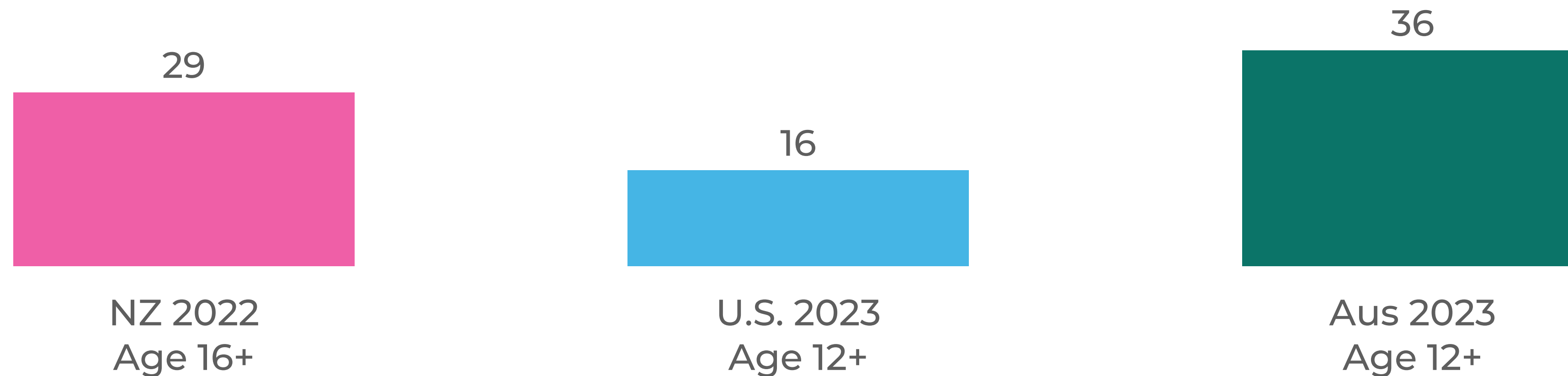
% LISTENED TO ONLINE AM/FM RADIO IN THE LAST MONTH



# Online Listening to AM/FM Radio in the Last Month

NEW ZEALAND TOTAL POPULATION 16+; U.S. AND AUSTRALIAN TOTAL POPULATIONS 12+

% LISTENED TO ONLINE AM/FM RADIO IN THE LAST MONTH

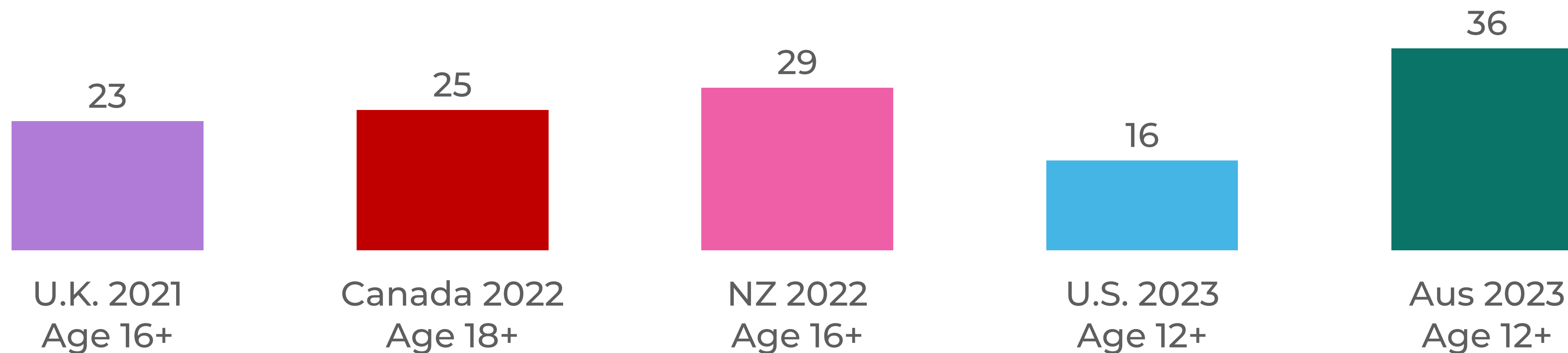


AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE

# Online Listening to AM/FM Radio in the Last Month

## TOTAL POPULATIONS

% LISTENED TO ONLINE AM/FM RADIO IN THE LAST MONTH



AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE



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# Radio: Live & On Demand



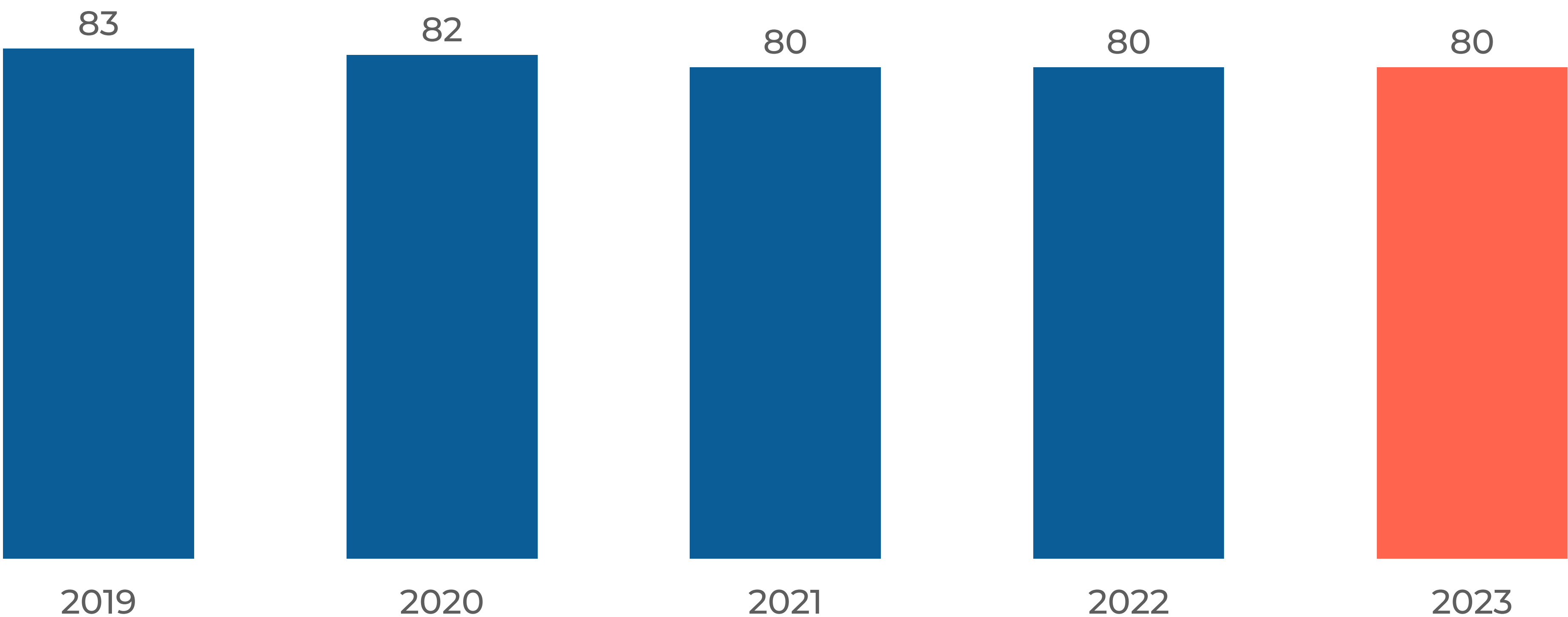
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# Listening to Radio Content in Last Week – Live & On Demand

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO OVER-THE-AIR OR ONLINE AM/FM/DAB+ RADIO FOR AT LEAST 15 MINUTES IN LAST WEEK OR CATCH-UP PODCASTS AT LEAST ONCE A WEEK

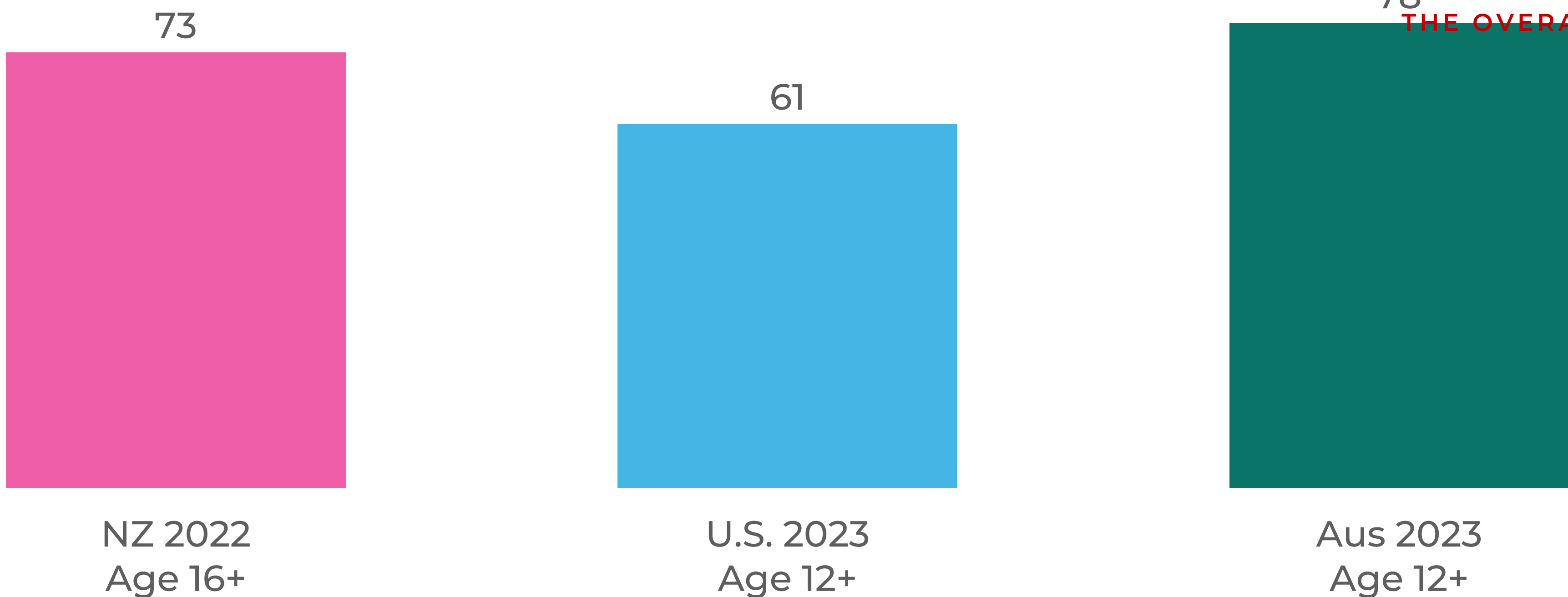


# Listening to AM/FM Radio in the Last Week

NEW ZEALAND TOTAL POPULATION 16+; U.S. AND AUSTRALIAN TOTAL POPULATIONS 12+  
% LISTENED TO AM/FM RADIO IN THE LAST WEEK

THESE ARE THE WEEKLY  
NUMBERS – THE AUSTRALIAN  
ONE DOES NOT INCLUDE CATCH  
UP RADIO BECAUSE WE DO NOT  
ASK THAT IN THE OTHER  
MARKETS.

I RECOMMEND MOVING THIS INTO  
THE OVERALL RADIO SECTION  
INSTEAD



AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE

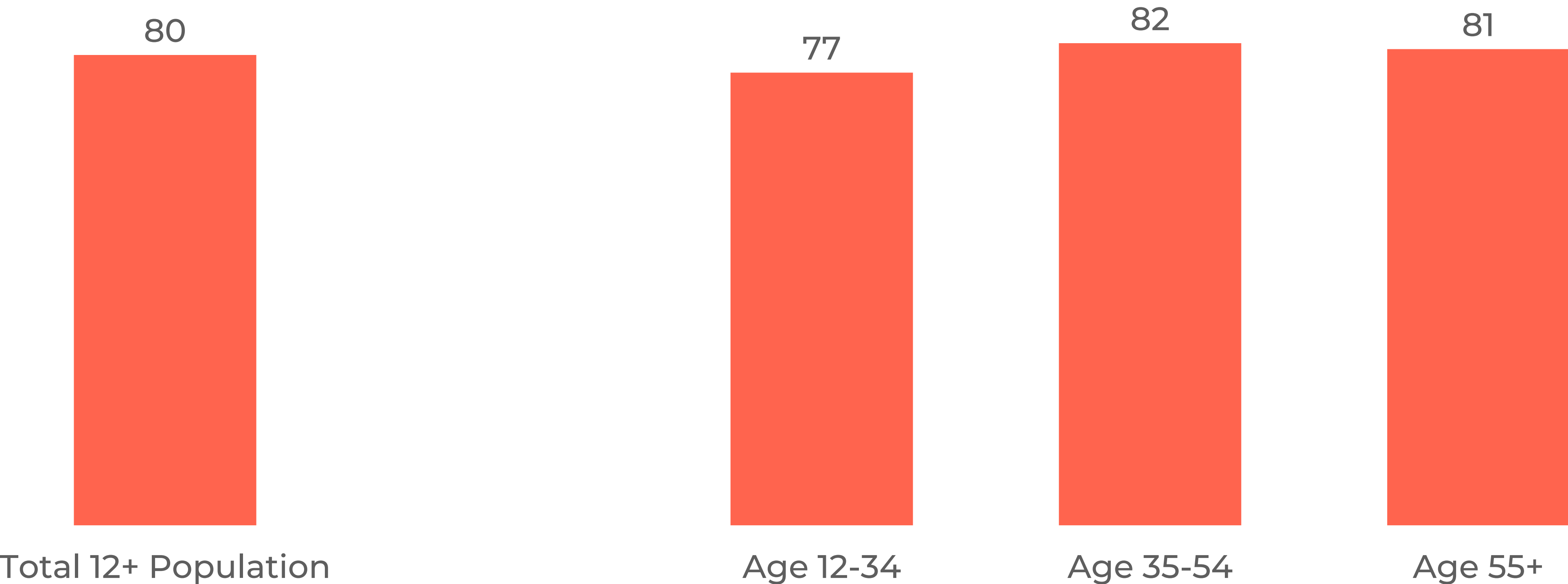


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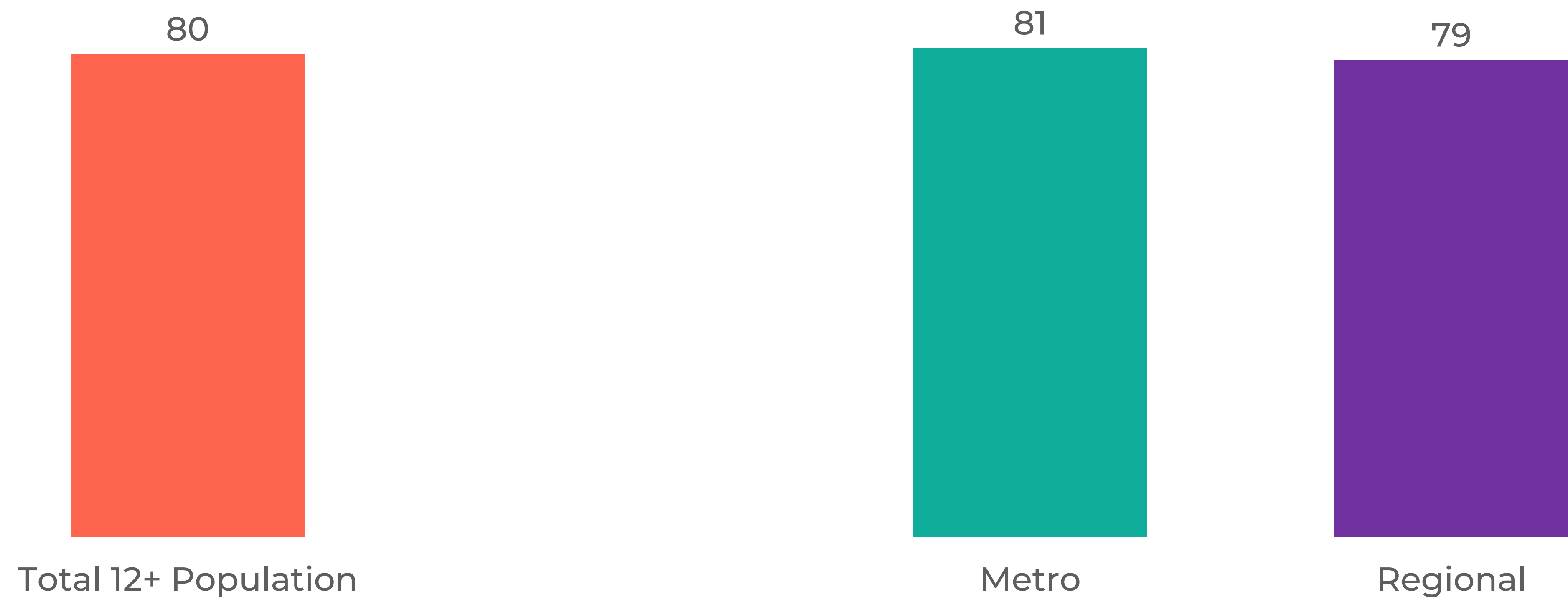
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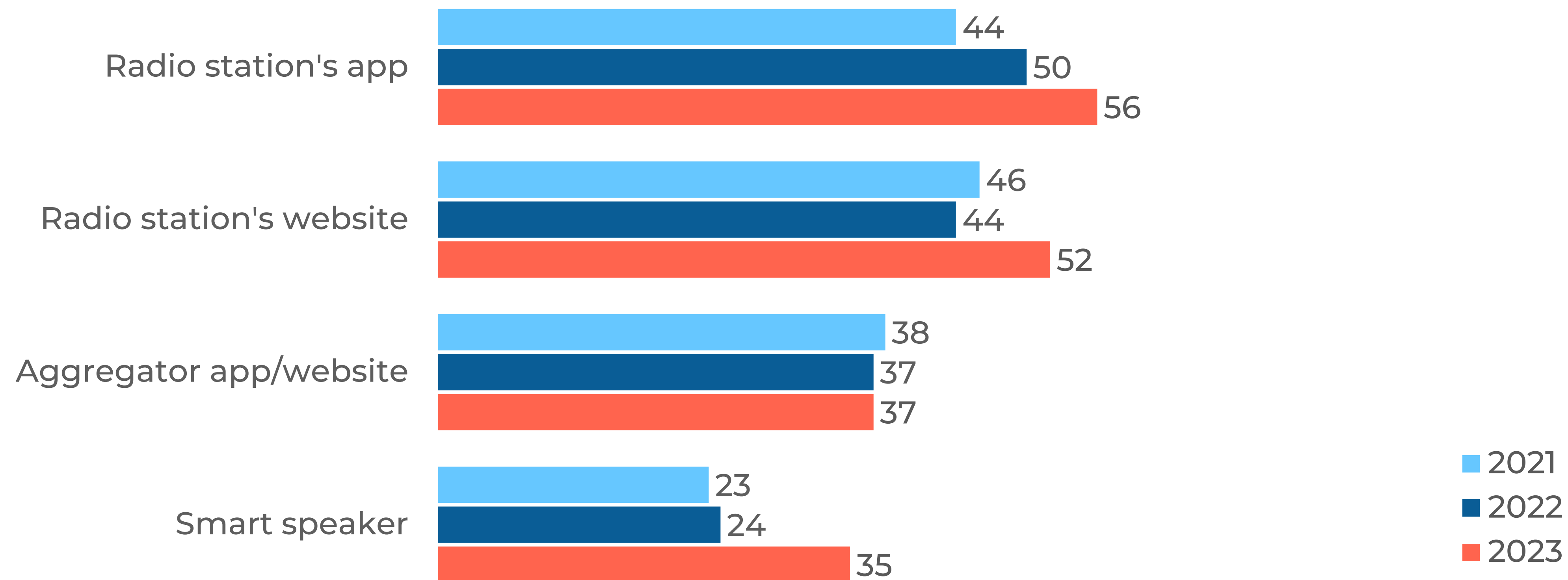
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# Sources Used to Listen to Online AM/FM/DAB+ Radio

AUSTRALIAN AGE 12+ AND EVER LISTEN TO AM, FM, OR DAB+ RADIO STATIONS THOUGH THE INTERNET; 49%

% USING SOURCE TO LISTEN TO AM/FM/DAB+ RADIO

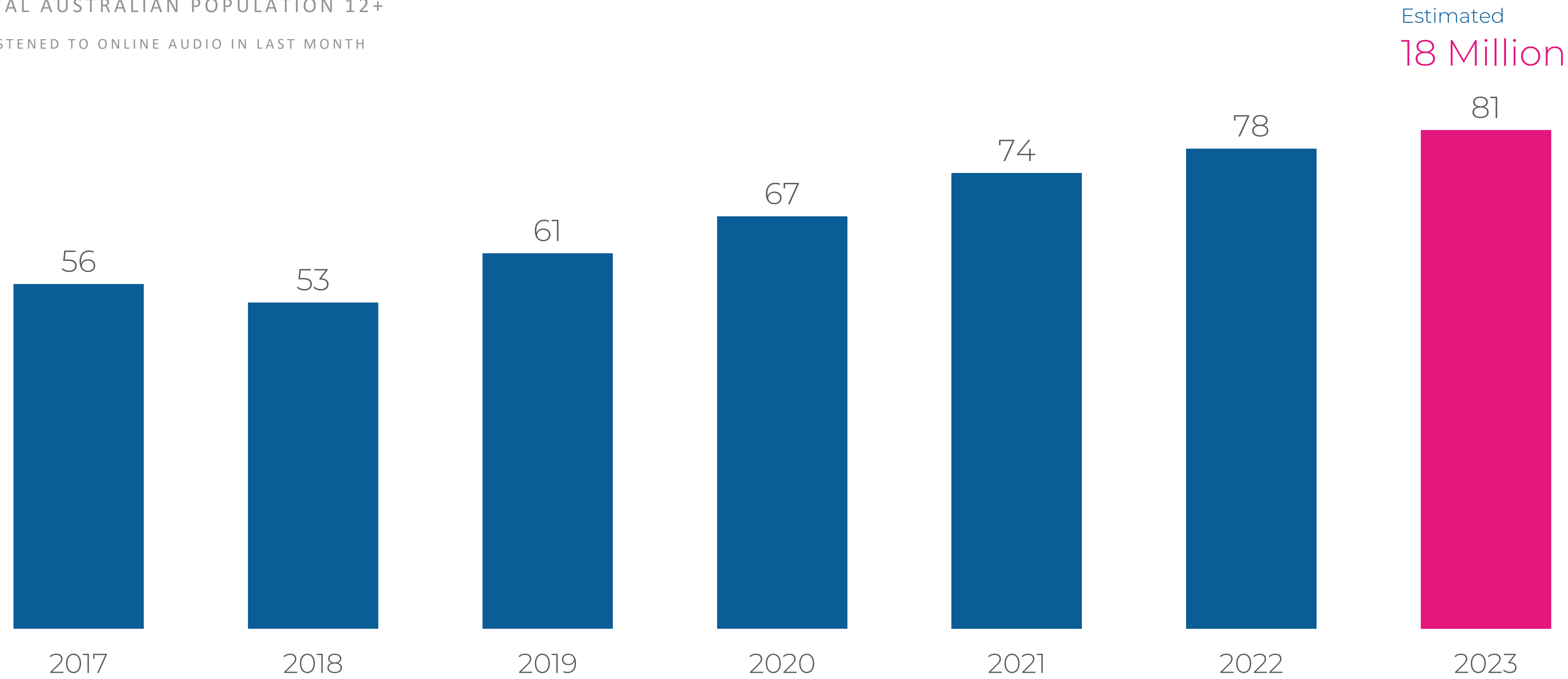


■ 2021  
■ 2022  
■ 2023

# Online Audio

# Monthly Online Audio Listening

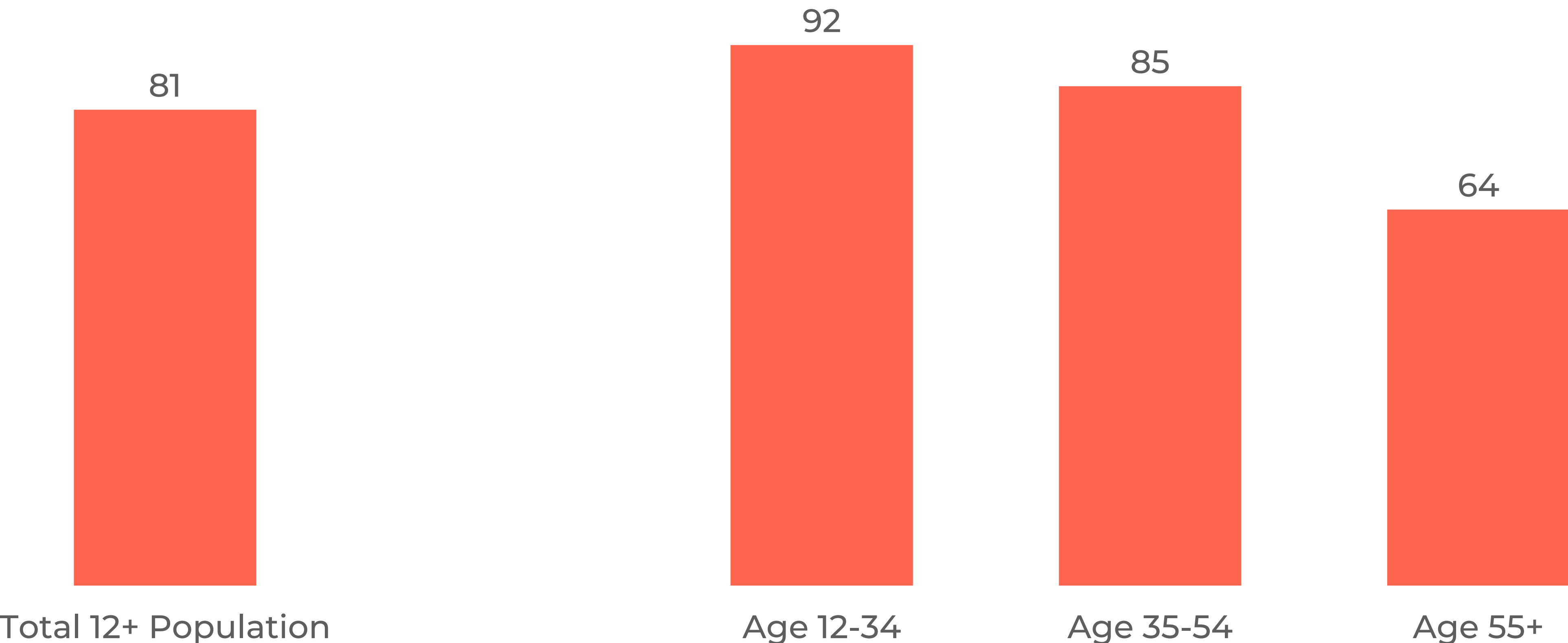
TOTAL AUSTRALIAN POPULATION 12+  
% LISTENED TO ONLINE AUDIO IN LAST MONTH



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

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% LISTENED TO ONLINE AUDIO IN LAST MONTH

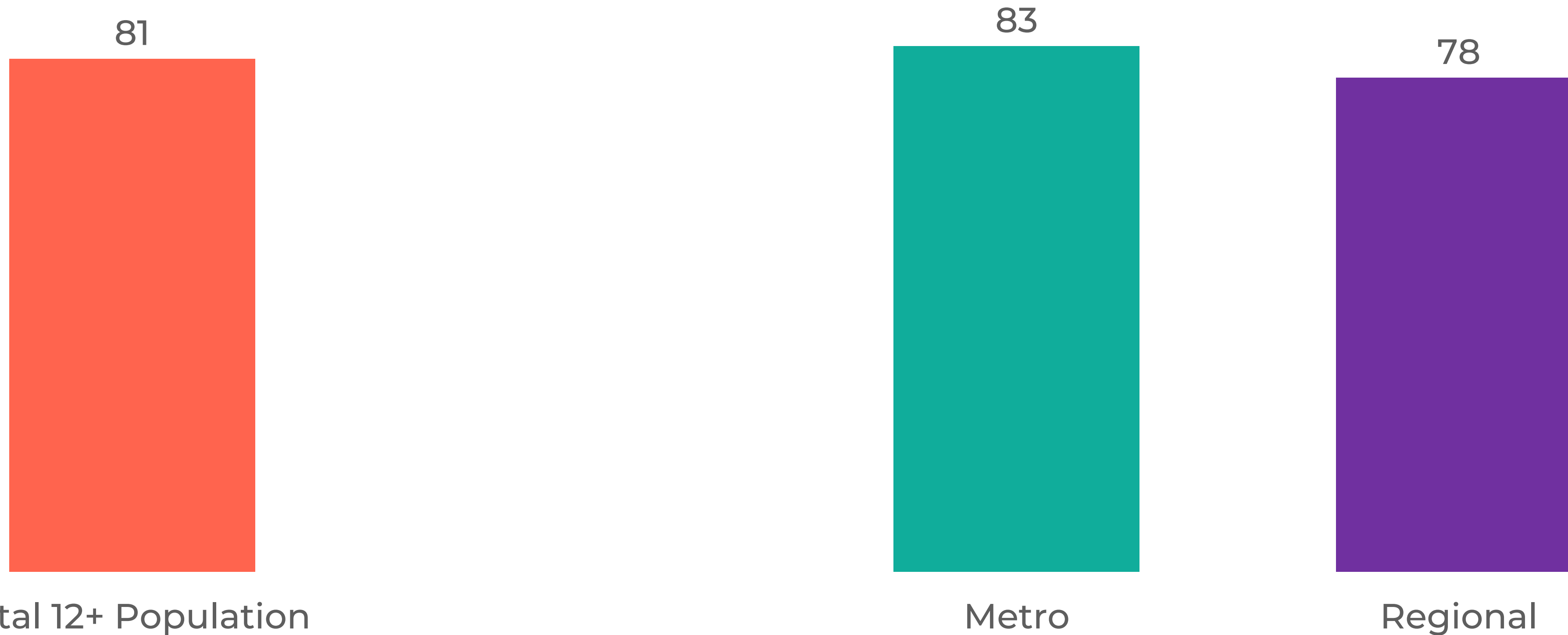


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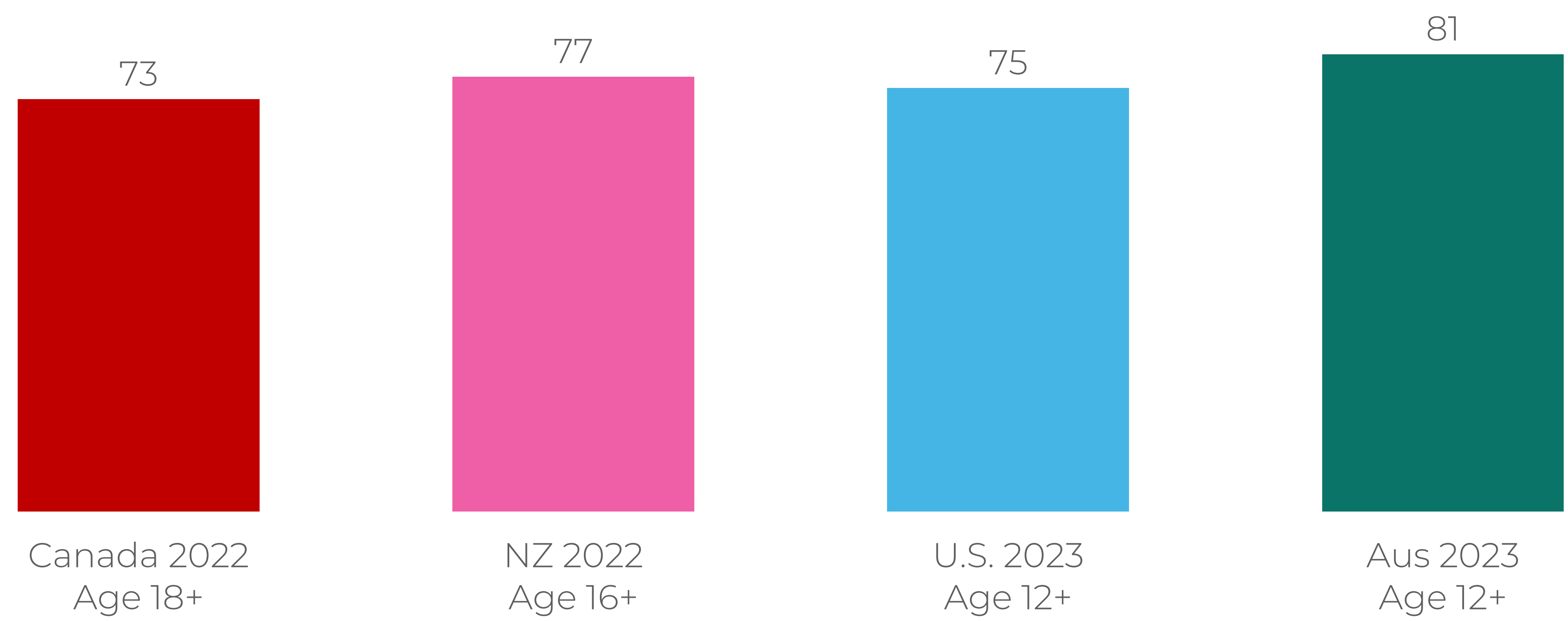


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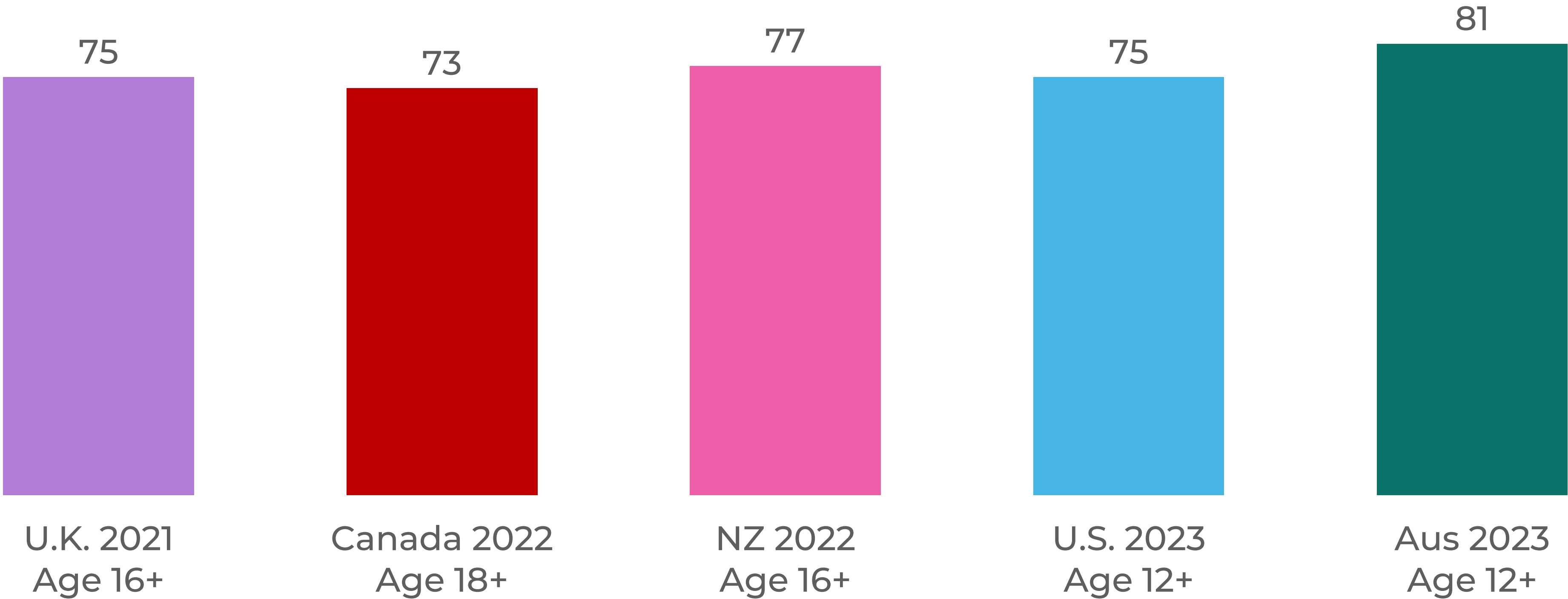


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# Monthly Online Audio Listening

## TOTAL POPULATIONS

% LISTENED TO ONLINE AUDIO IN LAST MONTH



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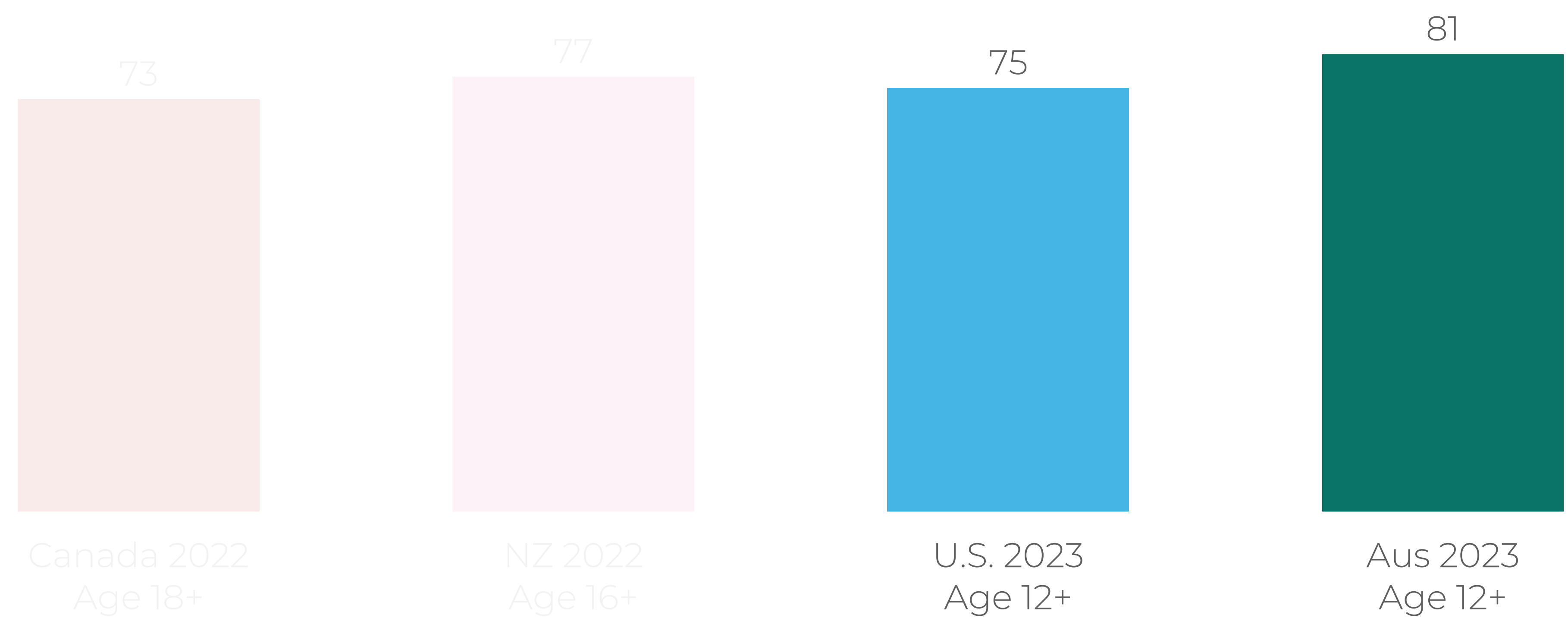


#InfiniteDial

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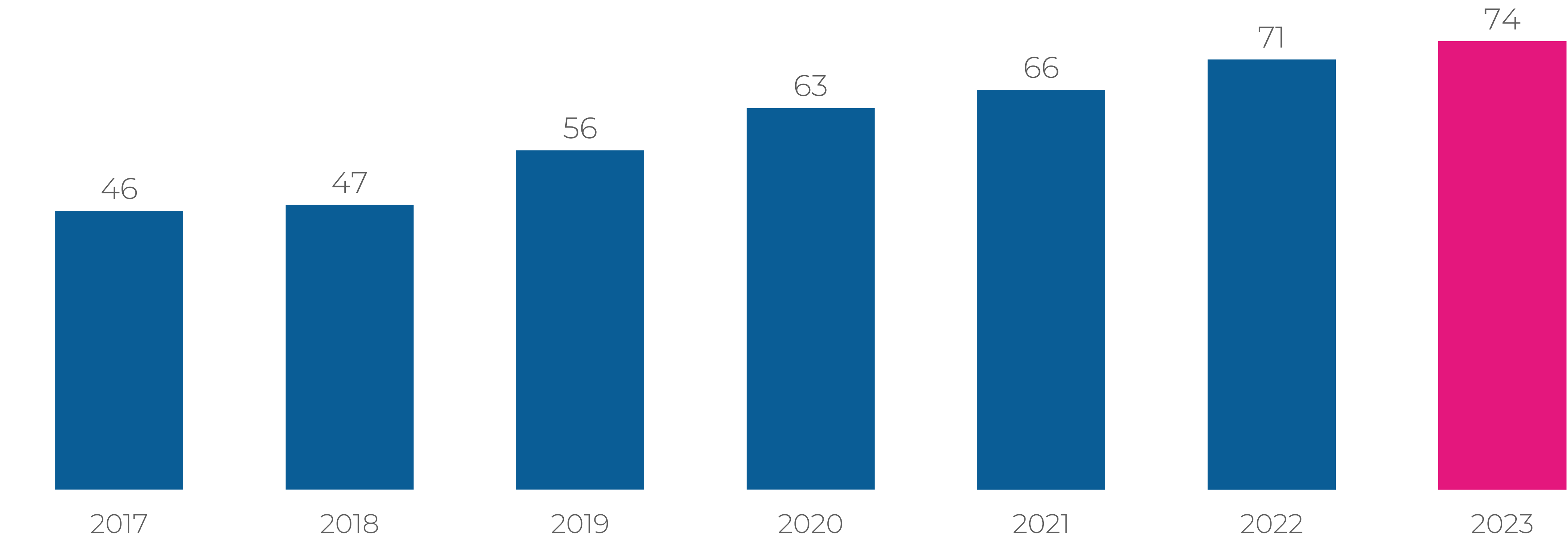


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# Weekly Online Audio Listening

TOTAL AUSTRALIAN POPULATION 12+  
% LISTENED TO ONLINE AUDIO IN LAST WEEK

Estimated  
16 Million

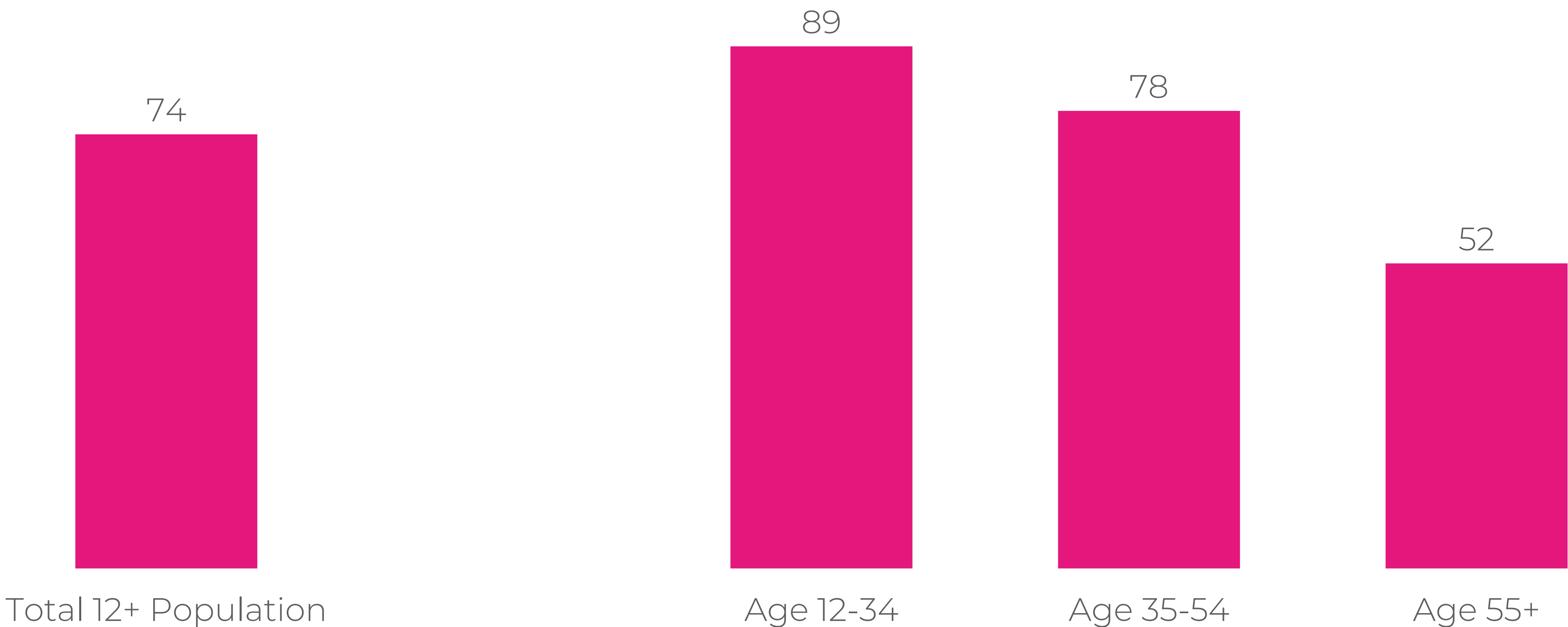


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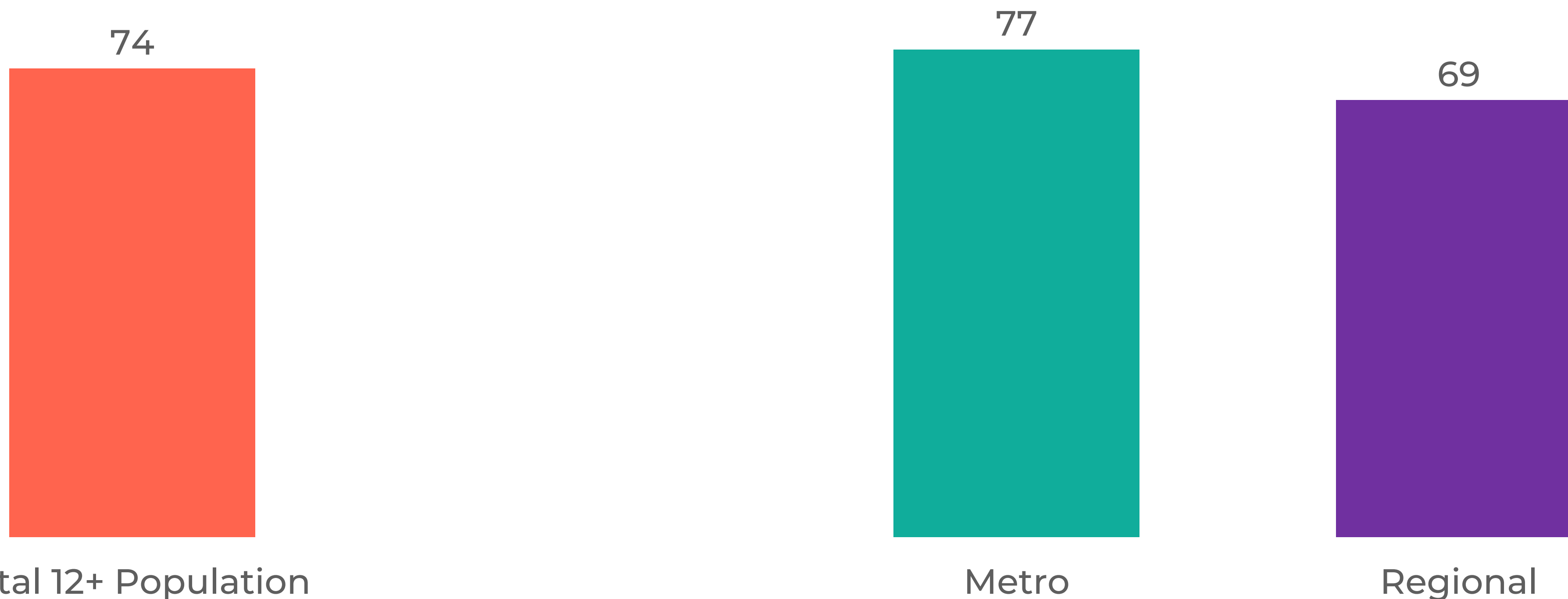


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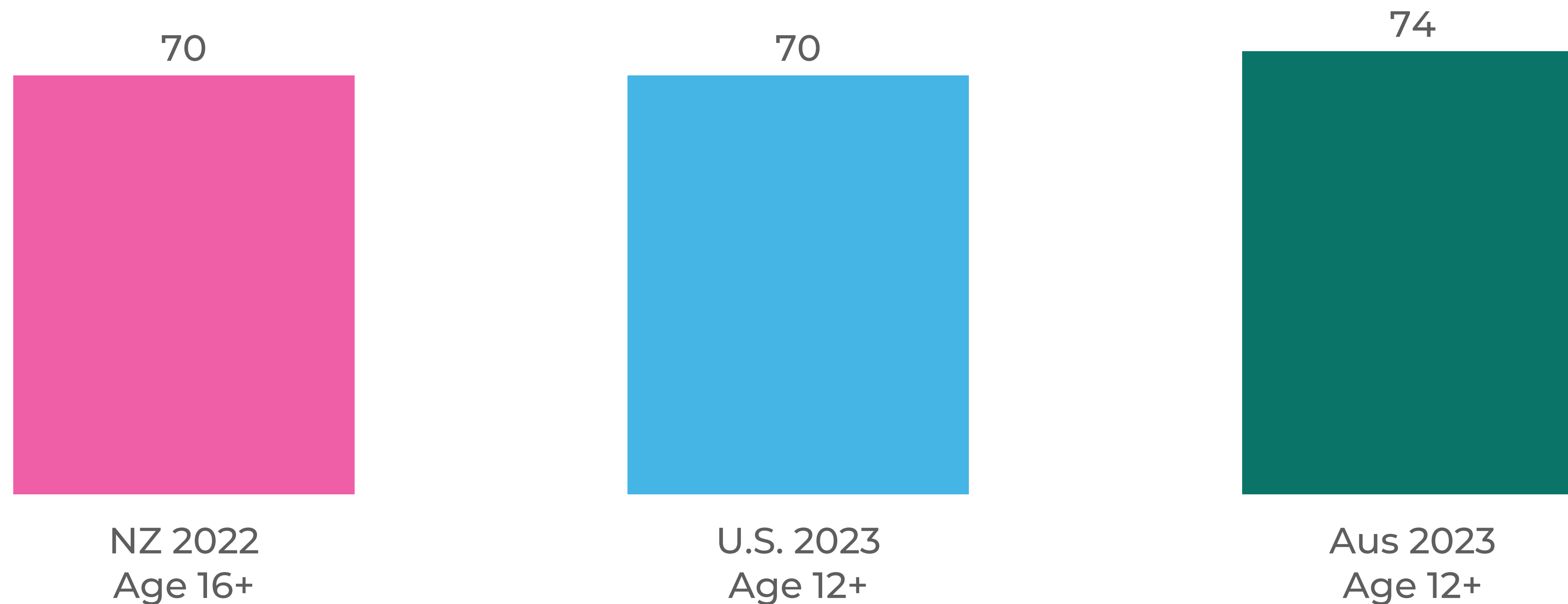


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# Weekly Online Audio Listening

NEW ZEALAND TOTAL POPULATION 16+; U.S. AND AUSTRALIAN TOTAL POPULATIONS 12+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

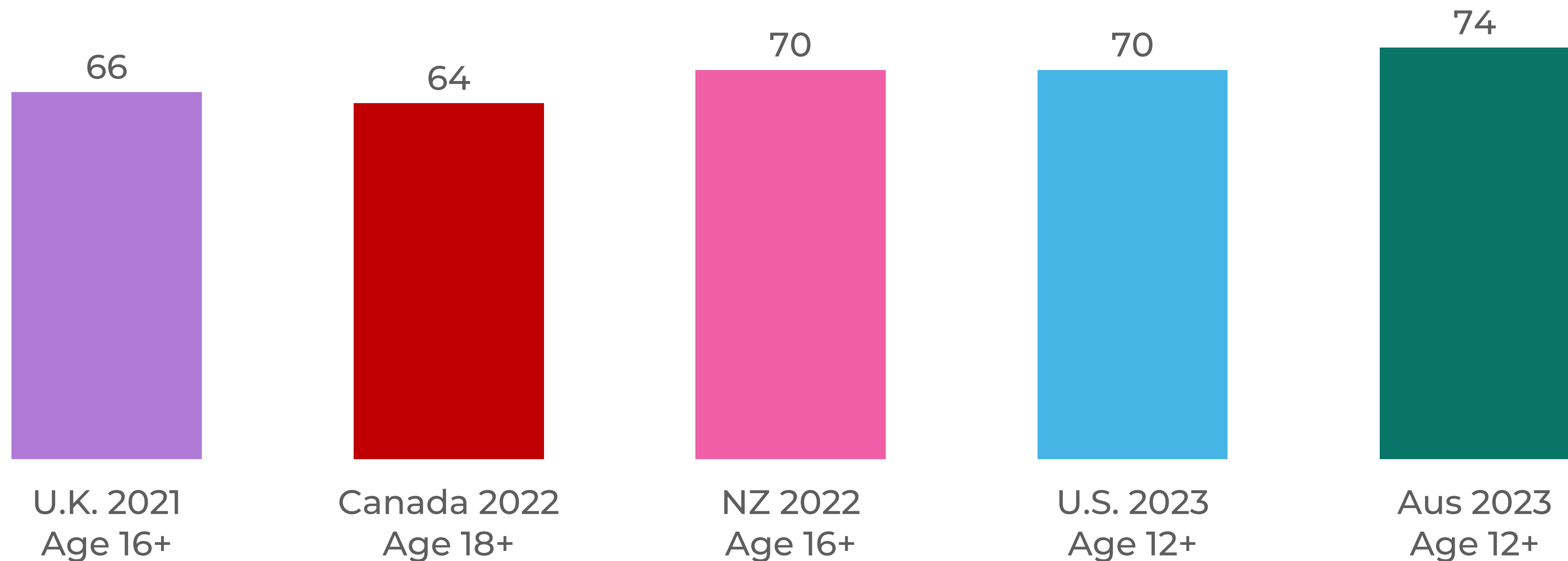


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# Weekly Online Audio Listening

## TOTAL POPULATIONS

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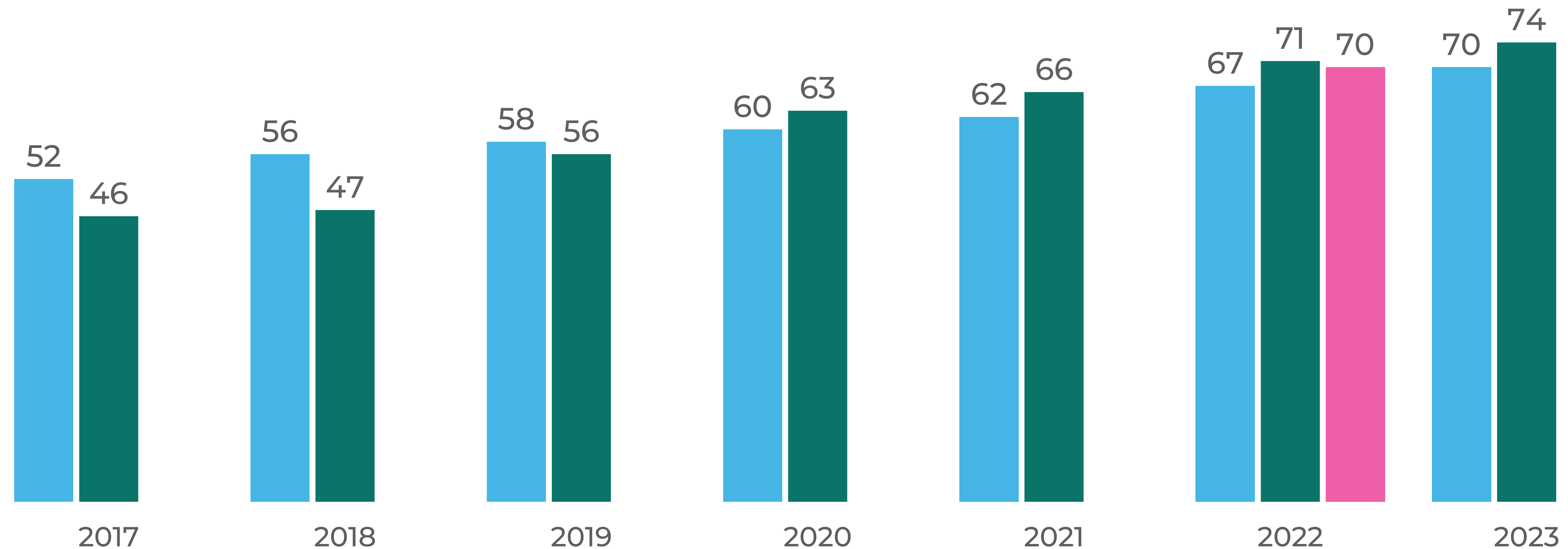


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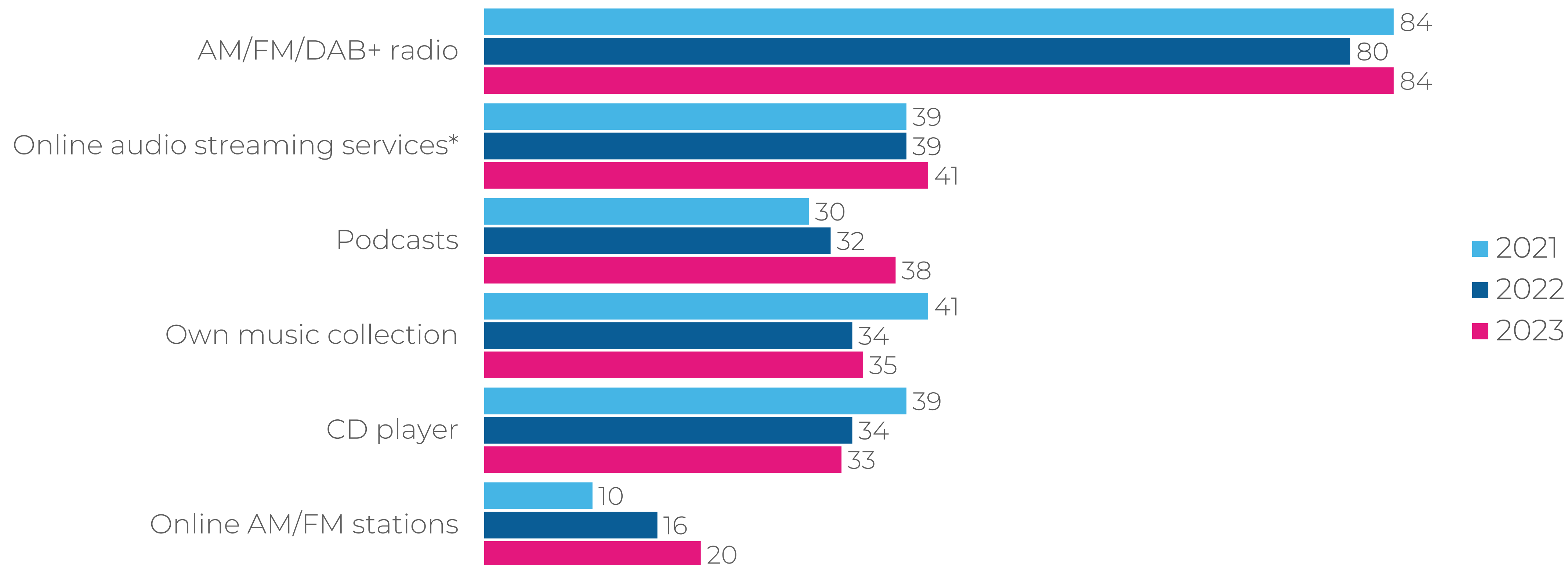
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# In-Car Media

# Audio Sources Used in Car

BASE: AUSTRALIAN AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

% USING AUDIO SOURCE IN CAR



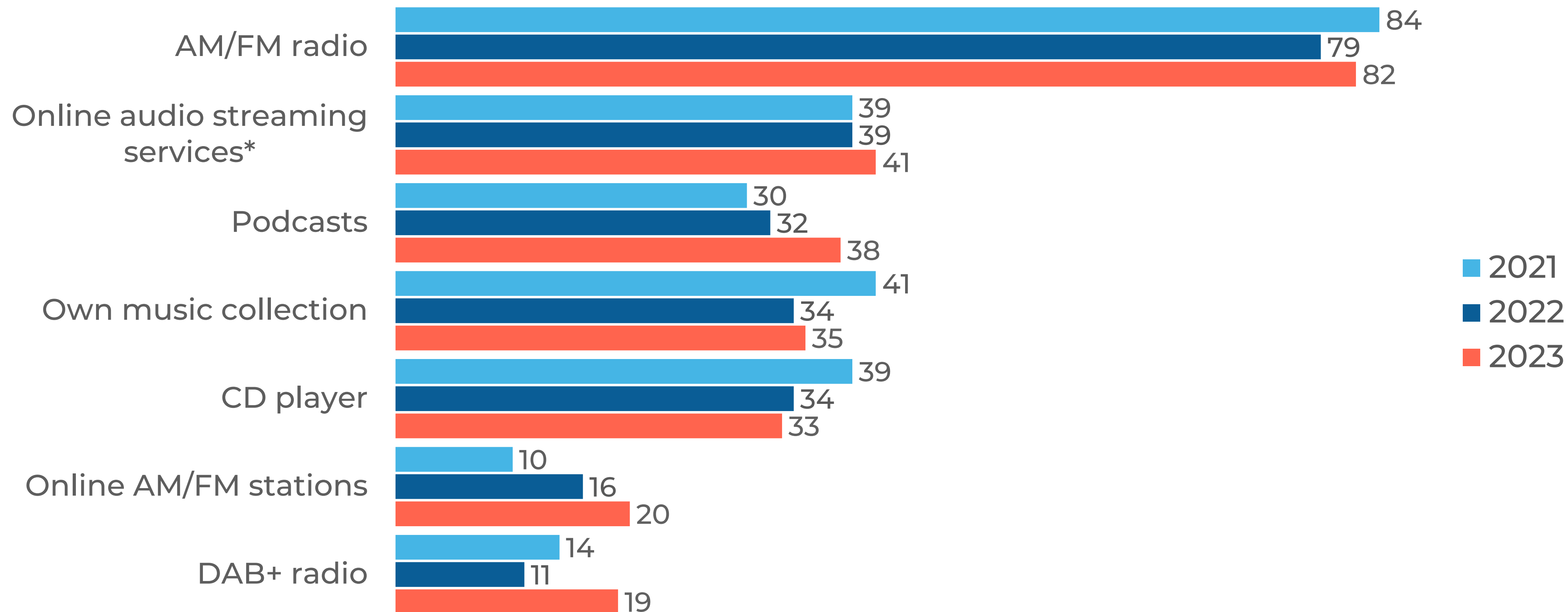
\*SUCH AS SPOTIFY, YOUTUBE MUSIC, OR APPLE MUSIC

# Audio Sources Used in Car

BASE: AUSTRALIAN AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

% USING AUDIO SOURCE IN CAR

WITH DAB  
SEPARATE



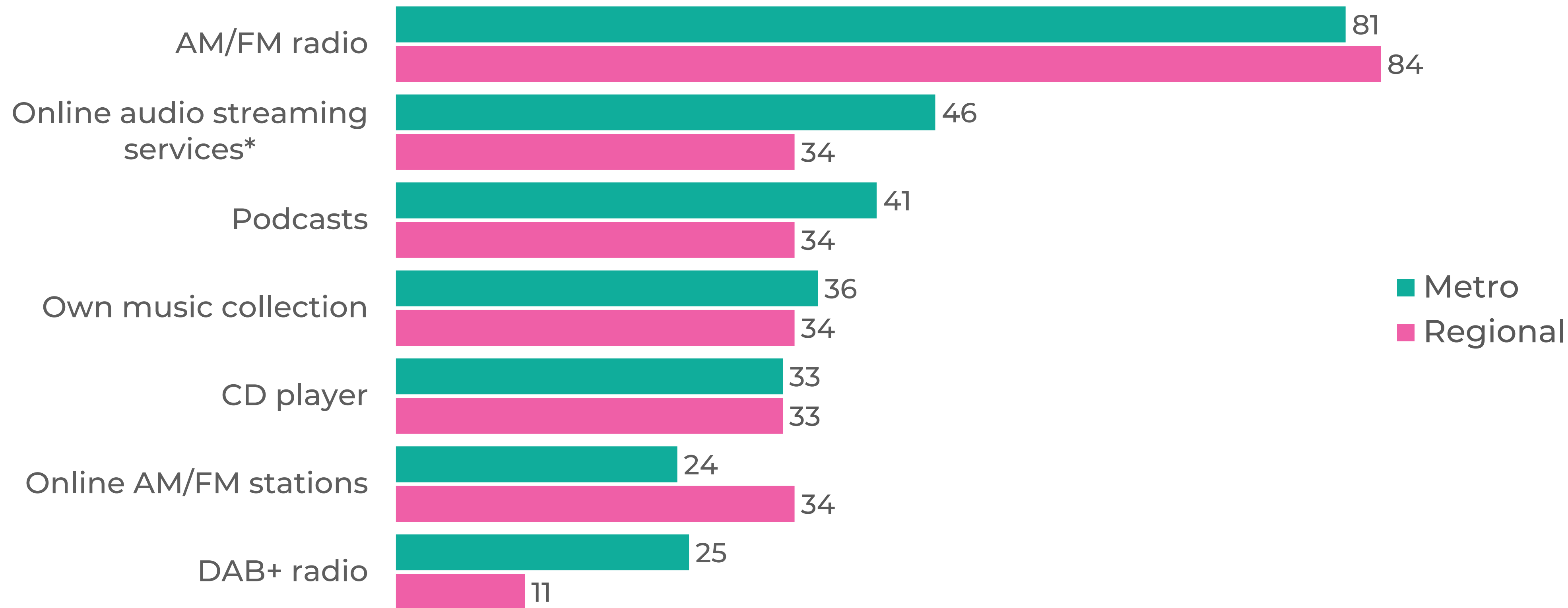
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WITH DAB  
SEPARATE

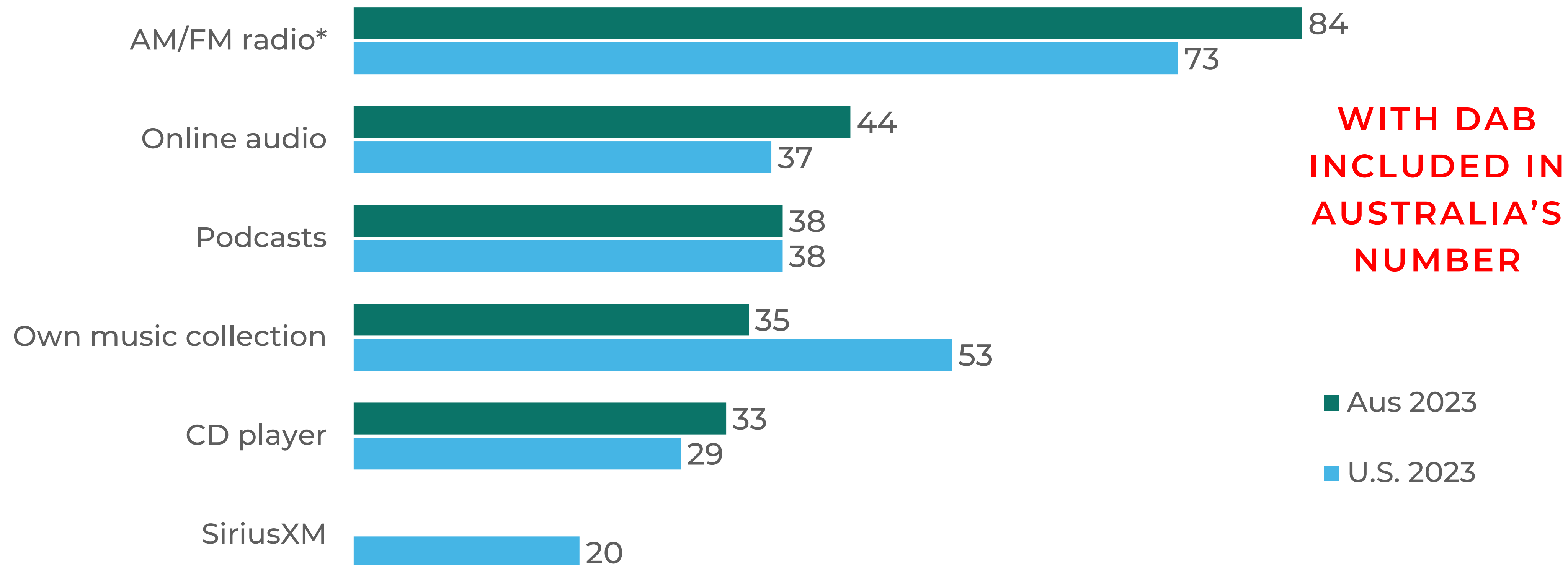


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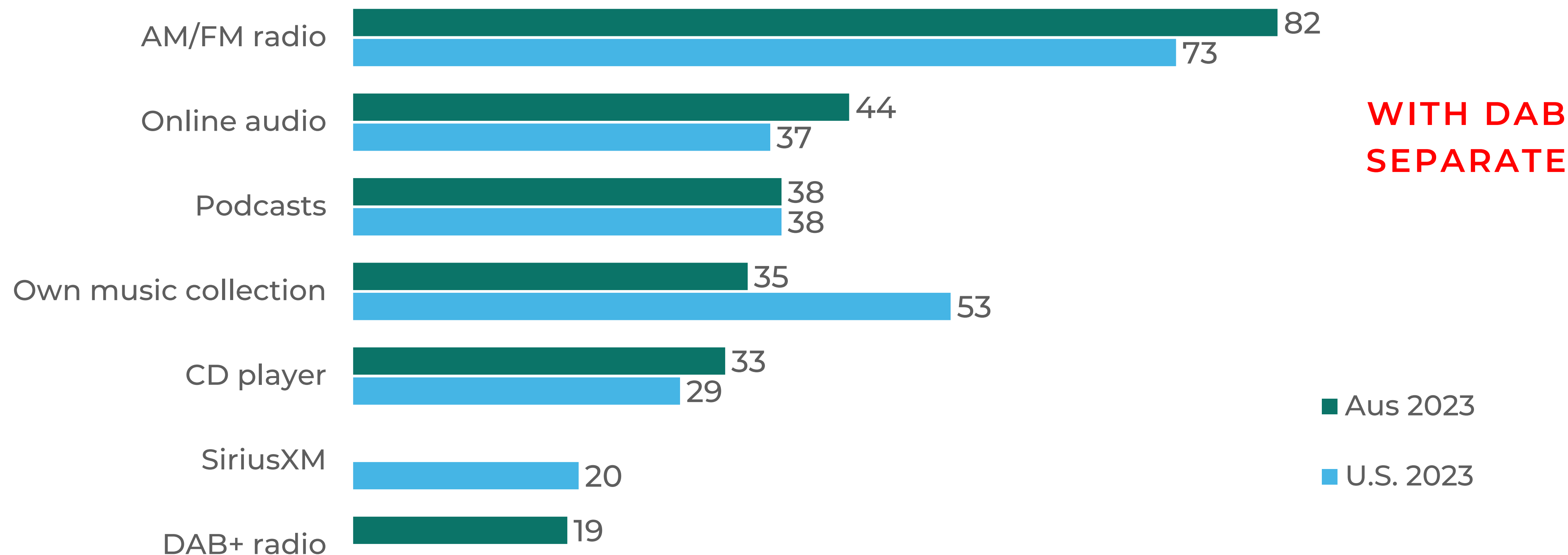


\*AUS INCLUDES DAB+

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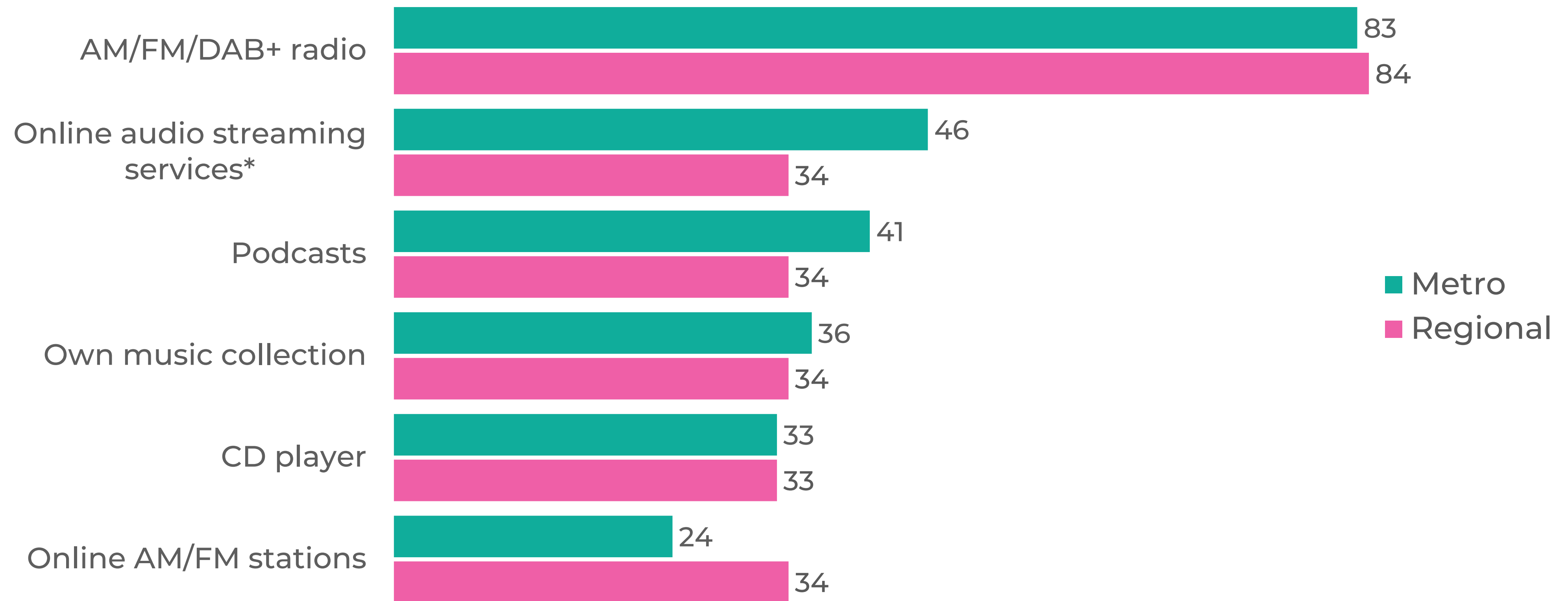
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% USING AUDIO SOURCE IN CAR

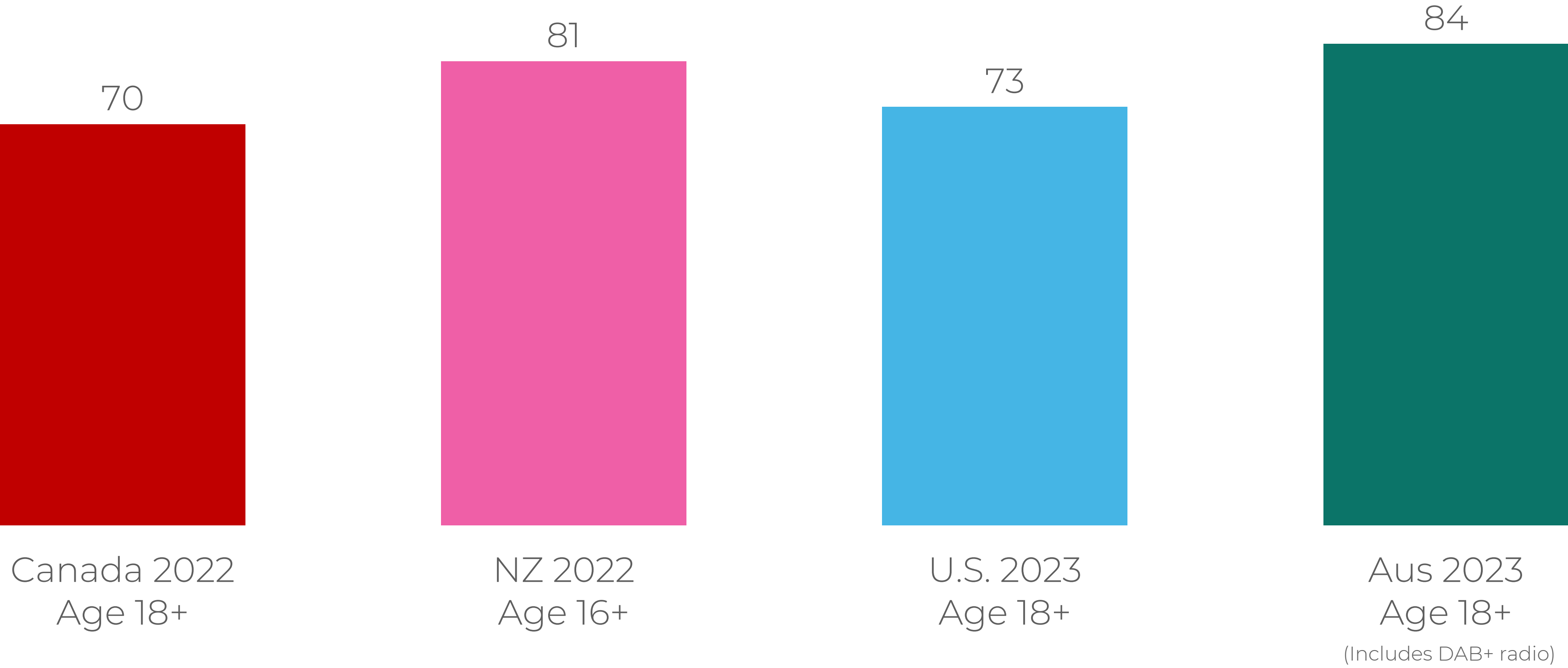


*\*SUCH AS SPOTIFY, YOUTUBE, OR APPLE MUSIC*

# AM/FM/DAB+ Radio Usage in Car

BASE: HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH

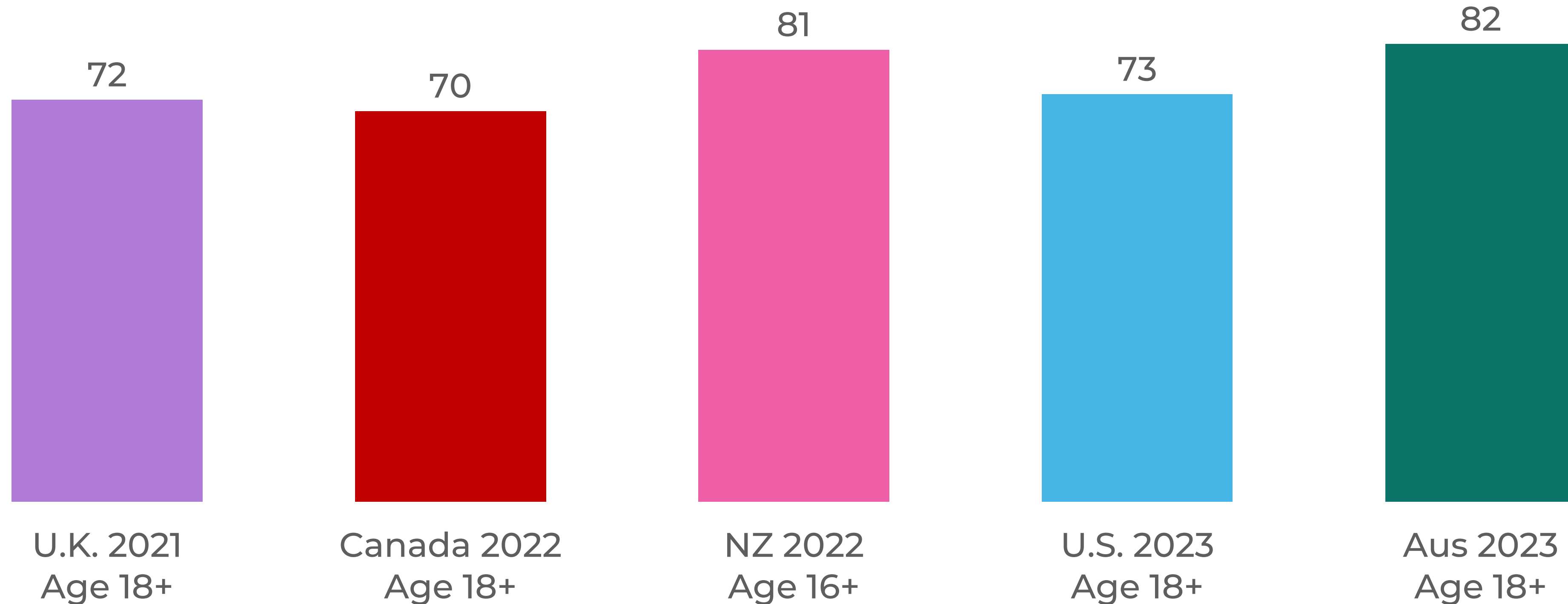
% EVER USE AM/FM/DAB+ RADIO IN CAR



# AM/FM Radio Usage in Car

BASE: HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH

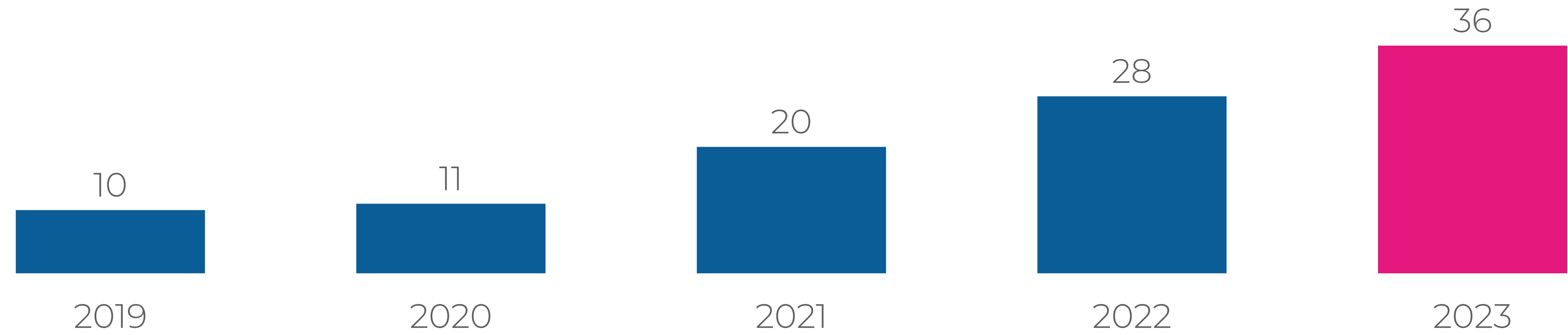
% EVER USE AM/FM RADIO IN CAR



# Have Apple CarPlay or Android Auto in Primary Vehicle

BASE: AUSTRALIAN AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

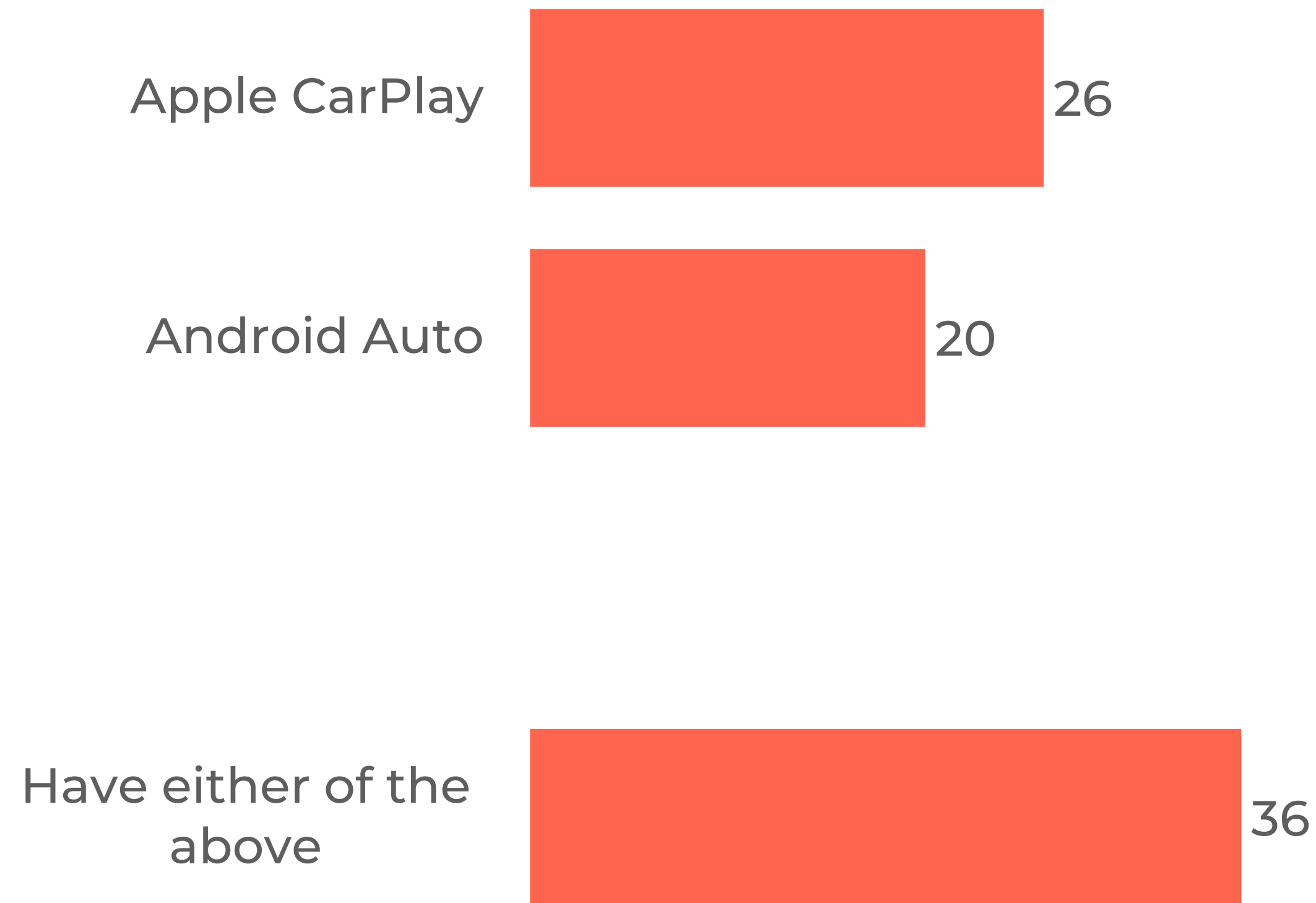
% HAVE APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE



# Have Mobile Operating System in Primary Vehicle

BASE: AUSTRALIAN AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

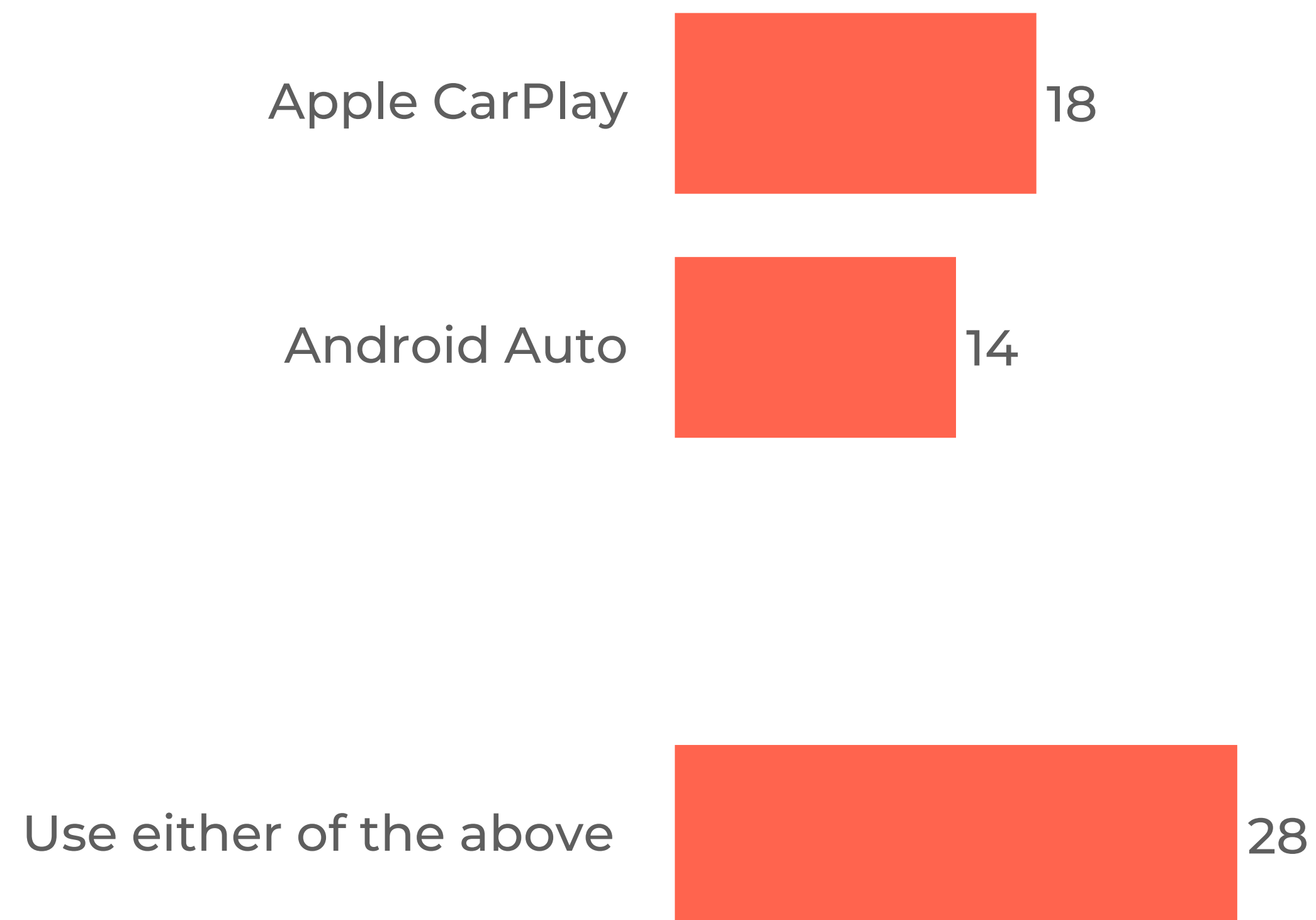
**% HAVE SYSTEM IN PRIMARY VEHICLE**



# Use Mobile Operating System in Primary Vehicle

BASE: AUSTRALIAN AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

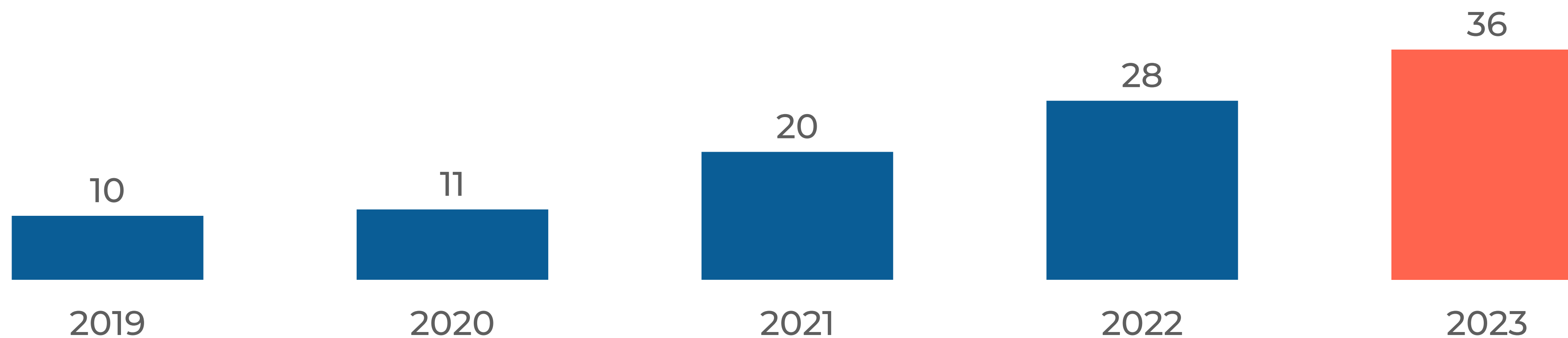
**% CURRENTLY EVER USE SYSTEM IN PRIMARY VEHICLE**



# Have Mobile Operating System in Primary Vehicle

BASE: AUSTRALIAN AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

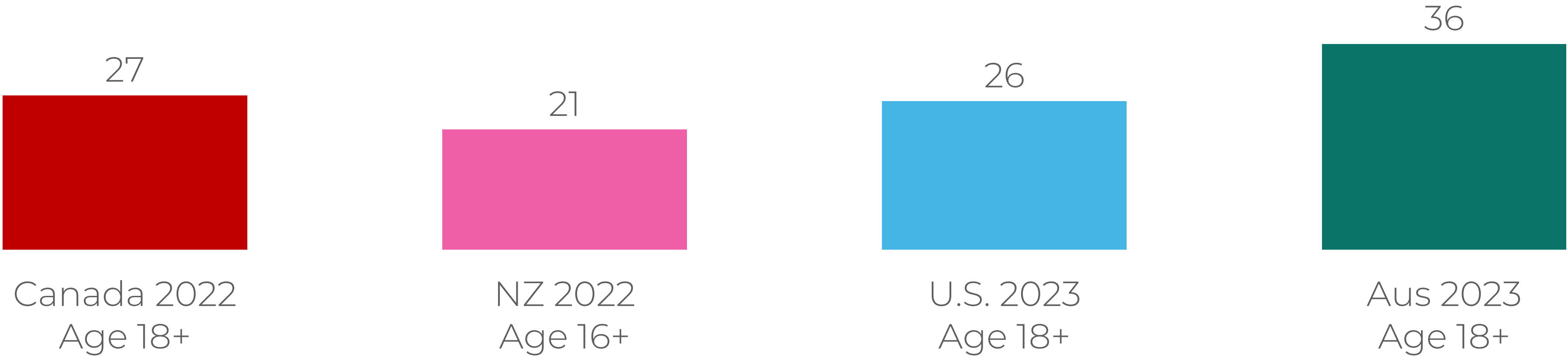
% HAVE APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE



# Have Apple CarPlay or Android Auto in Primary Vehicle

BASE: HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH

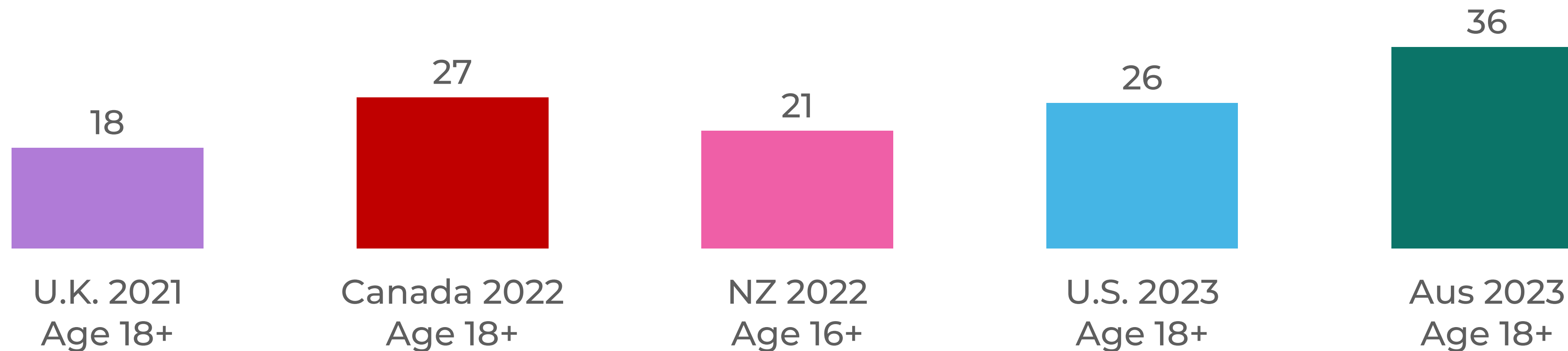
% HAVE APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE



# Have Mobile Operating System in Primary Vehicle

BASE: HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH

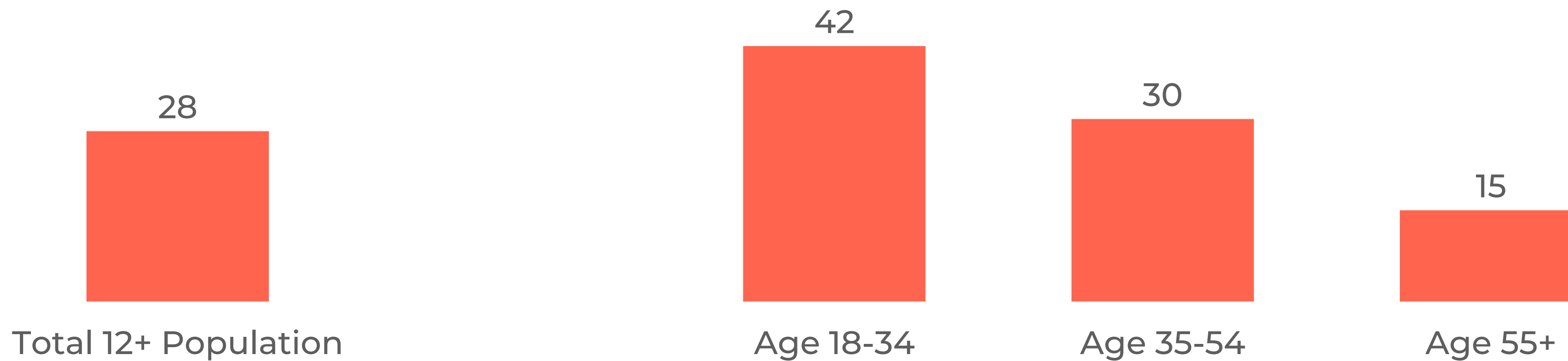
% HAVE APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE



# Use Mobile Operating System in Primary Vehicle

BASE: AUSTRALIAN AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84 %

% USE APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE



# Use Mobile Operating System in Primary Vehicle

BASE: AUSTRALIAN AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

% USE APPLE CARPLAY OR ANDROID AUTO IN PRIMARY VEHICLE

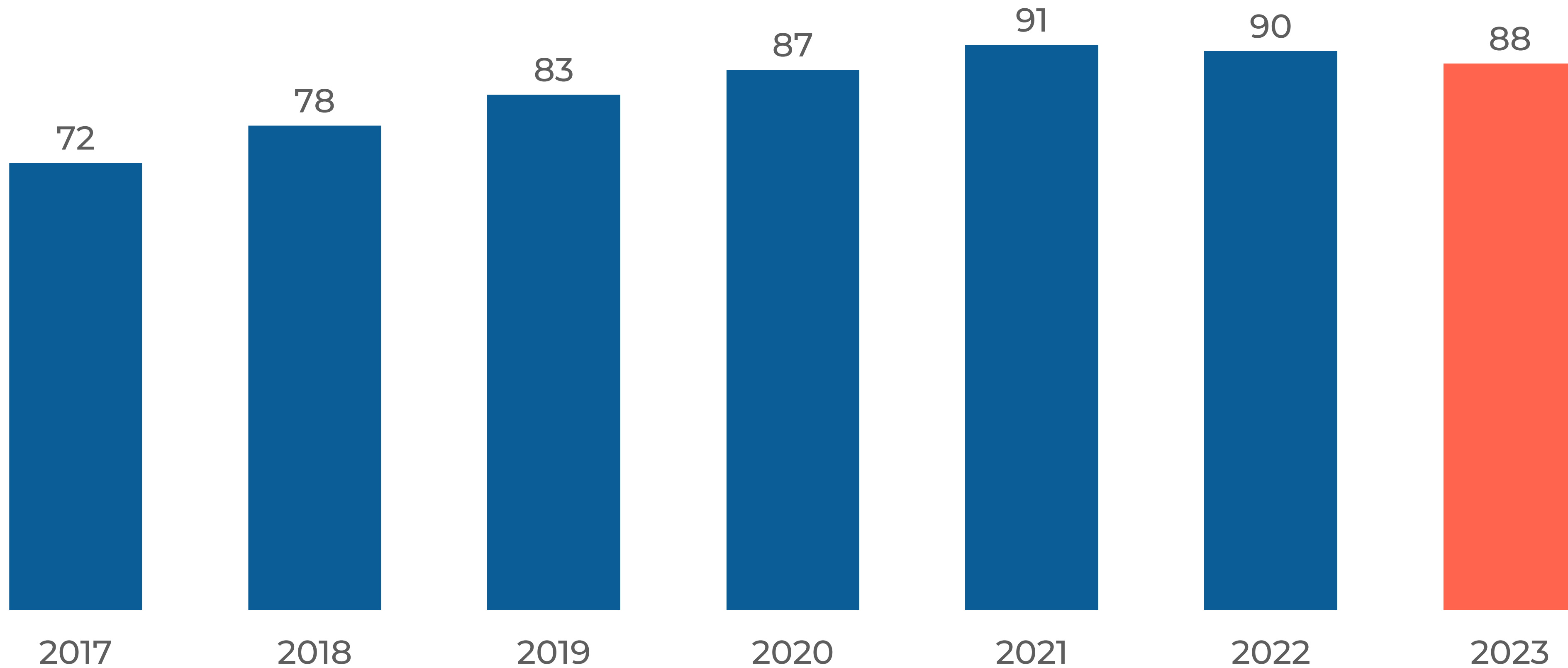


# Podcasting

# Podcasting Awareness

TOTAL AUSTRALIAN POPULATION 12+

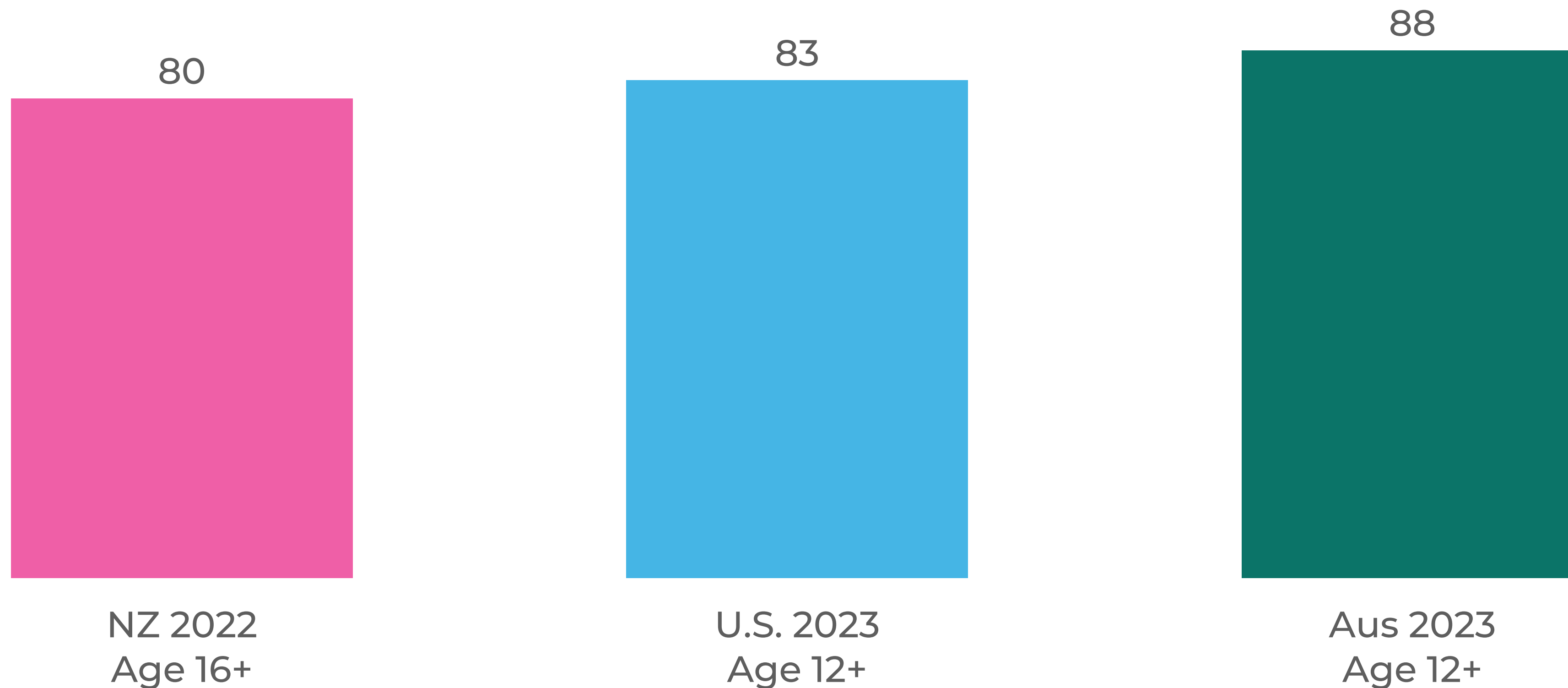
% AWARE OF PODCASTING



# Podcasting Awareness

NEW ZEALAND TOTAL POPULATION 16+; U.S. AND AUSTRALIAN TOTAL POPULATIONS 12+

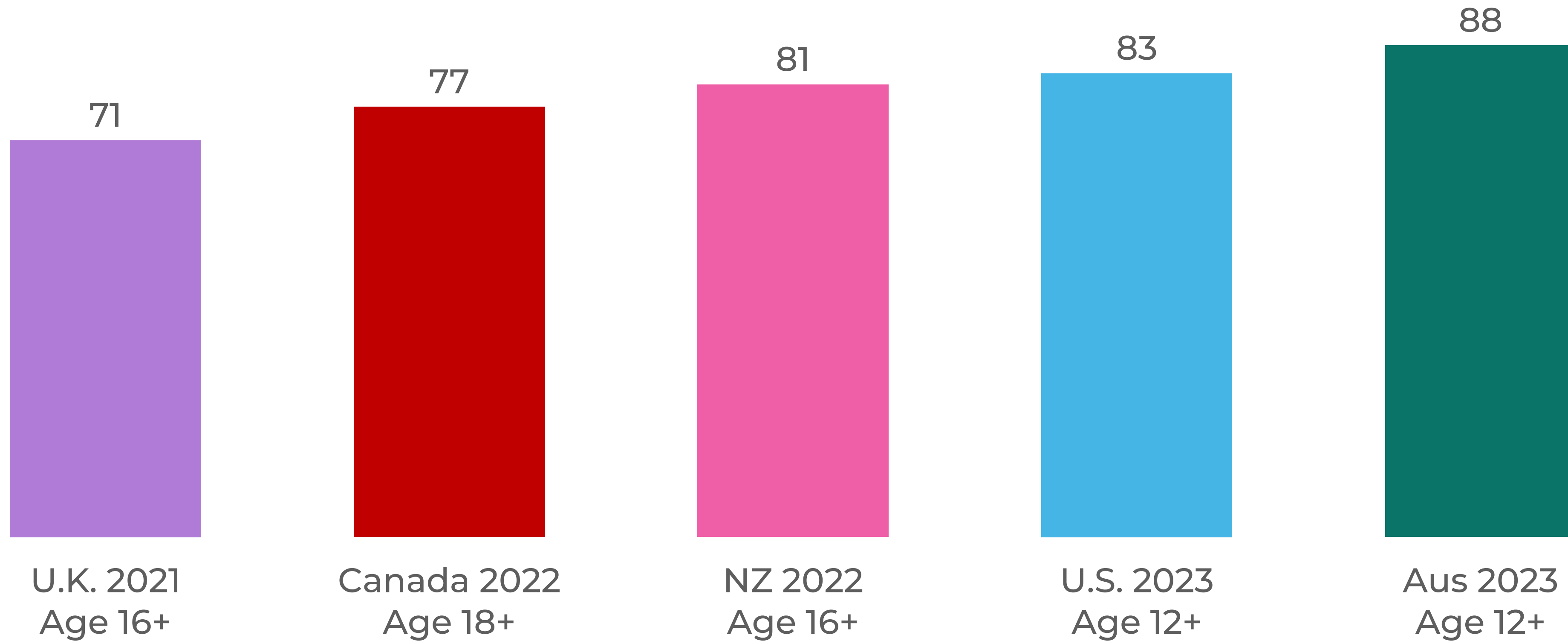
% AWARE OF PODCASTING



# Podcasting Awareness

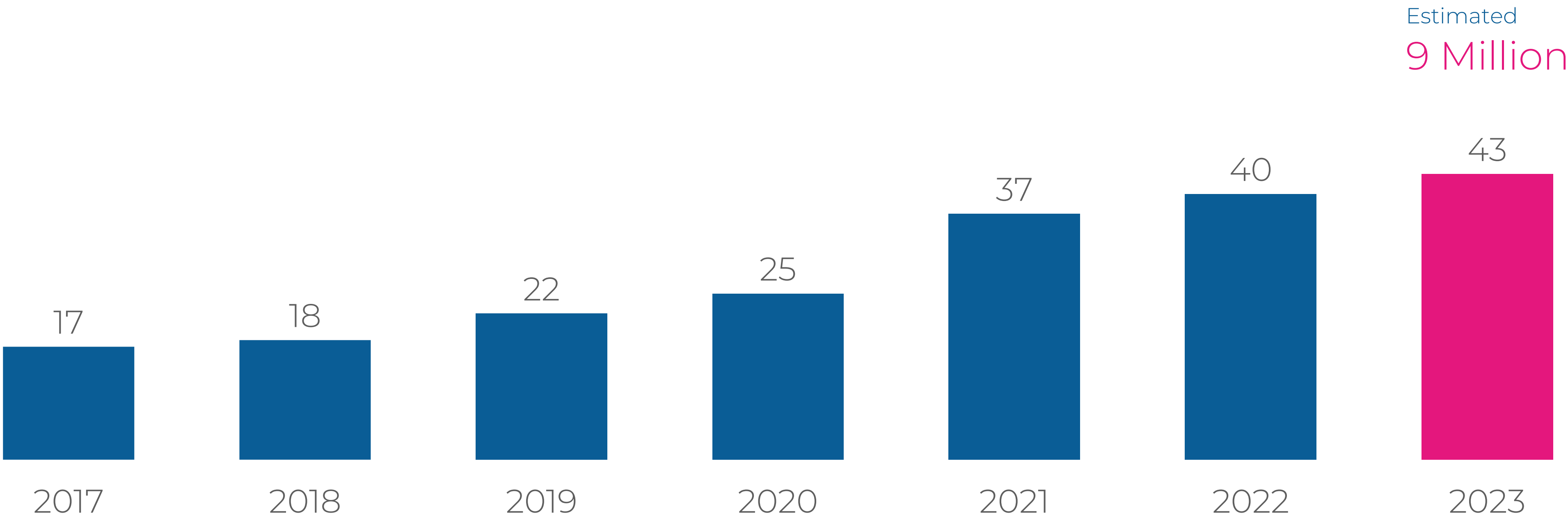
TOTAL POPULATIONS

% AWARE OF PODCASTING



# Monthly Podcast Listening

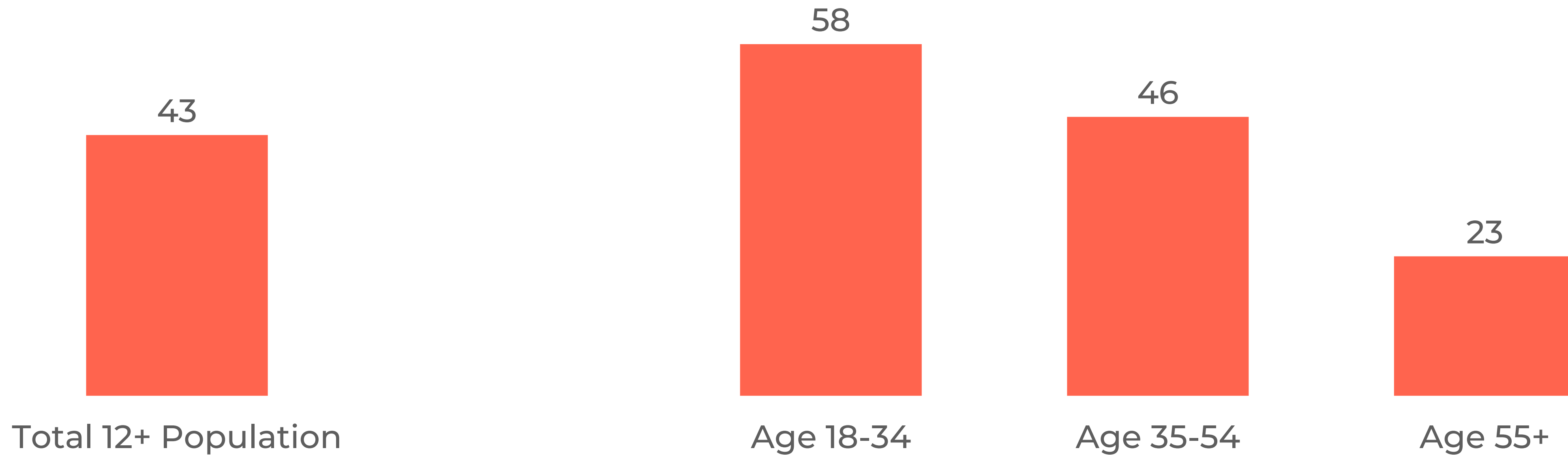
TOTAL AUSTRALIAN POPULATION 12+  
% LISTENED TO A PODCAST IN LAST MONTH



# Monthly Podcast Listening

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH



# Monthly Podcast Listening

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH

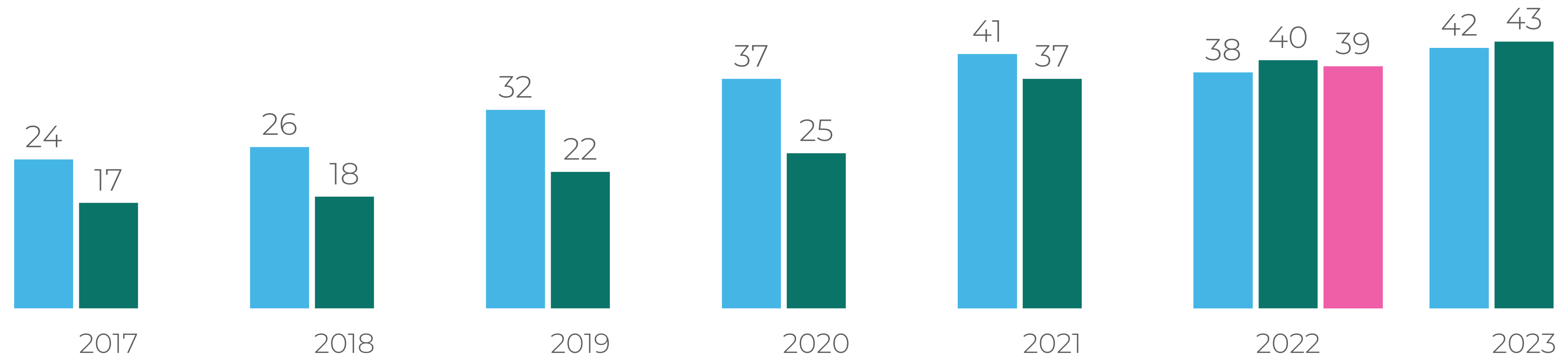


# Monthly Podcast Listening

TOTAL POPULATIONS

% LISTENED TO A PODCAST IN LAST MONTH

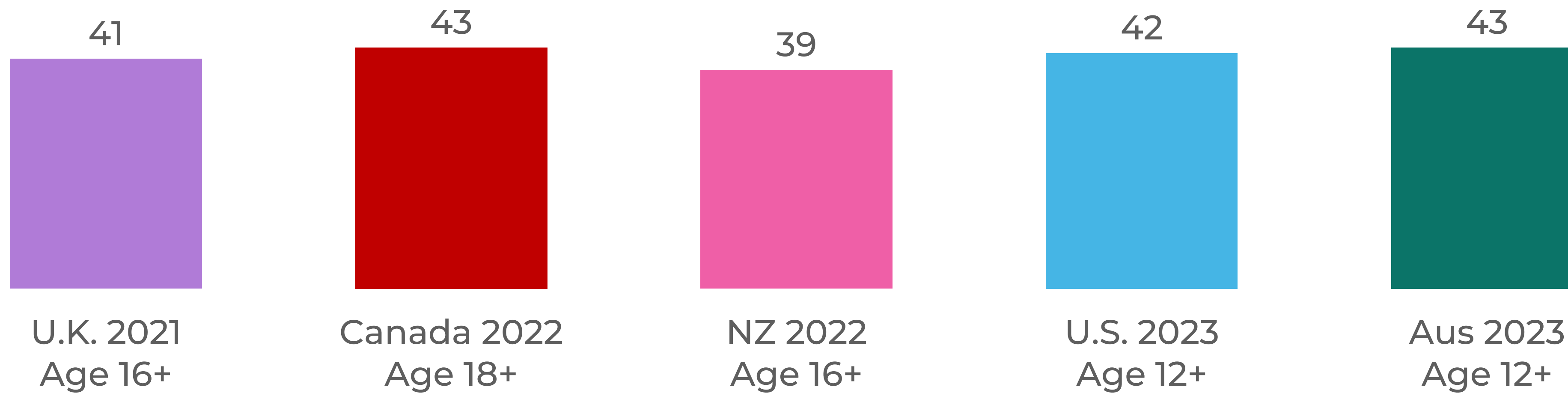
■ U.S.   ■ Australia   ■ New Zealand



# Monthly Podcast Listening

## TOTAL POPULATIONS

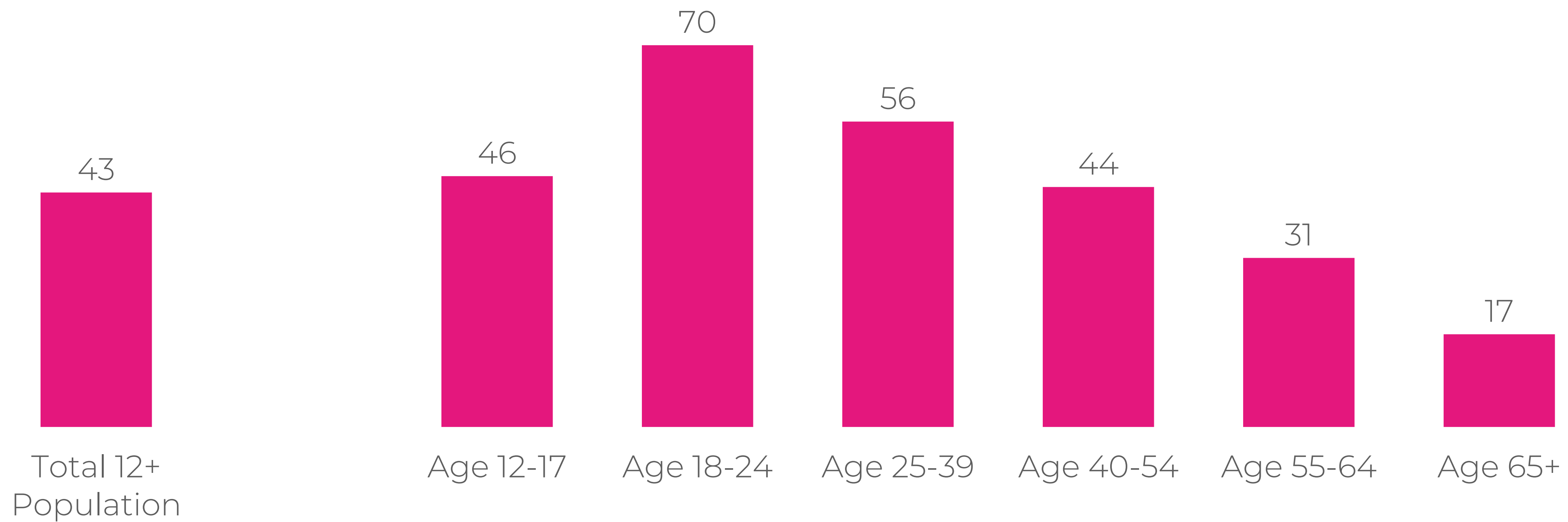
% LISTENED TO A PODCAST IN LAST MONTH



# Monthly Podcast Listening

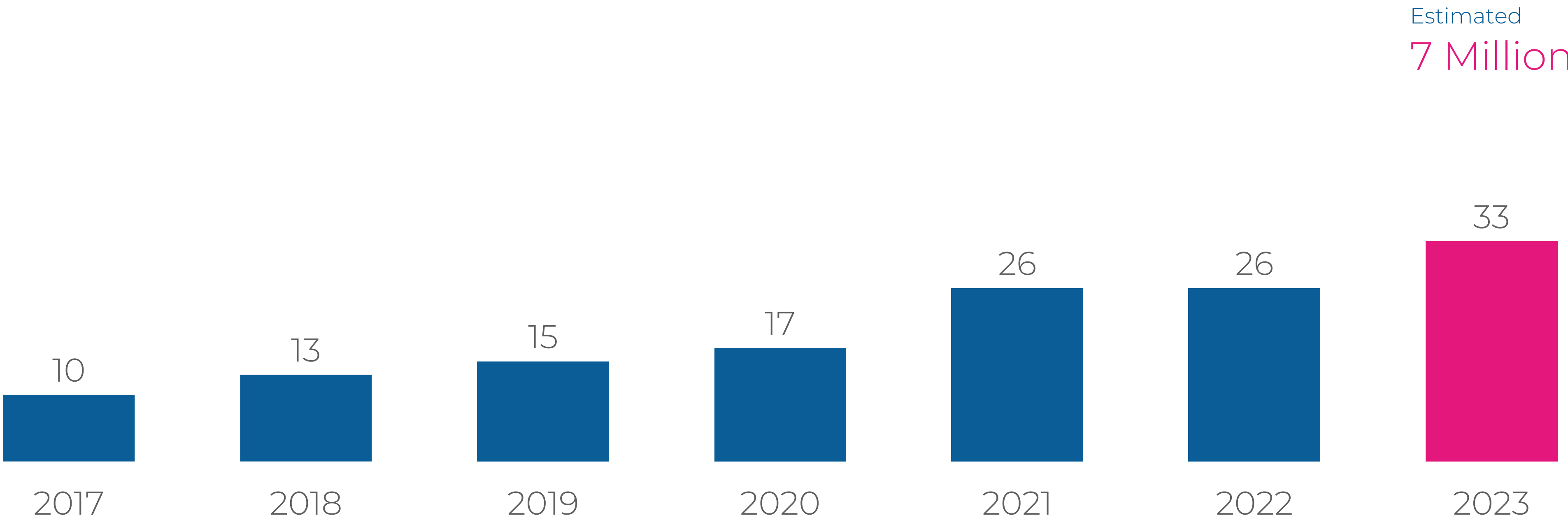
TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH



# Weekly Podcast Listening

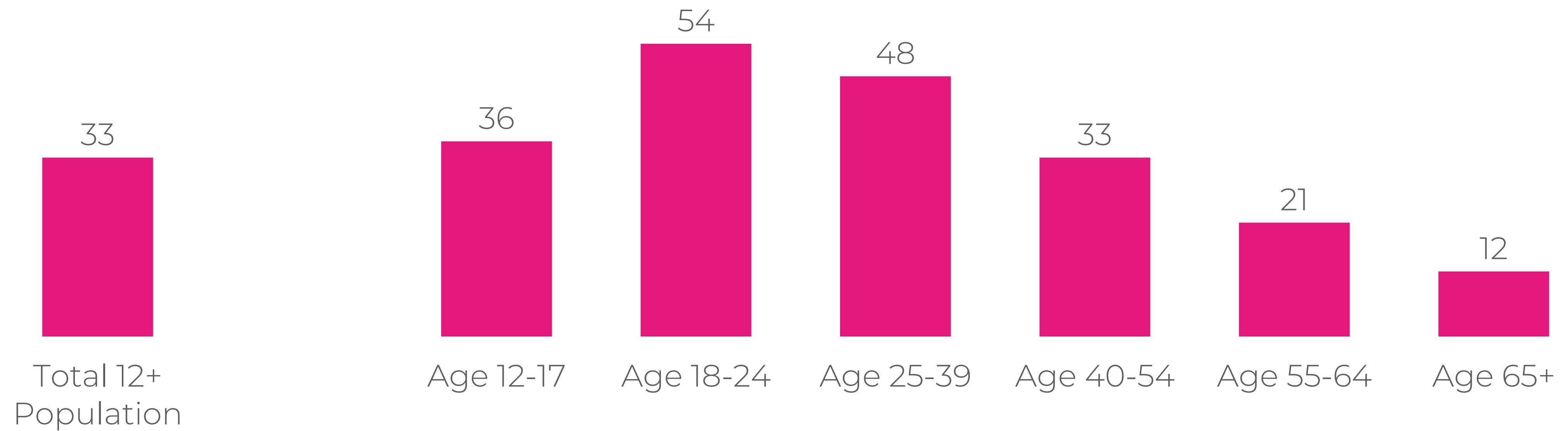
TOTAL AUSTRALIAN POPULATION 12+  
% LISTENED TO A PODCAST IN LAST WEEK



# Weekly Podcast Listening

TOTAL AUSTRALIAN POPULATION 12+

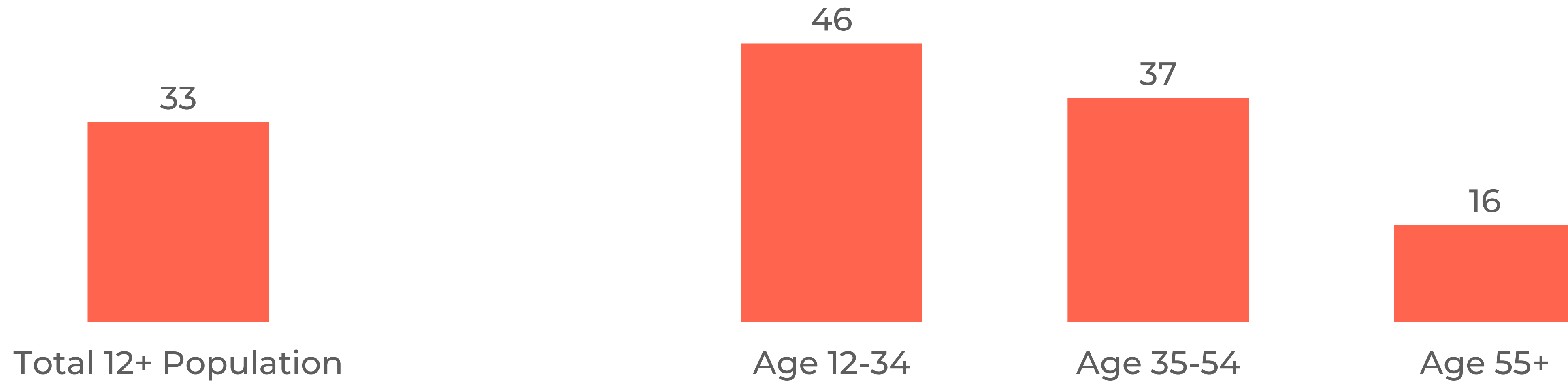
% LISTENED TO A PODCAST IN LAST WEEK



# Weekly Podcast Listening

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK



# Weekly Podcast Listening

TOTAL AUSTRALIAN POPULATION 12+

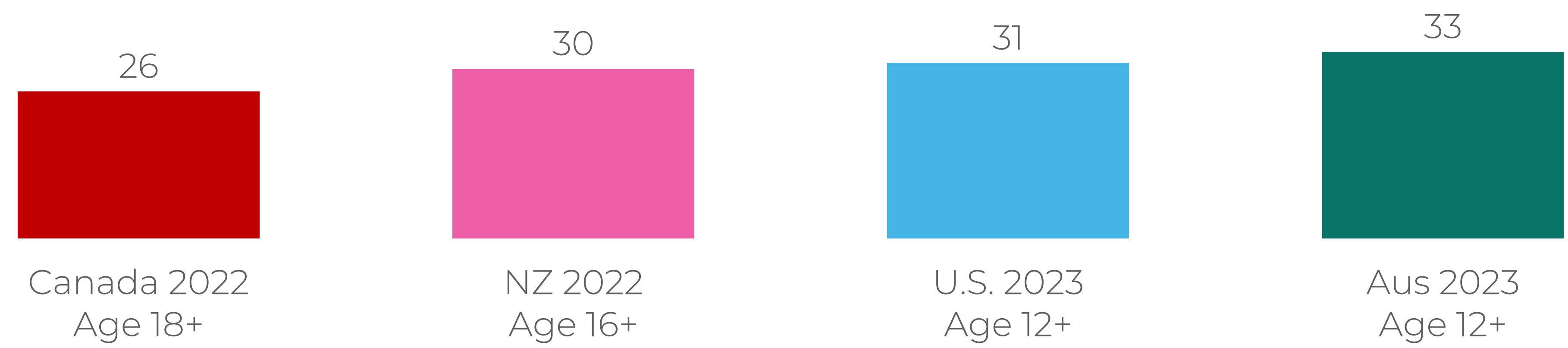
% LISTENED TO A PODCAST IN LAST WEEK



# Weekly Podcast Listening

TOTAL POPULATIONS

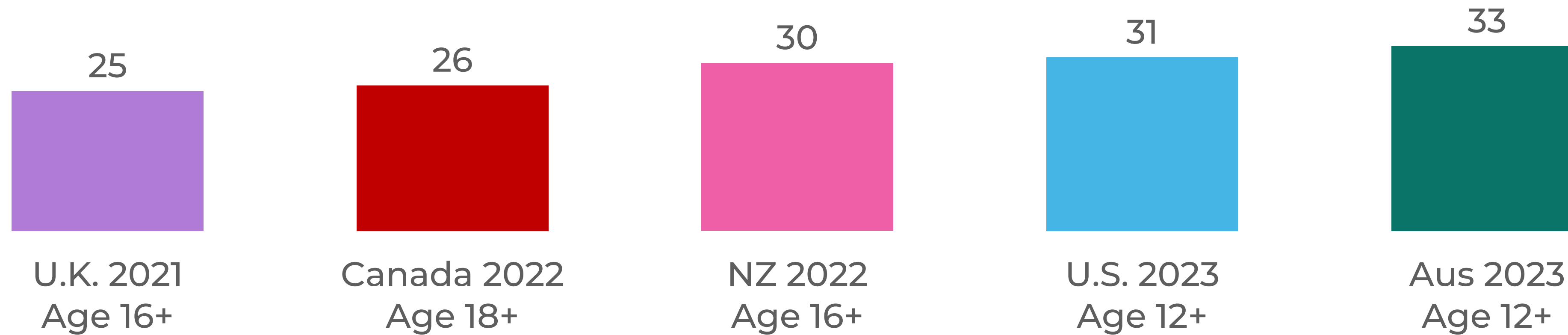
% LISTENED TO A PODCAST IN LAST WEEK



# Weekly Podcast Listening

## TOTAL POPULATIONS

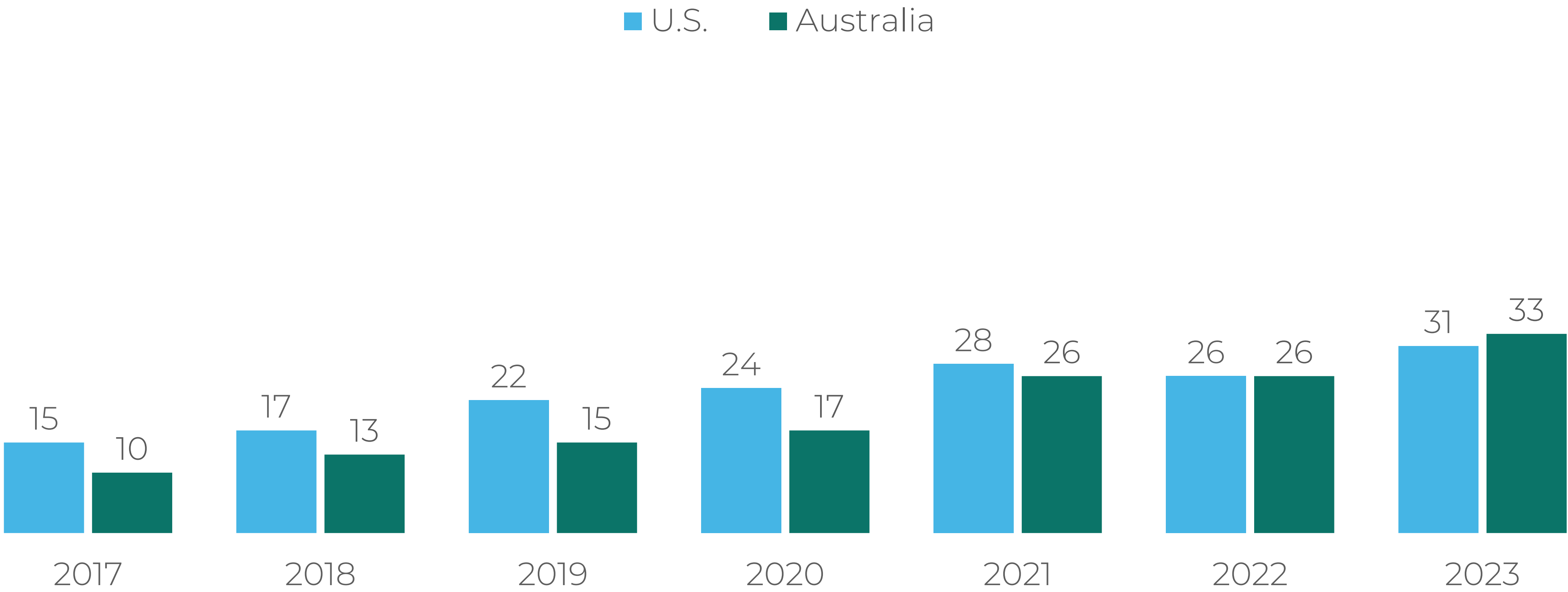
% LISTENED TO A PODCAST IN LAST WEEK



# Weekly Podcast Listening

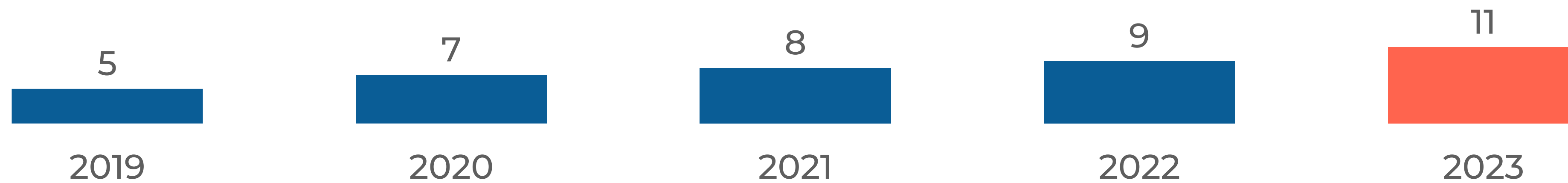
TOTAL POPULATIONS

% LISTENED TO A PODCAST IN LAST WEEK



# Daily Podcast Listening

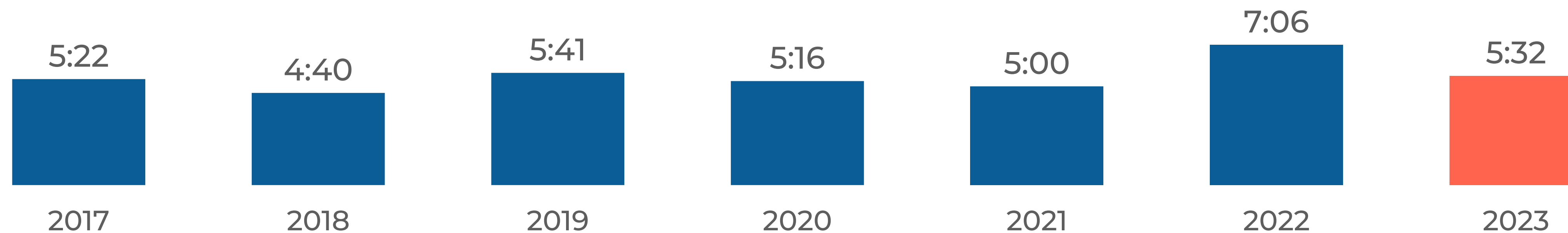
TOTAL AUSTRALIAN POPULATION 12+  
% LISTENED TO A PODCAST AT LEAST ONCE A  
DAY



# Average Time Spent Listening to Podcasts in Last Week

BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK; 33%

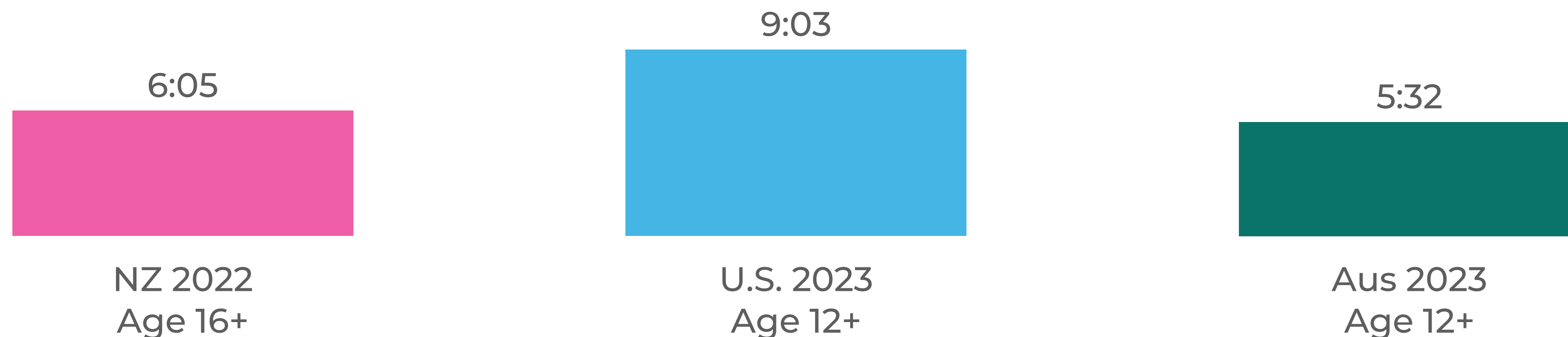
HOURS:MINUTES IN LAST WEEK



# Average Time Spent Listening to Podcasts in Last Week

NEW ZEALAND WEEKLY PODCAST LISTENERS AGE 16+; U.S. AND AUSTRALIAN WEEKLY PODCAST LISTENERS AGE 12+

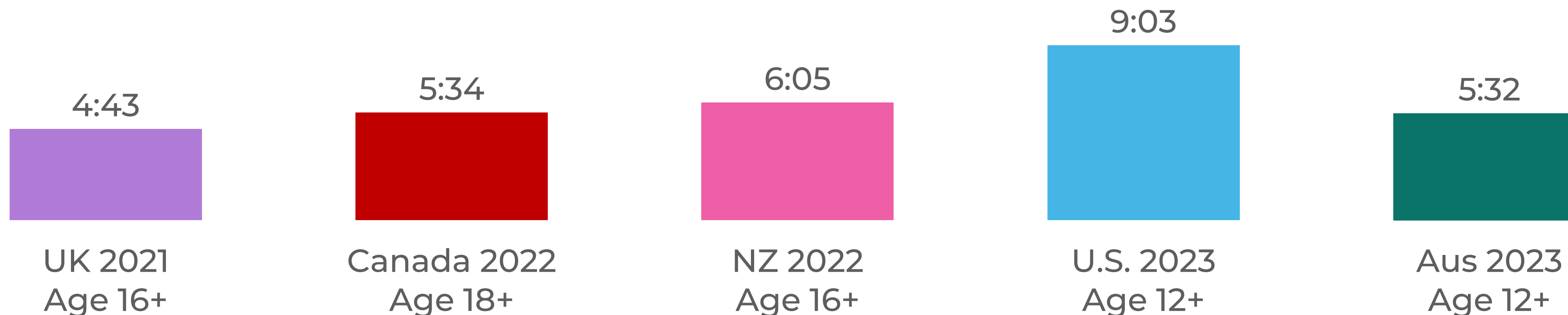
HOURS:MINUTES IN LAST WEEK



# Average Time Spent Listening to Podcasts in Last Week

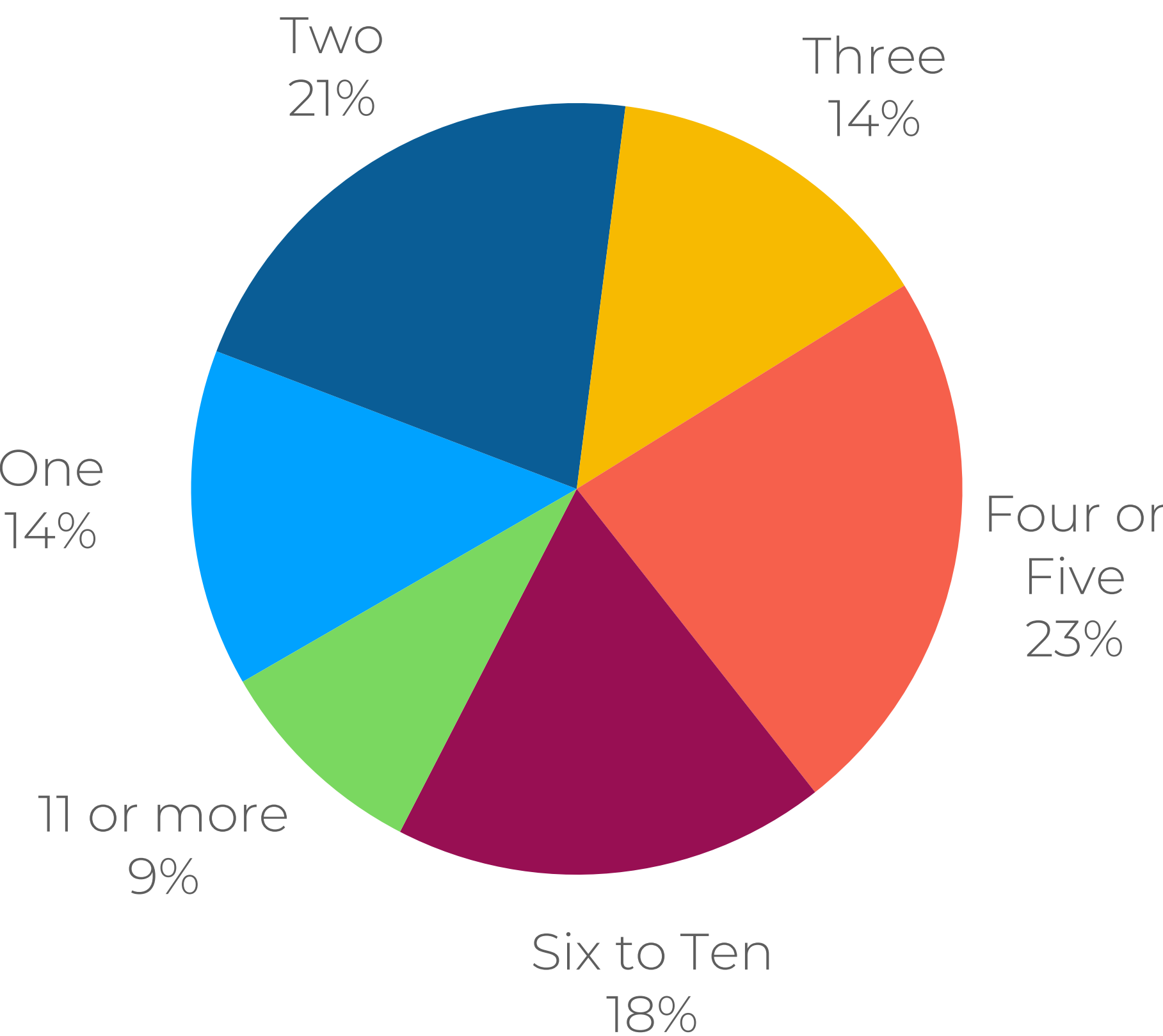
BASE: WEEKLY PODCAST LISTENERS

HOURS:MINUTES IN LAST WEEK



# Number of Podcast Episodes Listened to in Last Week

BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK; 33%



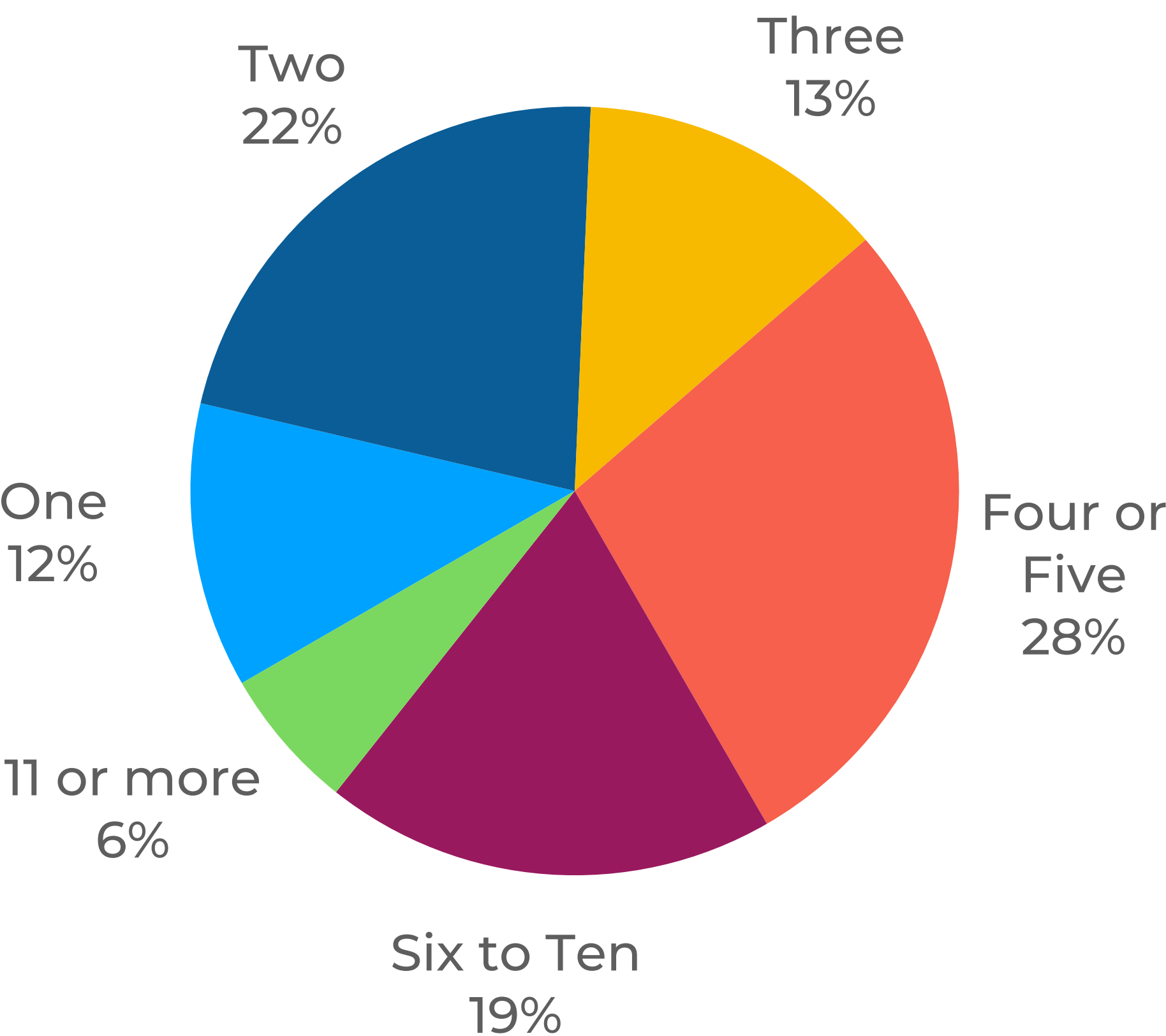
Australian weekly podcast listeners averaged

**five episodes**

in the last week

# Number of Podcast Episodes Listened to in Last Week (Age 12-34)

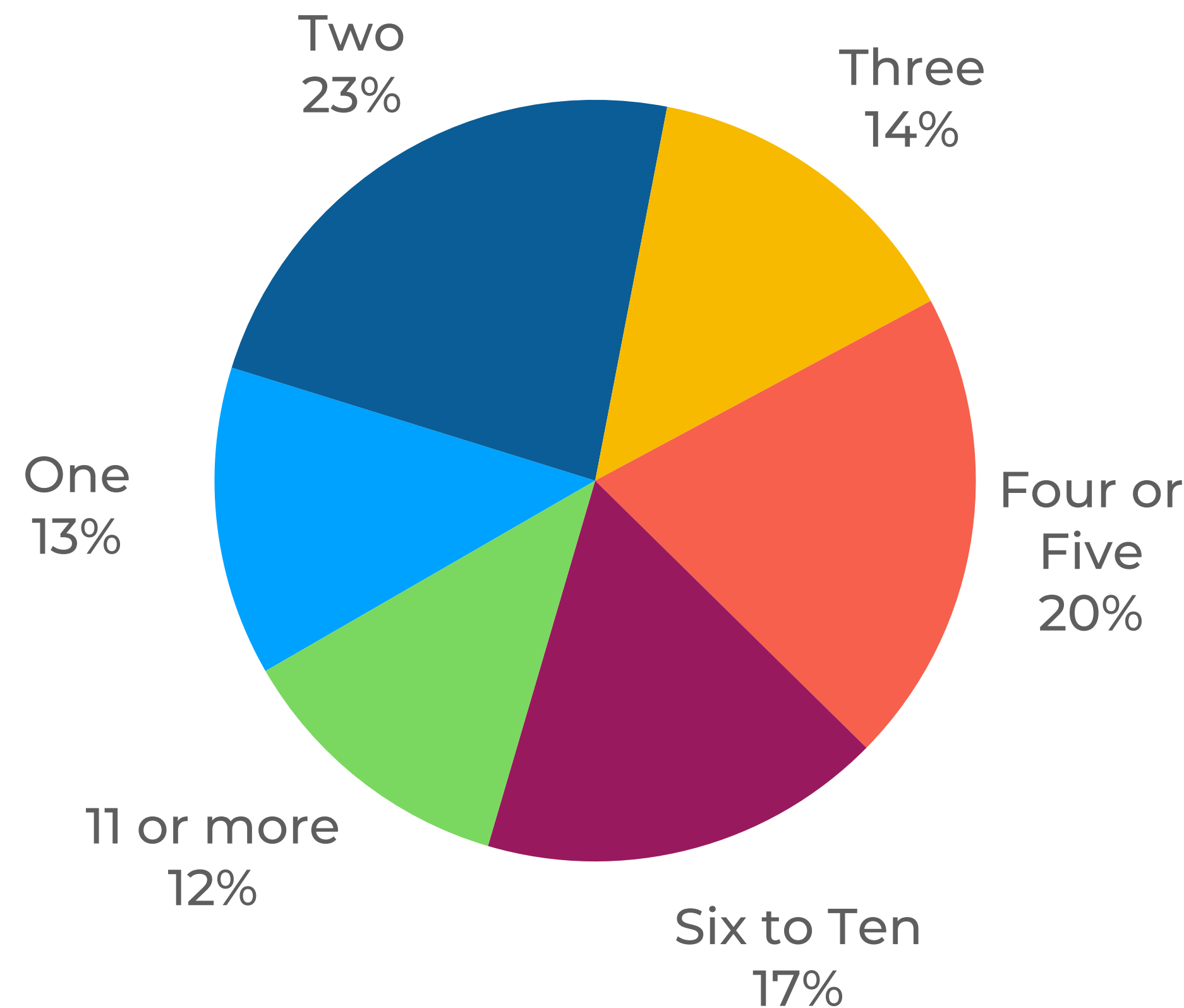
BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK; 46%



Australian weekly podcast listeners averaged  
**five episodes**  
in the last week

# Number of Podcast Episodes Listened to in Last Week (Age 35-54)

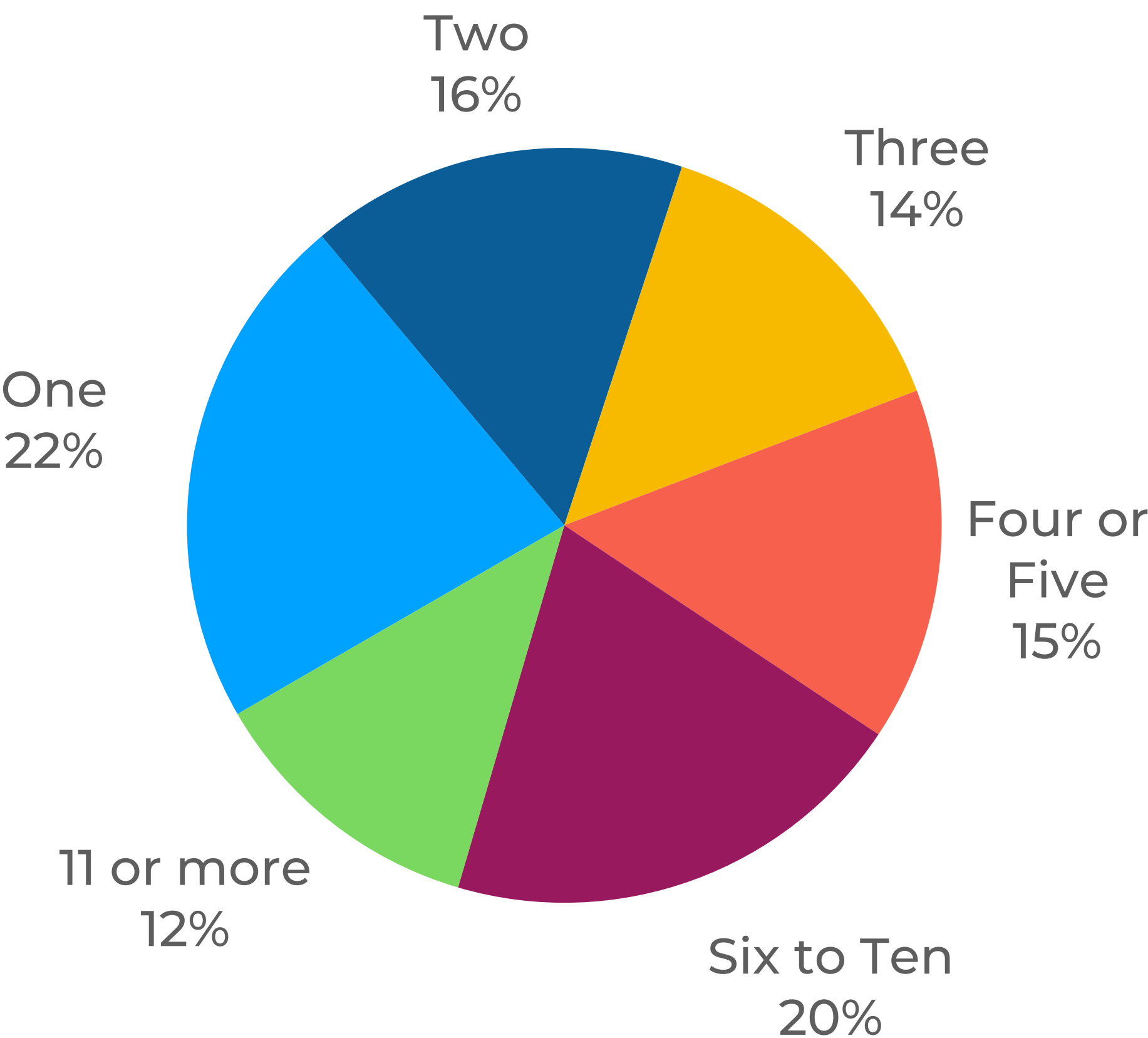
BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK; 37%



Australian weekly podcast listeners averaged  
**six episodes**  
in the last week

# Number of Podcast Episodes Listened to in Last Week (Age 55+)

BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK; 16%

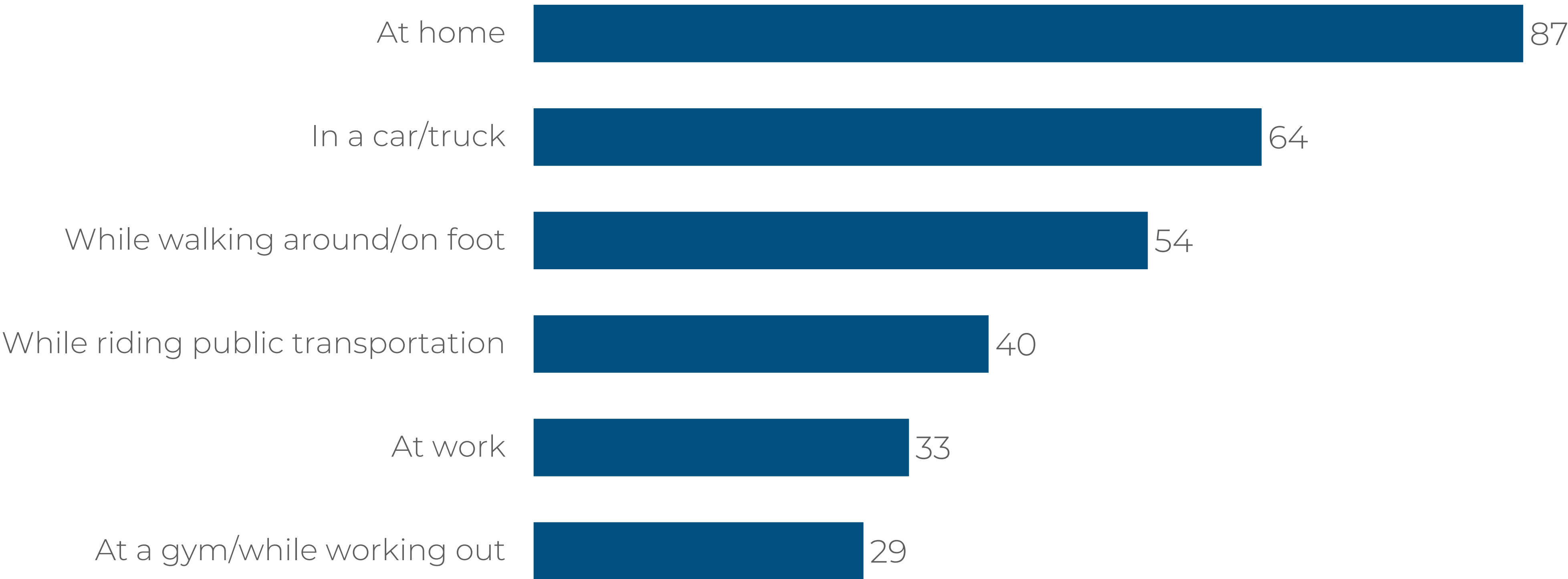


Australian weekly podcast listeners averaged  
**five episodes**  
in the last week

# Podcast Listening Locations

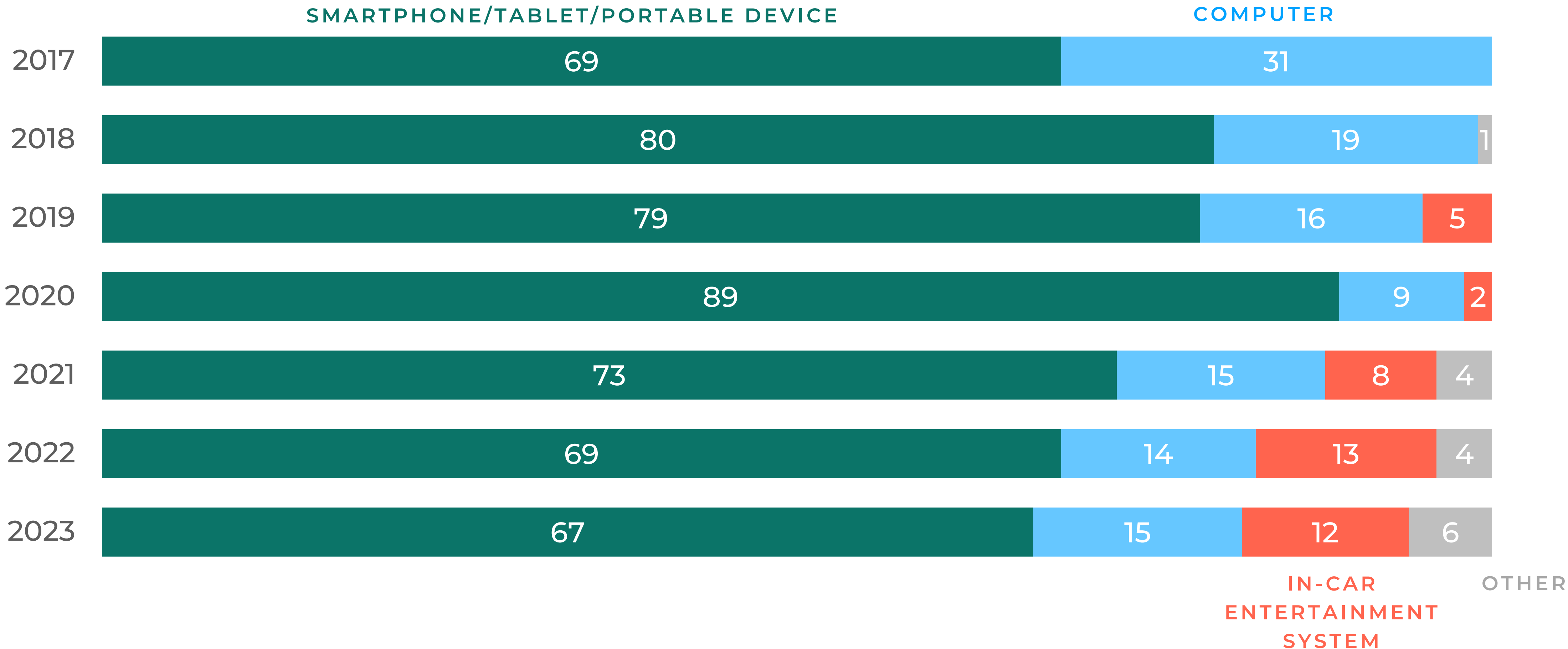
BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH; 43%

% LISTENED TO A PODCAST IN LOCATION



# Device Used Most Often to Listen to Podcasts

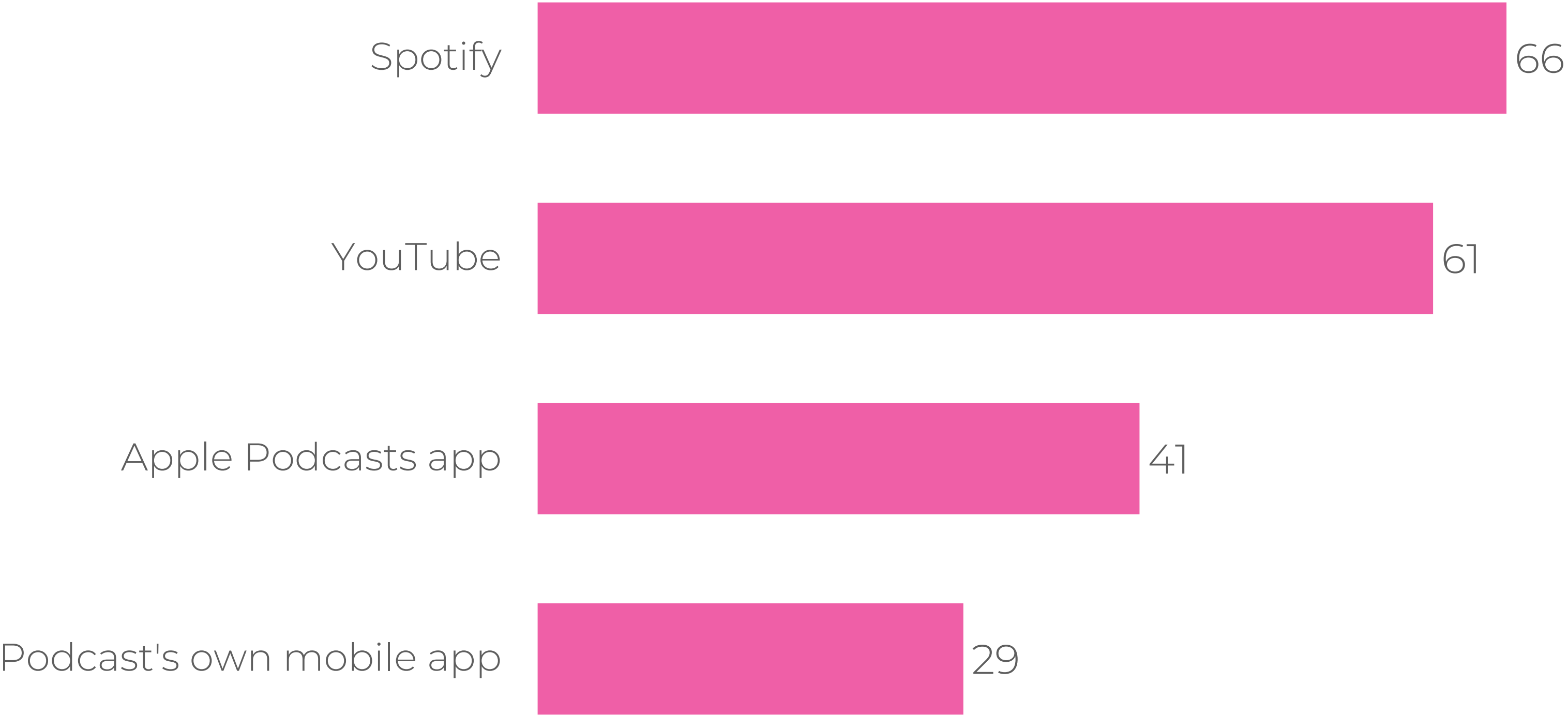
BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH; 43%



# Services Used to Listen to Podcasts

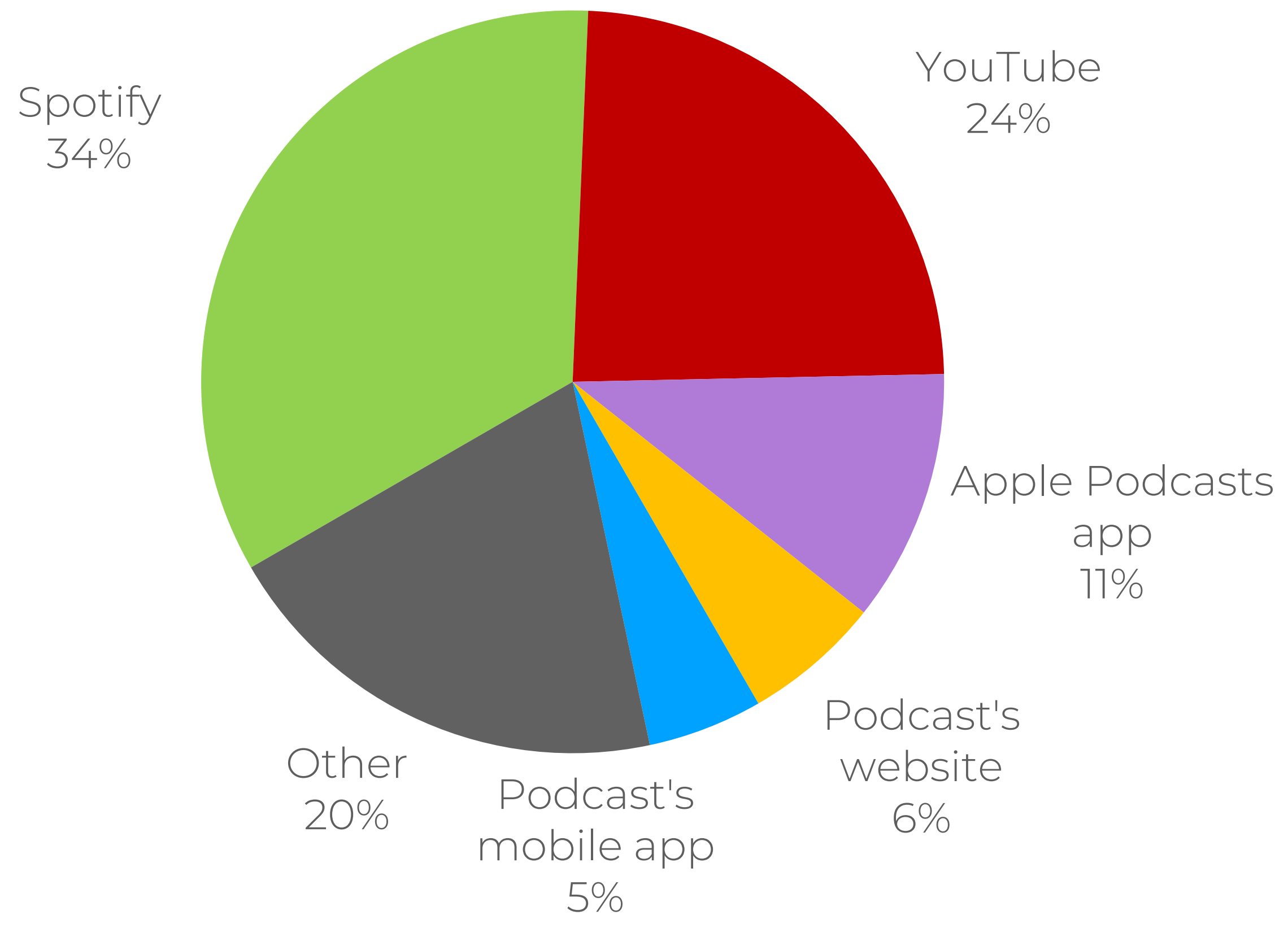
BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH; 43%

% CURRENTLY EVER LISTEN TO PODCASTS ON SERVICE



# Service Used Most Often to Listen to Podcasts

BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH; 43%



# Listening to Podcasts with a Video Component

BASE: AUSTRALIANS AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH; 43%

% SAYING THEY CURRENTLY EVER LISTEN TO TYPE OF PODCAST

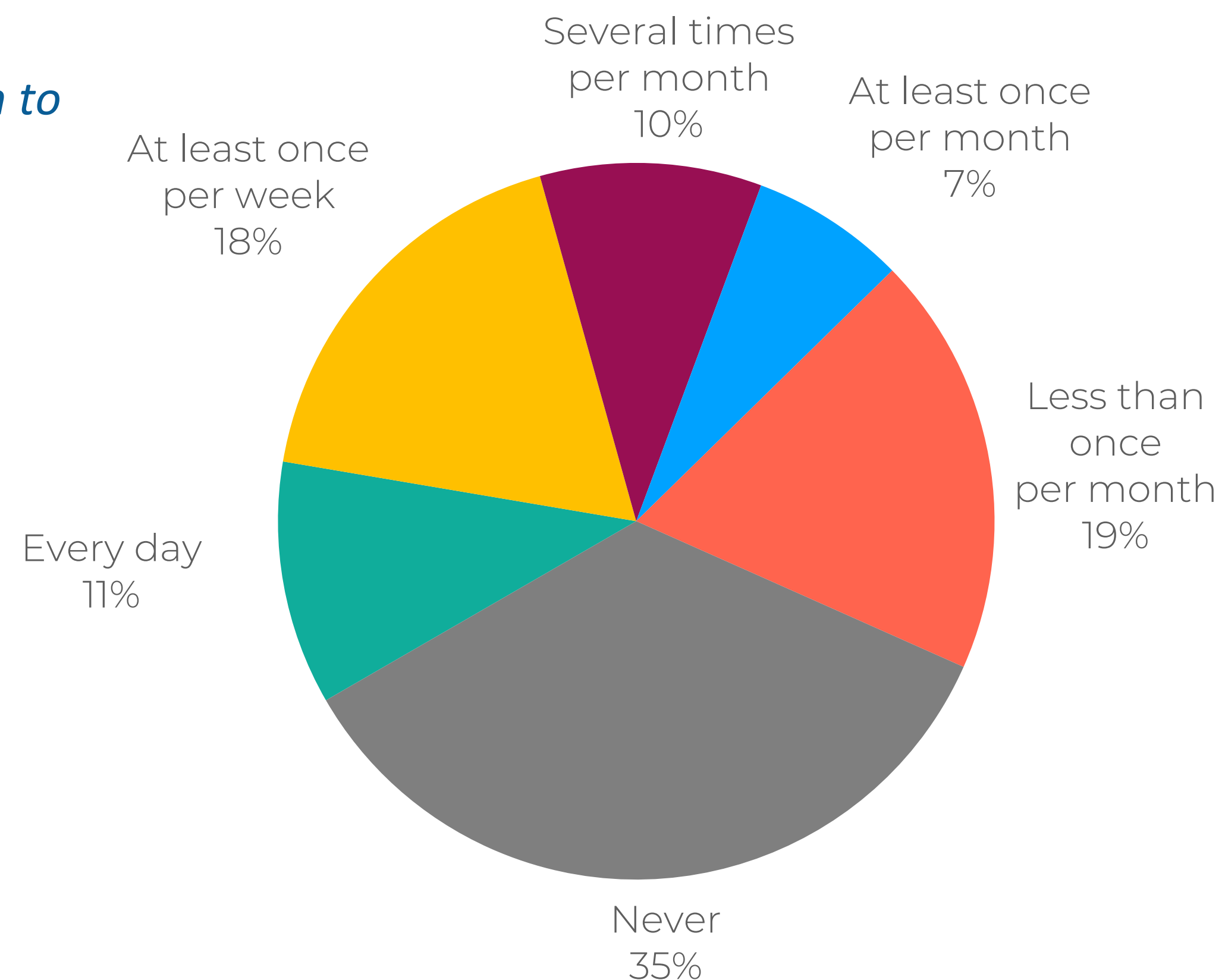


60%  
listen to any podcast with a video component

# Frequency of Listening to Podcasts

TOTAL AUSTRALIAN POPULATION 12+

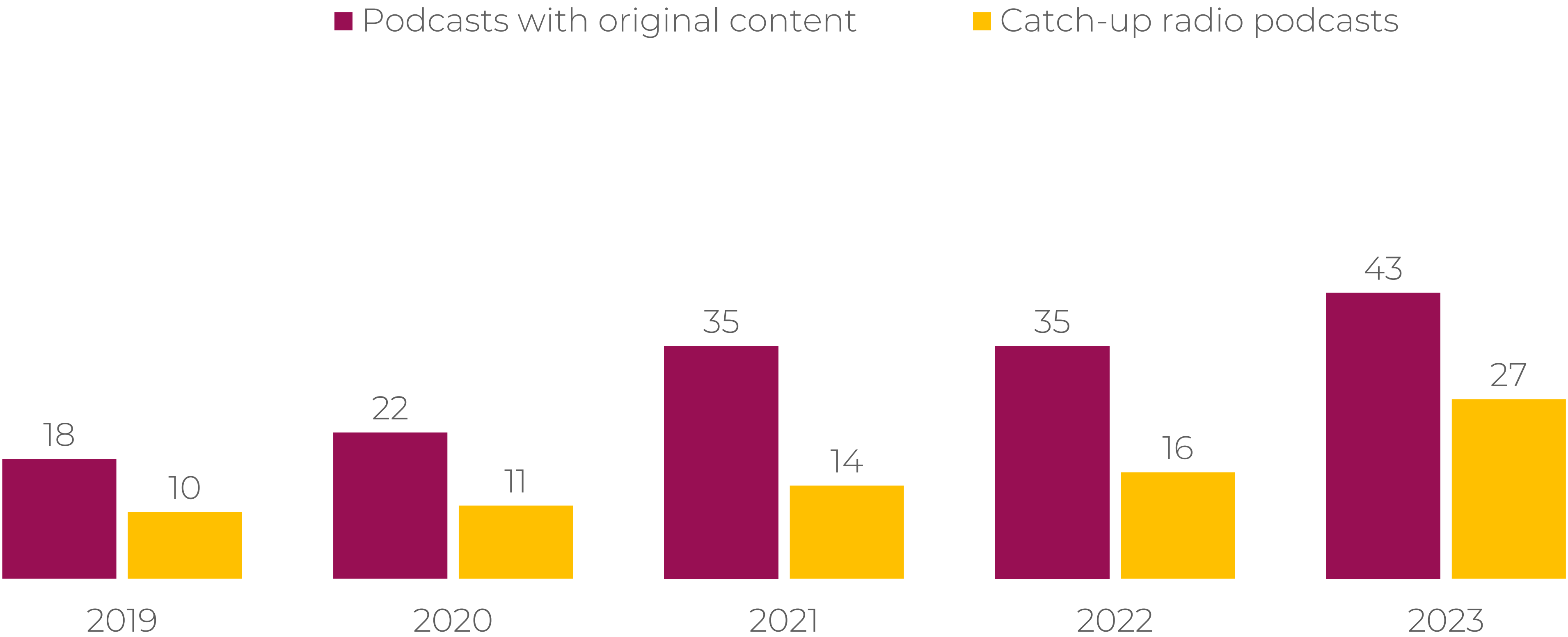
*“How often do you listen to podcasts?”*



# Type of Podcast Listened to at Least Once a Month

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO TYPE OF PODCAST AT LEAST ONCE A MONTH

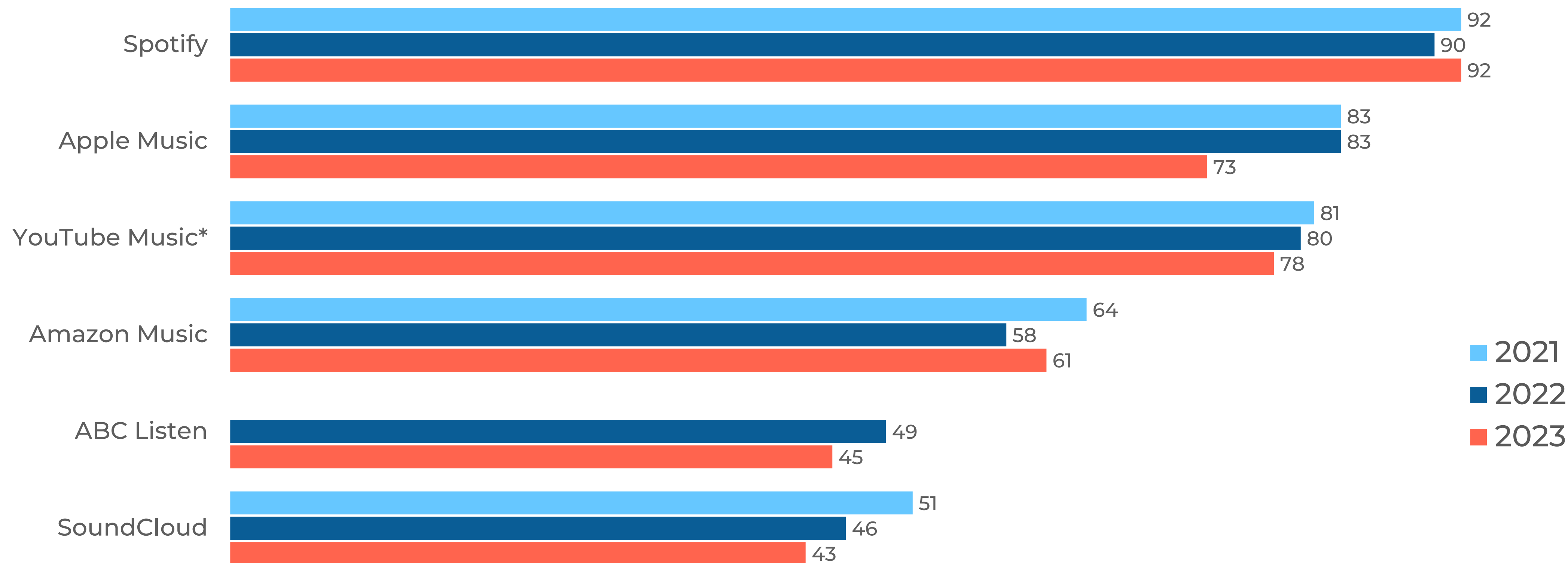


# Online Audio Streaming Services

(Includes DAB+ radio)

# Awareness of Online Audio Streaming Services

TOTAL AUSTRALIAN POPULATION 12+  
% AWARE OF ONLINE AUDIO STREAMING  
SERVICE

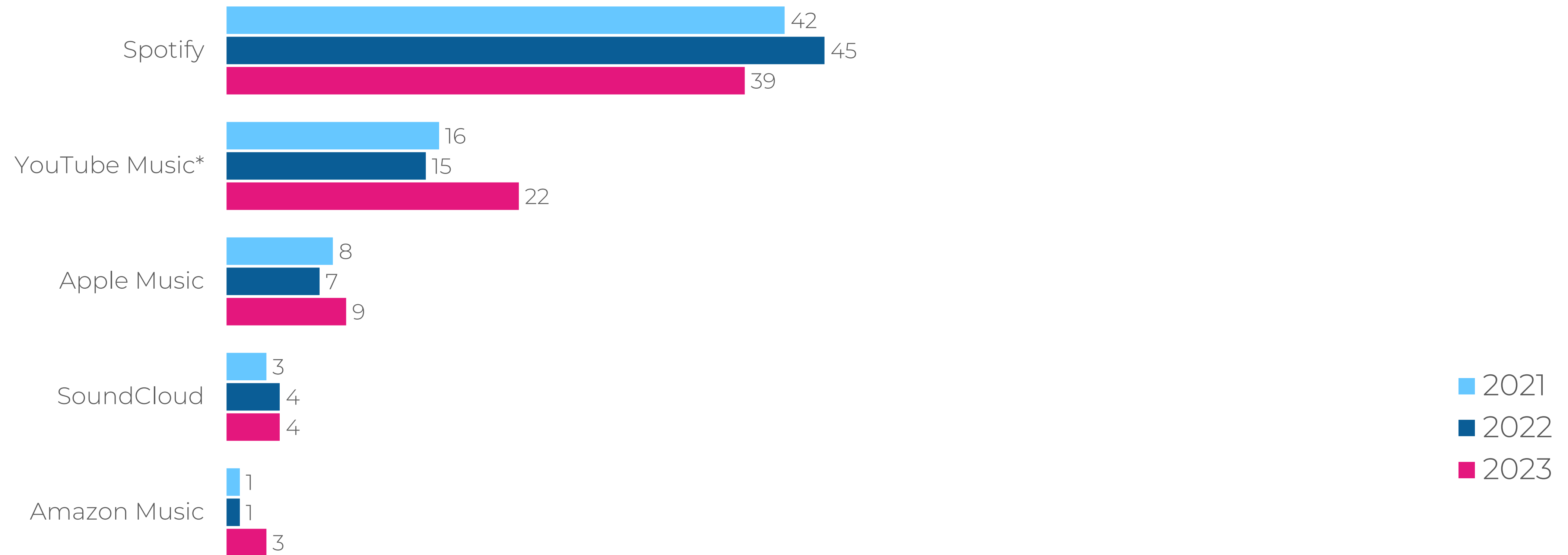


*\*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"*

# Weekly Listening to Online Audio Streaming Services

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO ONLINE AUDIO STREAMING SERVICE IN LAST WEEK

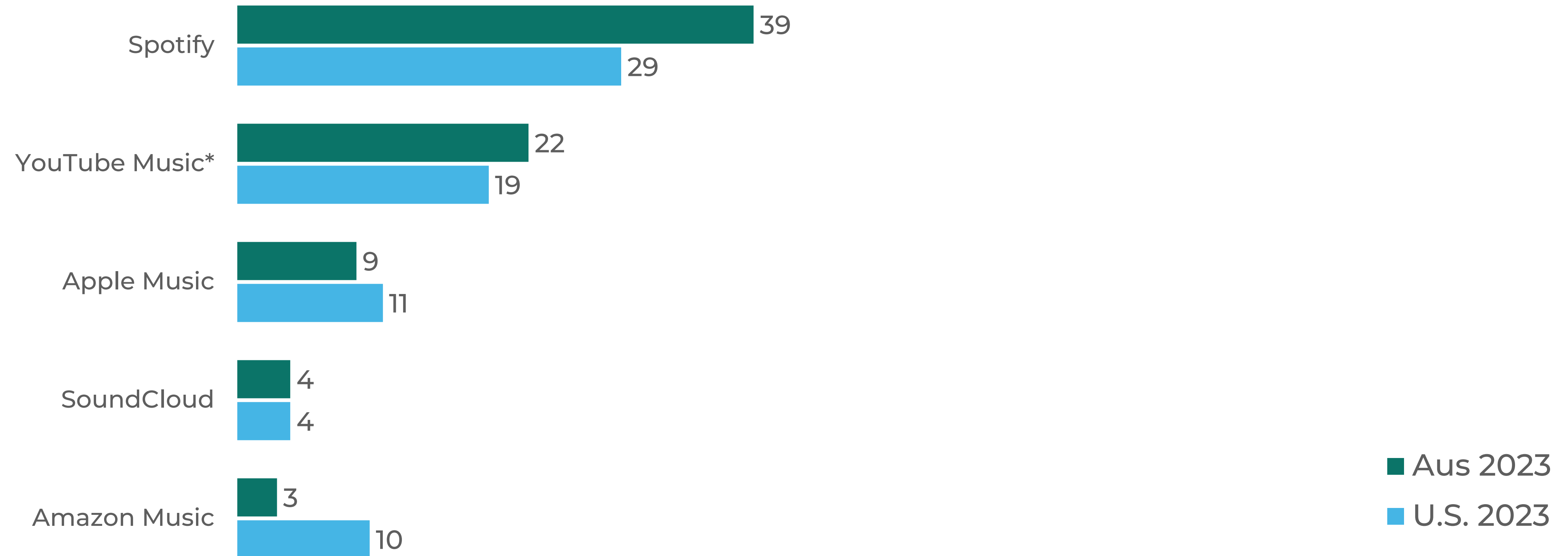


\*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"

# Weekly Listening to Online Audio Streaming Services

POPULATIONS 12+

% LISTENED TO ONLINE AUDIO STREAMING SERVICE IN LAST WEEK

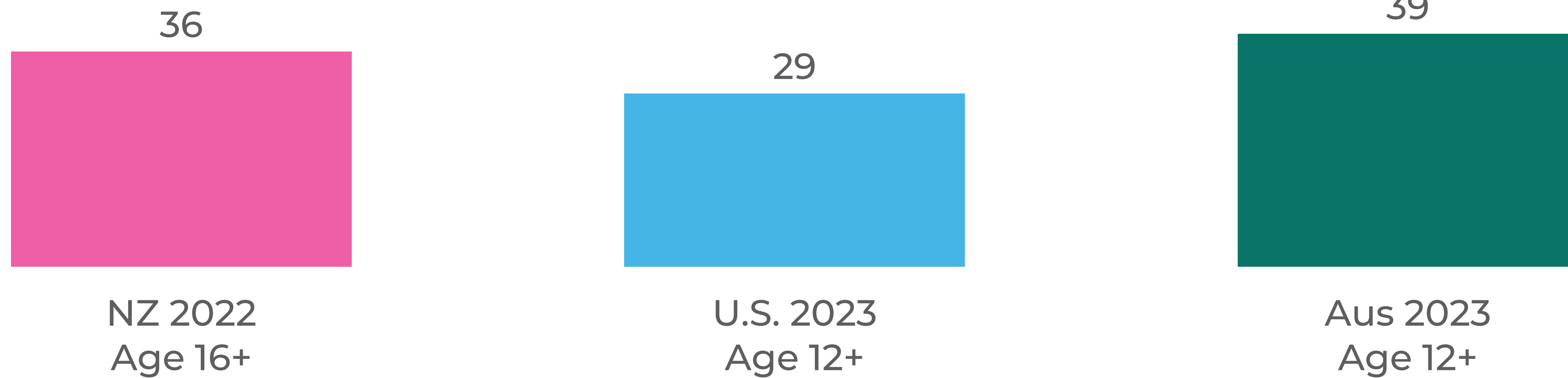


*\*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"*

# Weekly Listening to Spotify

NEW ZEALAND TOTAL POPULATION 16+; U.S. AND AUSTRALIA TOTAL POPULATIONS 12+

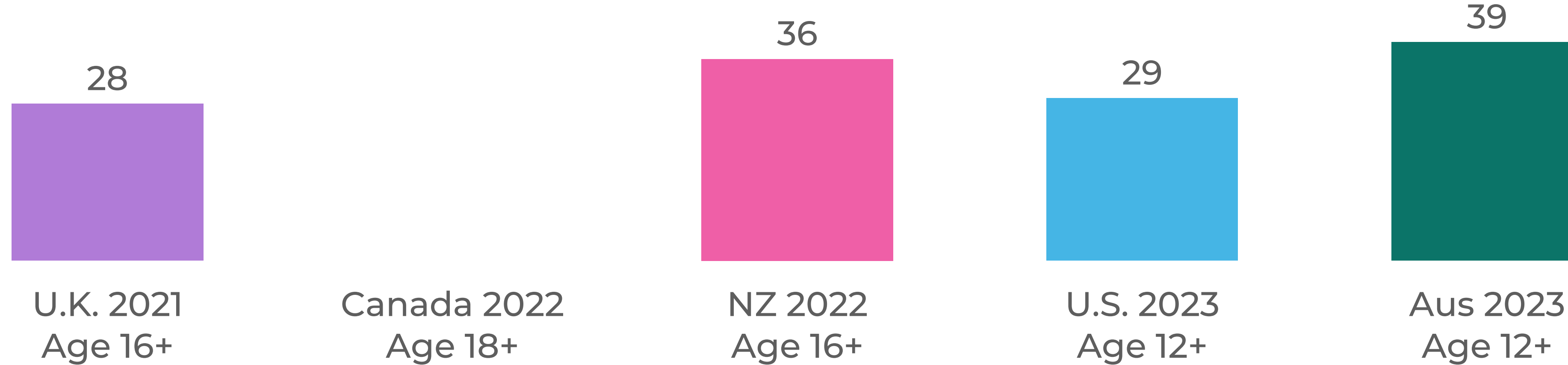
% LISTENED SPOTIFY IN LAST WEEK



# Weekly Listening to Spotify

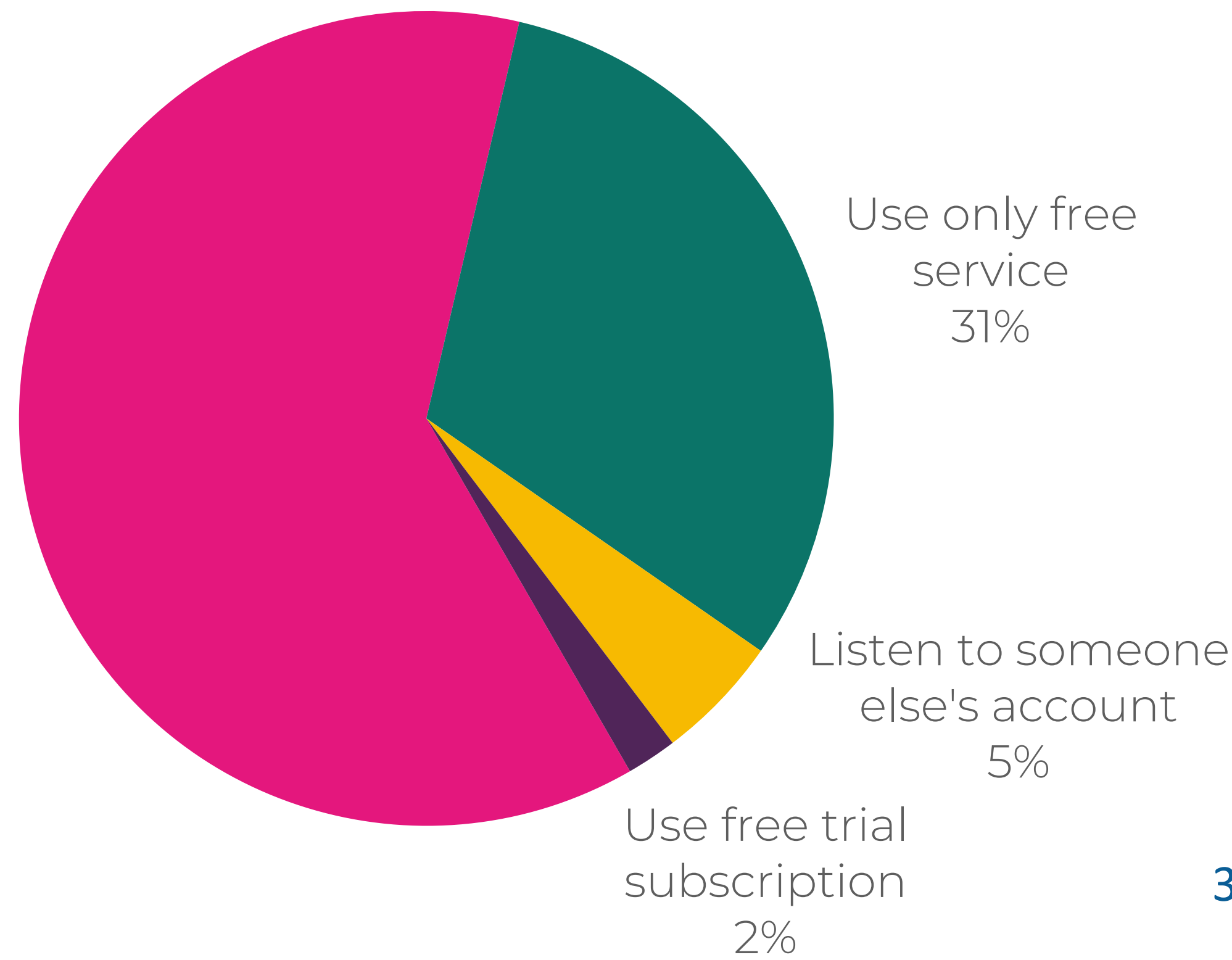
TOTAL POPULATIONS

% LISTENED SPOTIFY IN LAST WEEK



# Free vs. Paid Subscriptions to Spotify

BASE: AUSTRALIANS AGE 12+ AND LISTENED TO SPOTIFY IN LAST WEEK; 39%

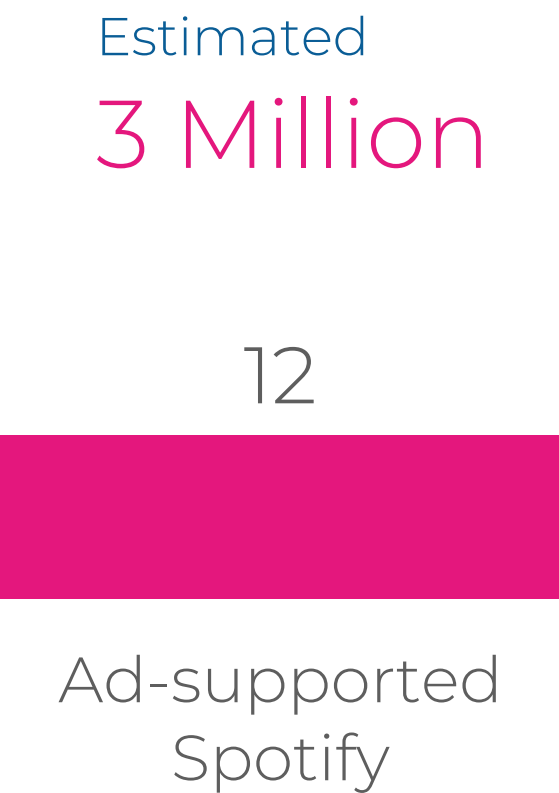


3 in 10 weekly Spotify listeners can be reached by advertising on Spotify

# Weekly Listening to Ad-Supported Audio

TOTAL AUSTRALIAN POPULATION 12+

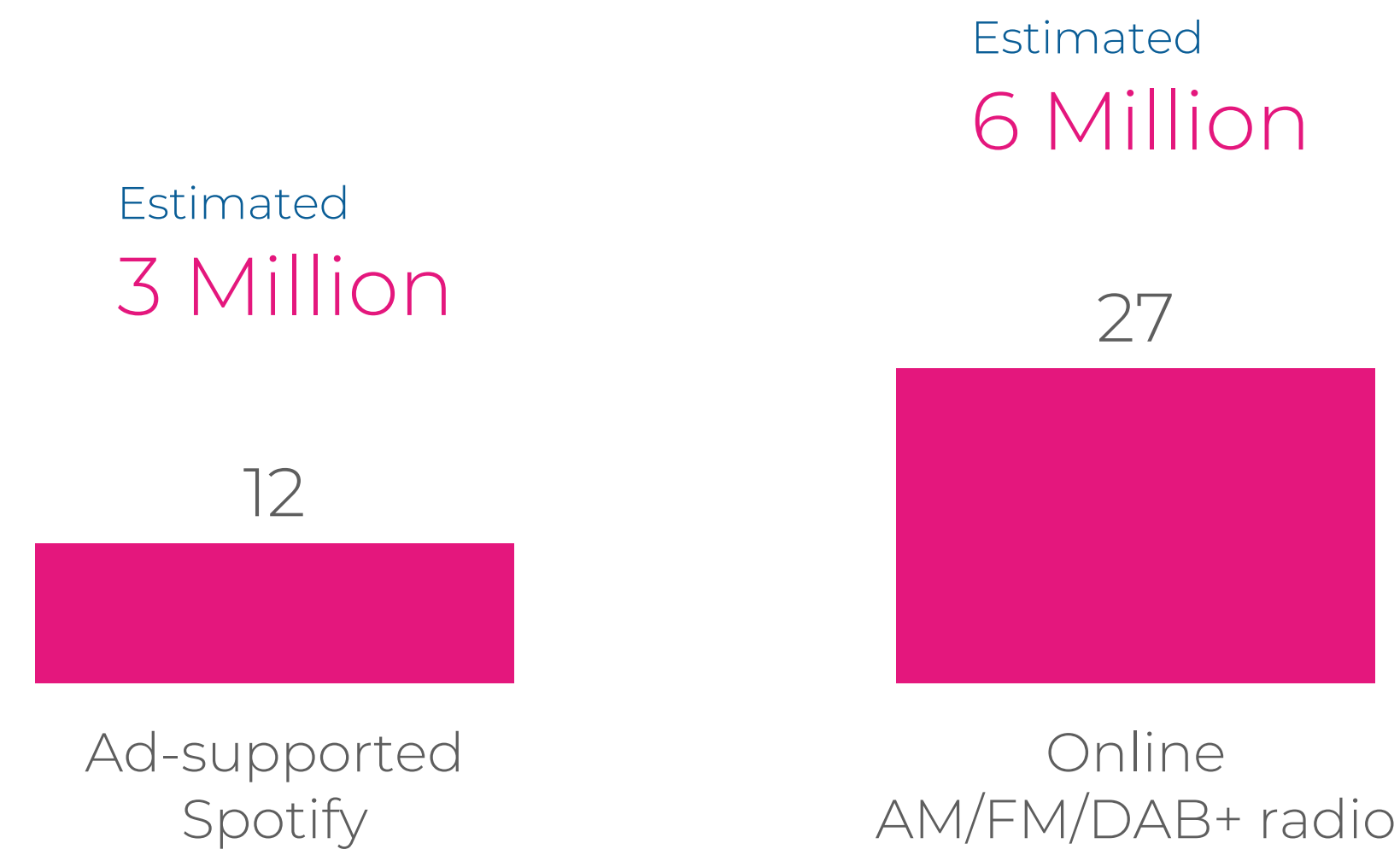
% LISTENED TO AUDIO SOURCE IN THE LAST WEEK



# Weekly Listening to Ad-Supported Audio

TOTAL AUSTRALIAN POPULATION 12+

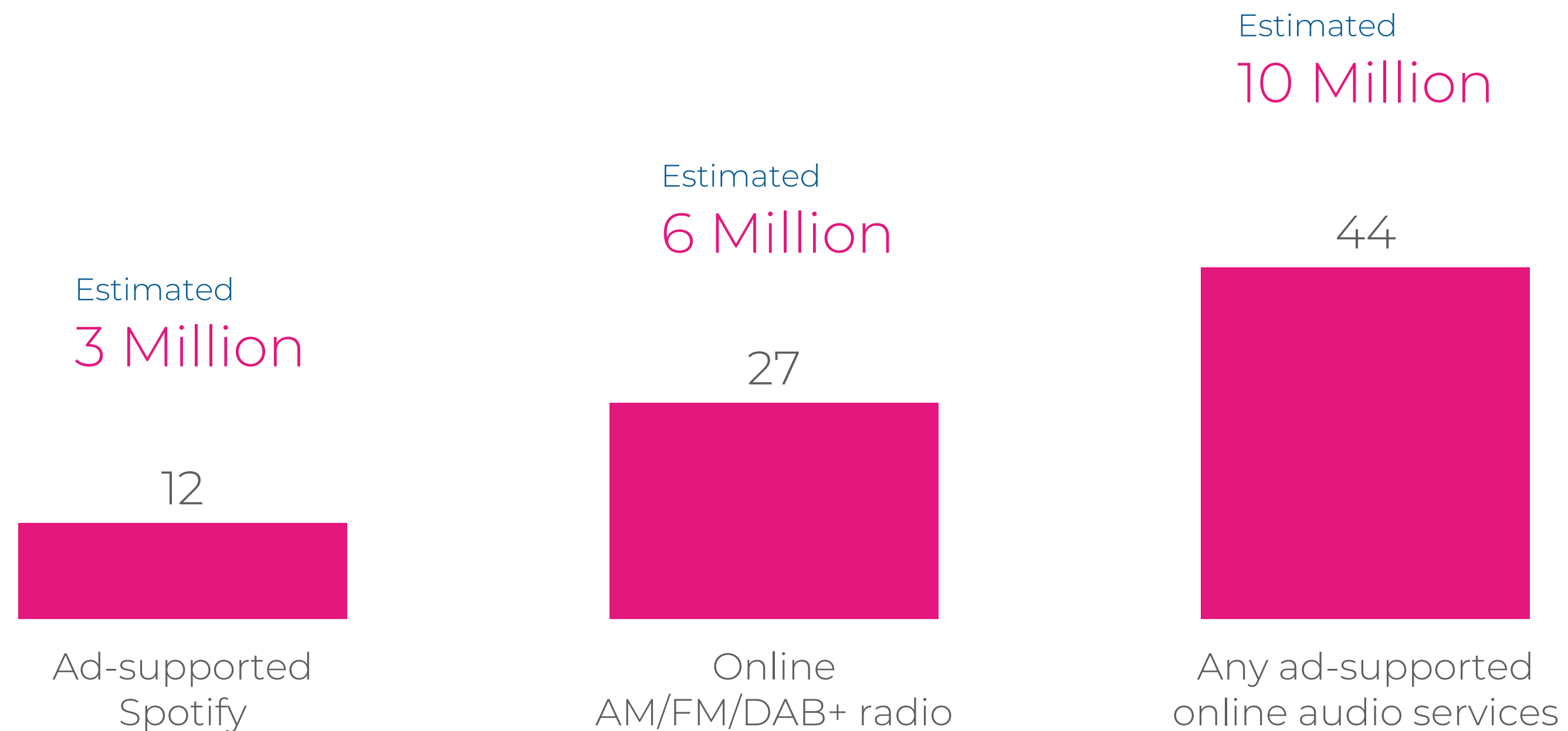
% LISTENED TO AUDIO SOURCE IN THE LAST WEEK



# Weekly Listening to Ad-Supported Audio

TOTAL AUSTRALIAN POPULATION 12+

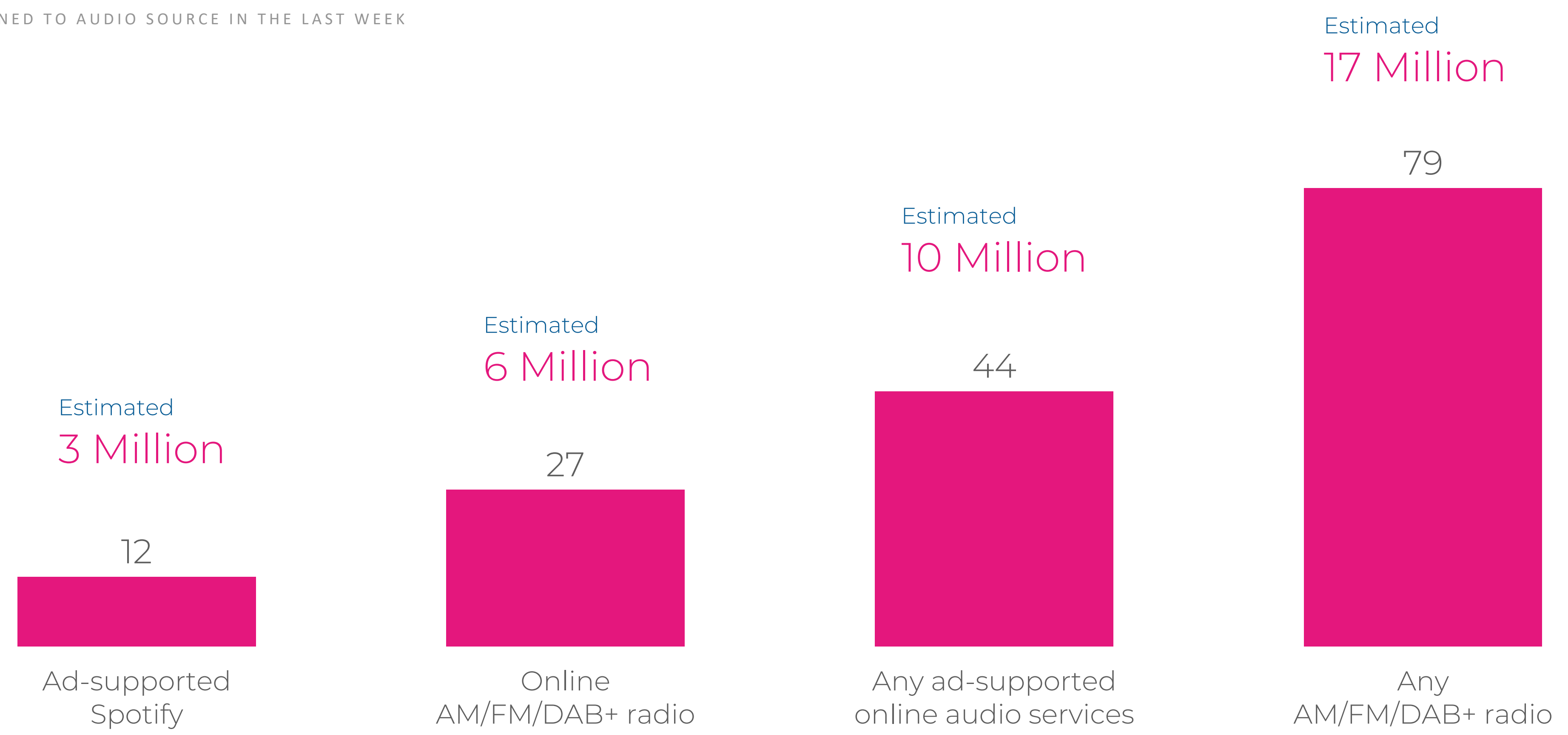
% LISTENED TO AUDIO SOURCE IN THE LAST WEEK



#InfiniteDial

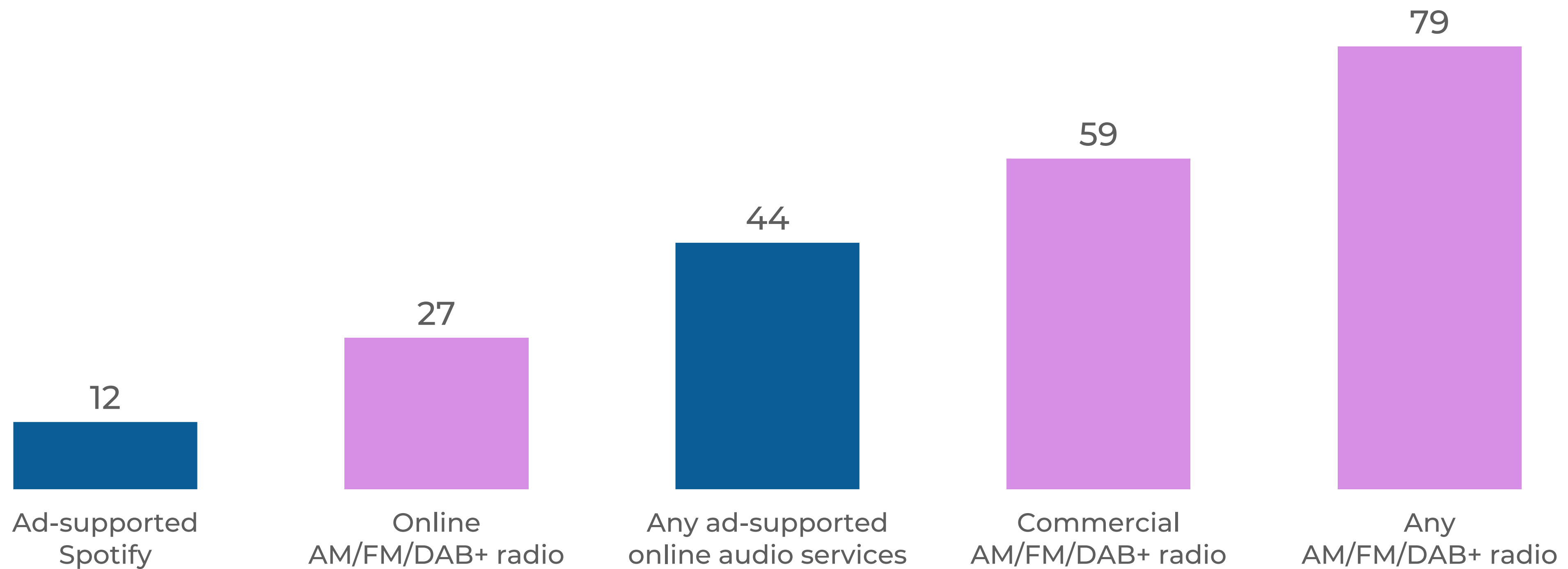
# Weekly Listening to Ad-Supported Audio

TOTAL AUSTRALIAN POPULATION 12+  
% LISTENED TO AUDIO SOURCE IN THE LAST WEEK



# Weekly Listening to Ad-Supported Audio

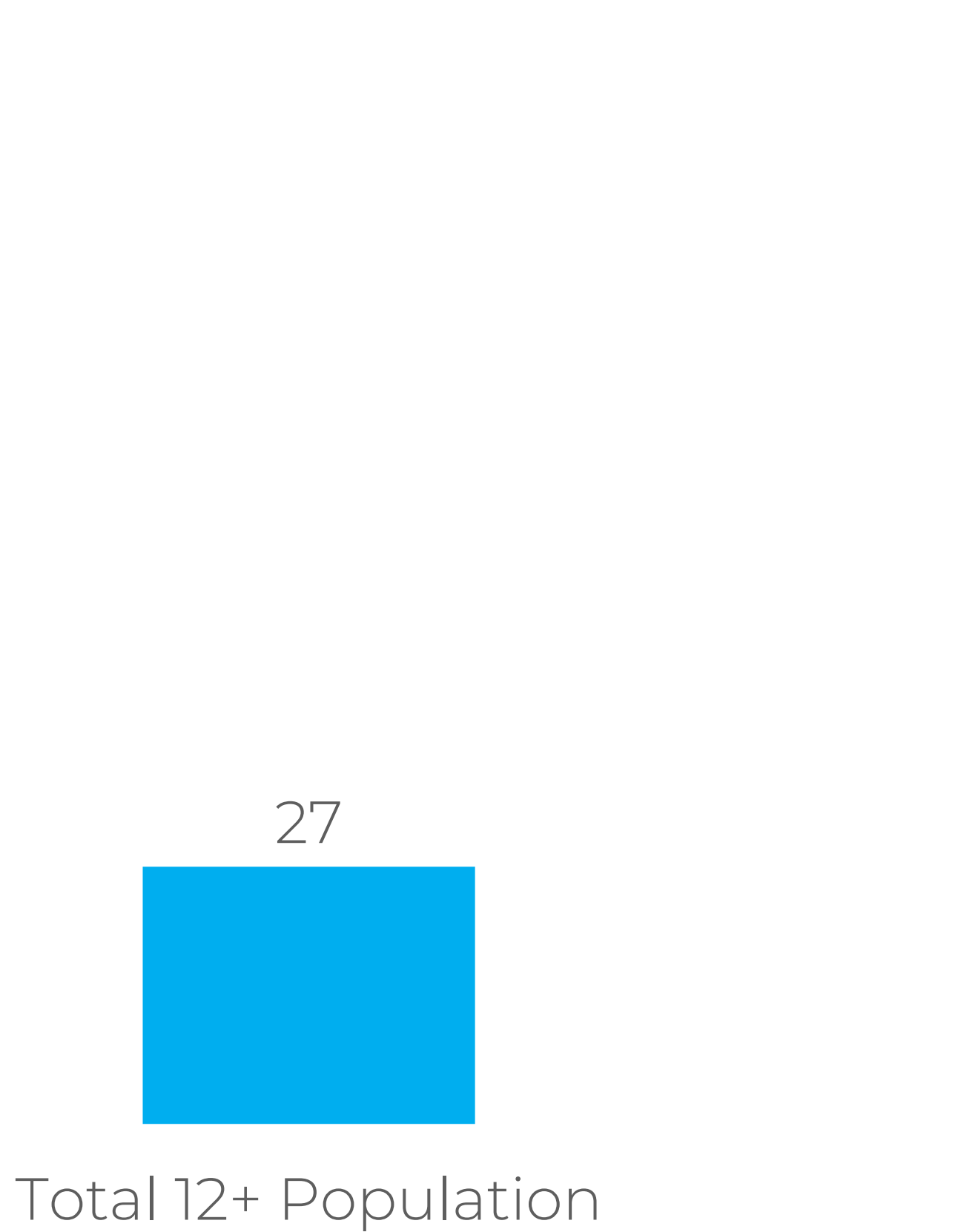
TOTAL AUSTRALIAN POPULATION 12+  
% LISTENED TO AUDIO SOURCE IN THE LAST WEEK



# TikTok Weekly Usage

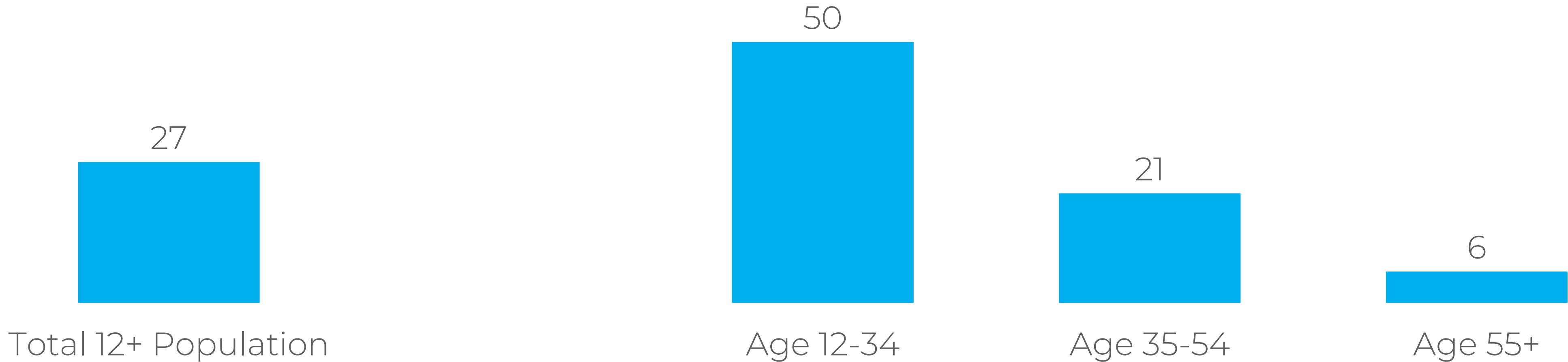
TOTAL AUSTRALIAN POPULATION 12+

% USED TIKTOK IN THE LAST WEEK



# TikTok Weekly Usage

TOTAL AUSTRALIAN POPULATION 12+  
% USED TIKTOK IN THE LAST WEEK



# TikTok Weekly Usage

POPULATIONS 12+

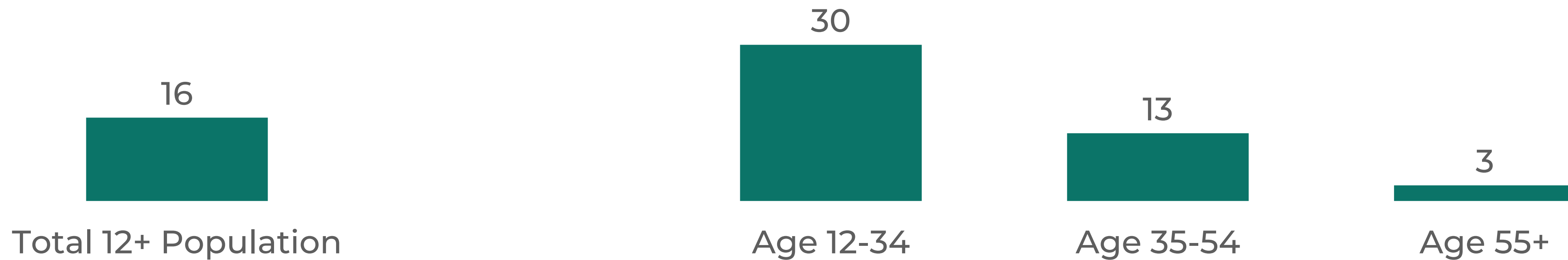
% USED TIKTOK IN THE LAST WEEK



# Ever Used TikTok for Music or Music Videos

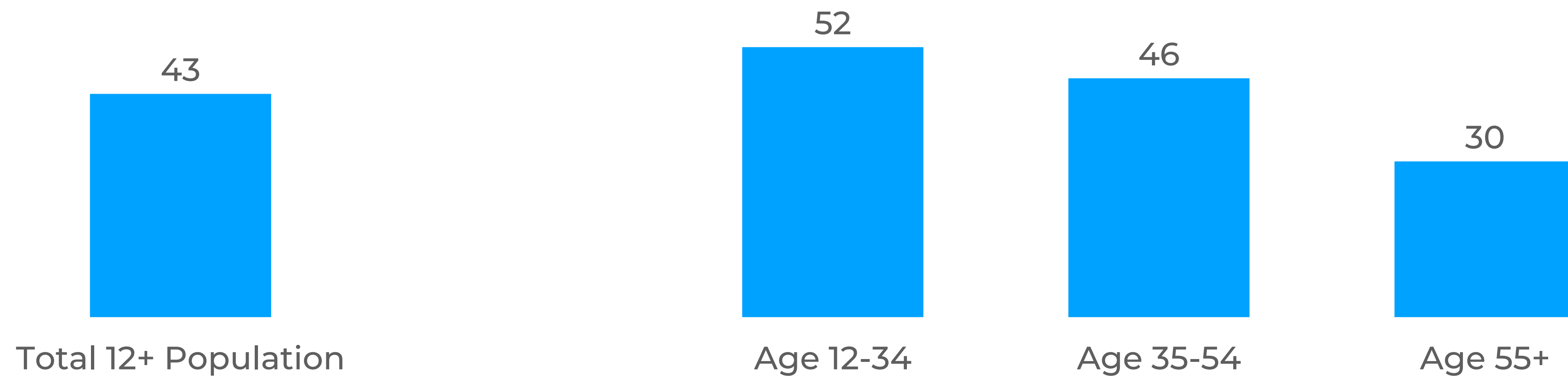
TOTAL AUSTRALIAN POPULATION 12+

% EVER USED TIKTOK SPECIFICALLY TO WATCH MUSIC VIDEOS/LISTEN TO MUSIC



# Audiobook Listening

TOTAL AUSTRALIAN POPULATION 12+  
% EVER LISTENED TO AN AUDIOBOOK



# Audiobook Listening

POPULATIONS 12+

% EVER LISTENED TO AN AUDIOBOOK



Aus 2023



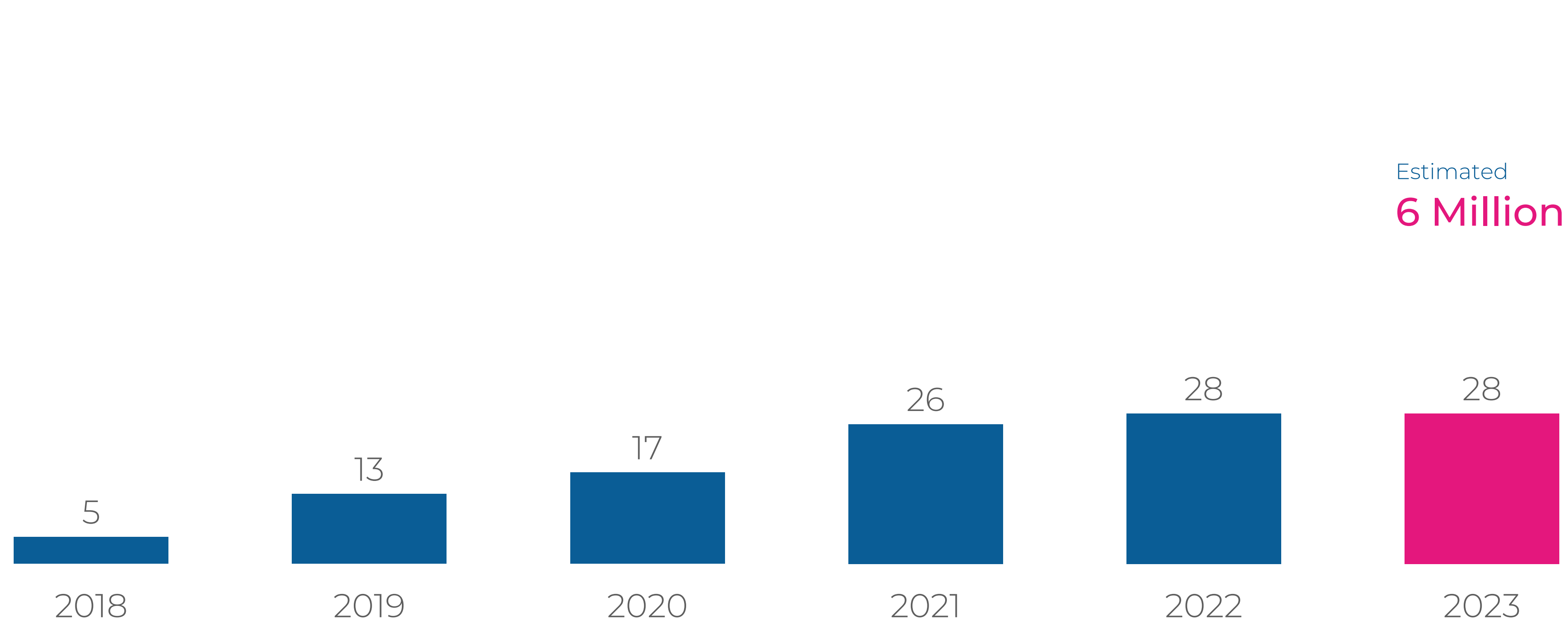
U.S. 2023

# Smart Speakers

# Smart Speaker Ownership

TOTAL AUSTRALIAN POPULATION 12+

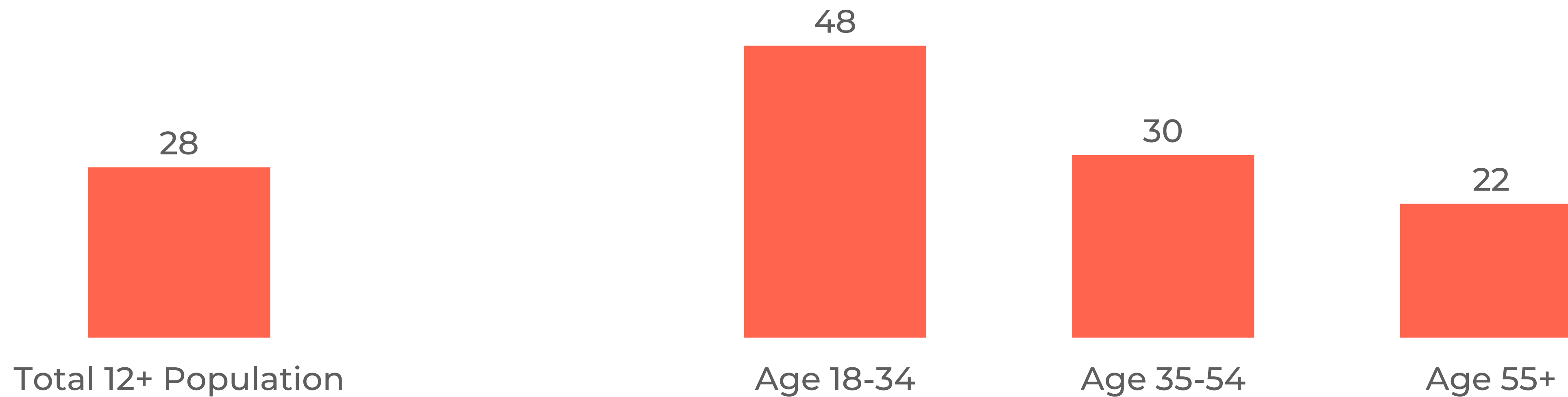
% OWNING A SMART SPEAKER



# Smart Speaker Ownership

TOTAL AUSTRALIAN POPULATION 12+

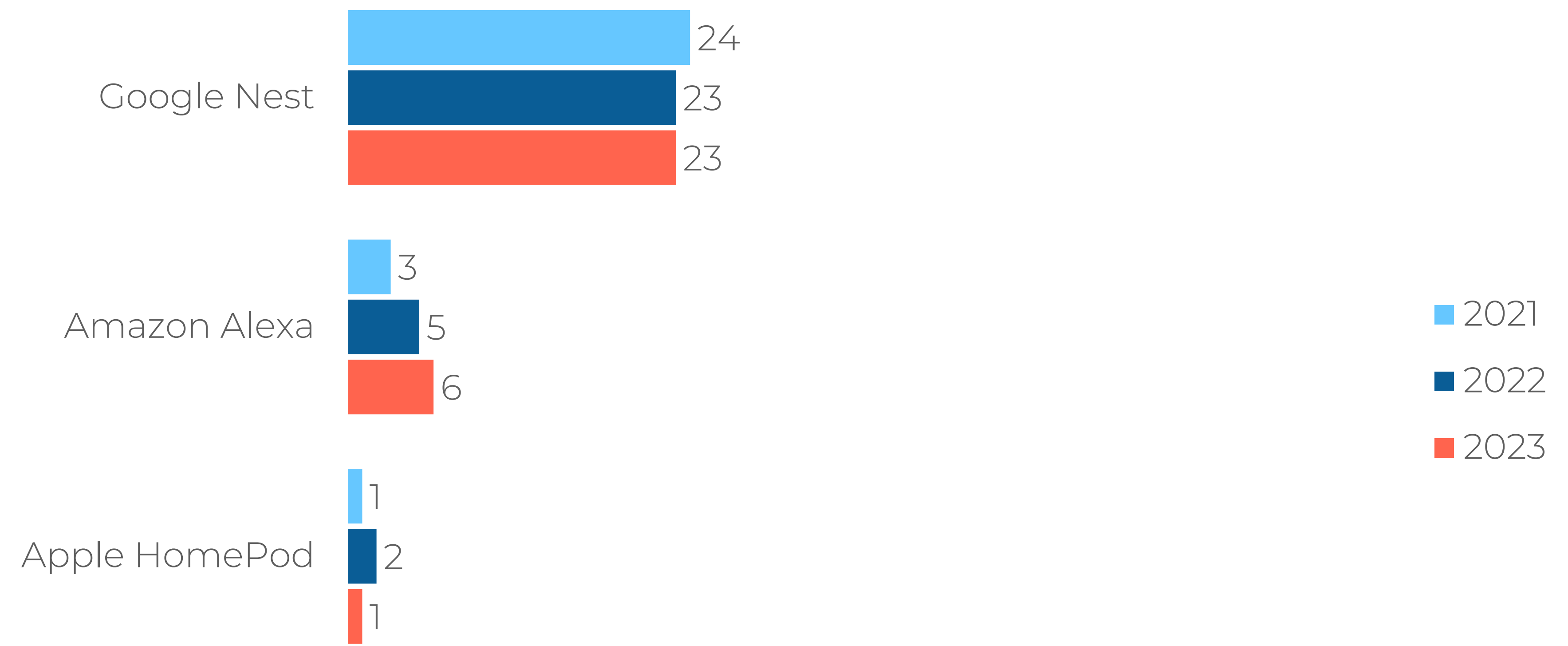
% OWNING A SMART SPEAKER



# Smart Speaker Ownership

TOTAL AUSTRALIAN POPULATION 12+

% OWNING SMART SPEAKER BRAND



# Smart Speaker Ownership

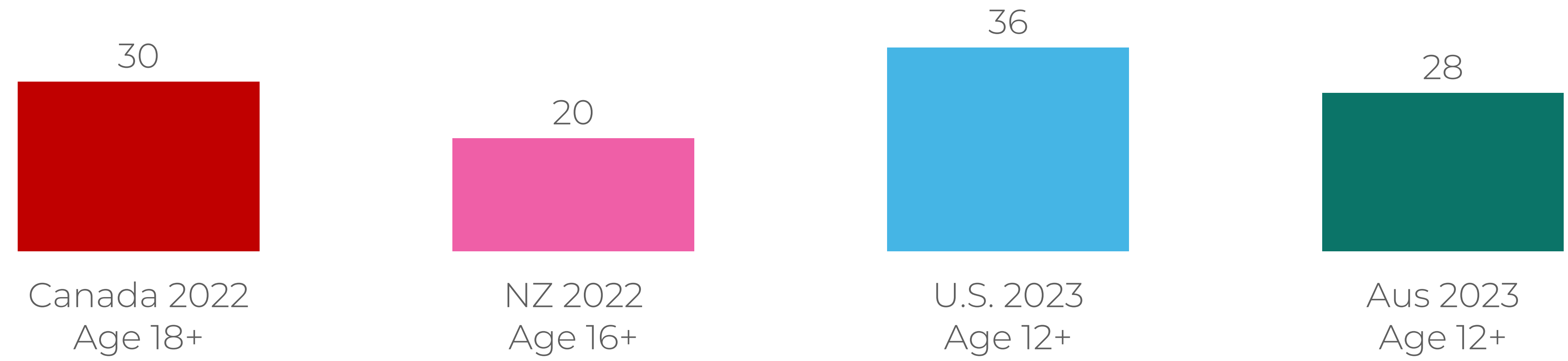
TOTAL AUSTRALIAN POPULATION 12+

% OWNING A SMART SPEAKER



# Smart Speaker Ownership

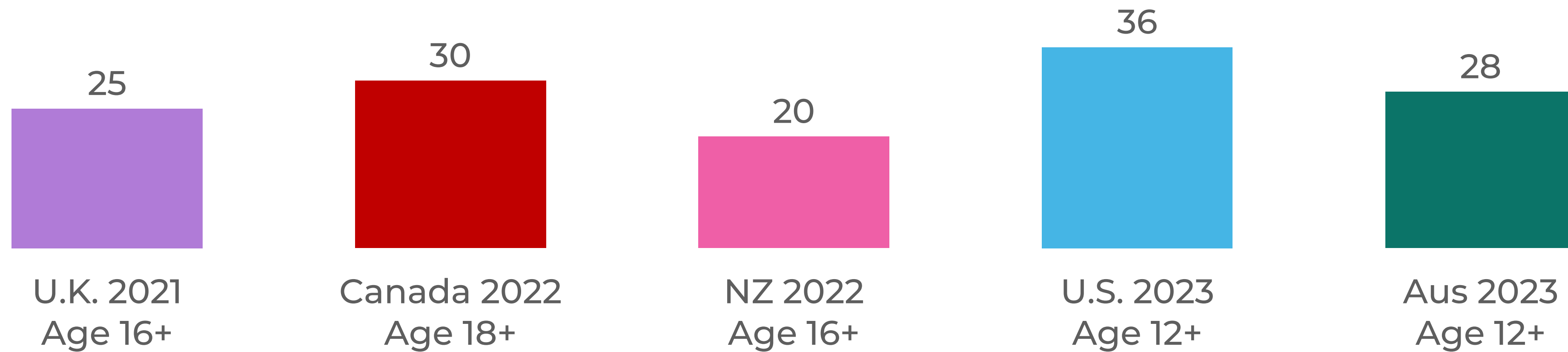
TOTAL POPULATIONS  
% OWNING A SMART SPEAKER



# Smart Speaker Ownership

TOTAL POPULATIONS

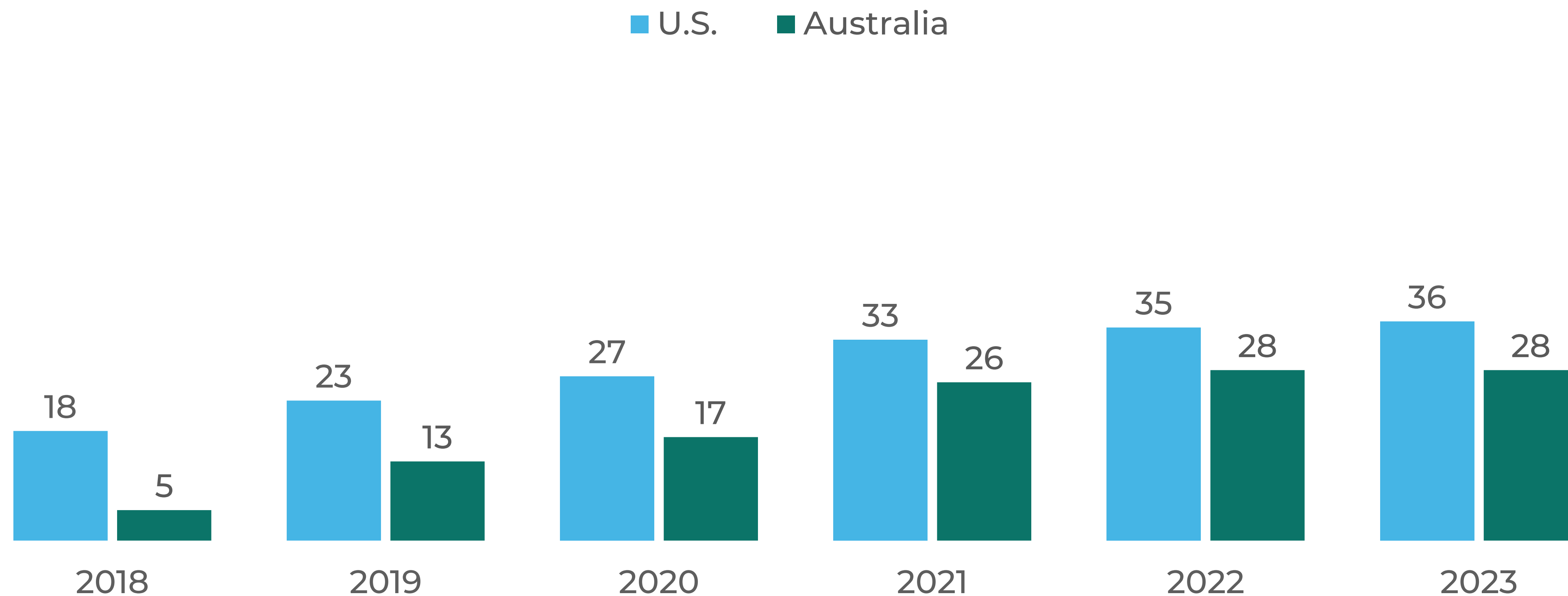
% OWNING A SMART SPEAKER



# Smart Speaker Ownership

POPULATIONS 12+

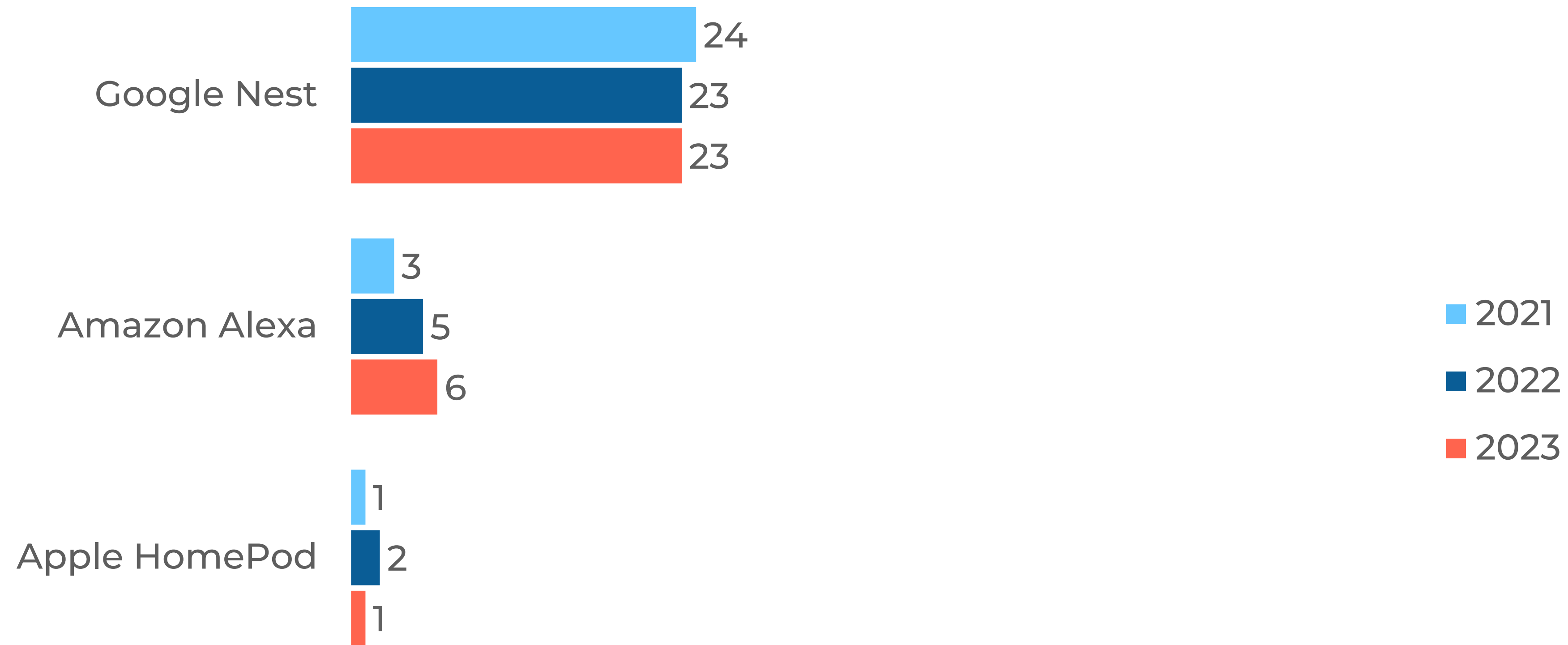
% OWNING A SMART SPEAKER



# Smart Speaker Ownership

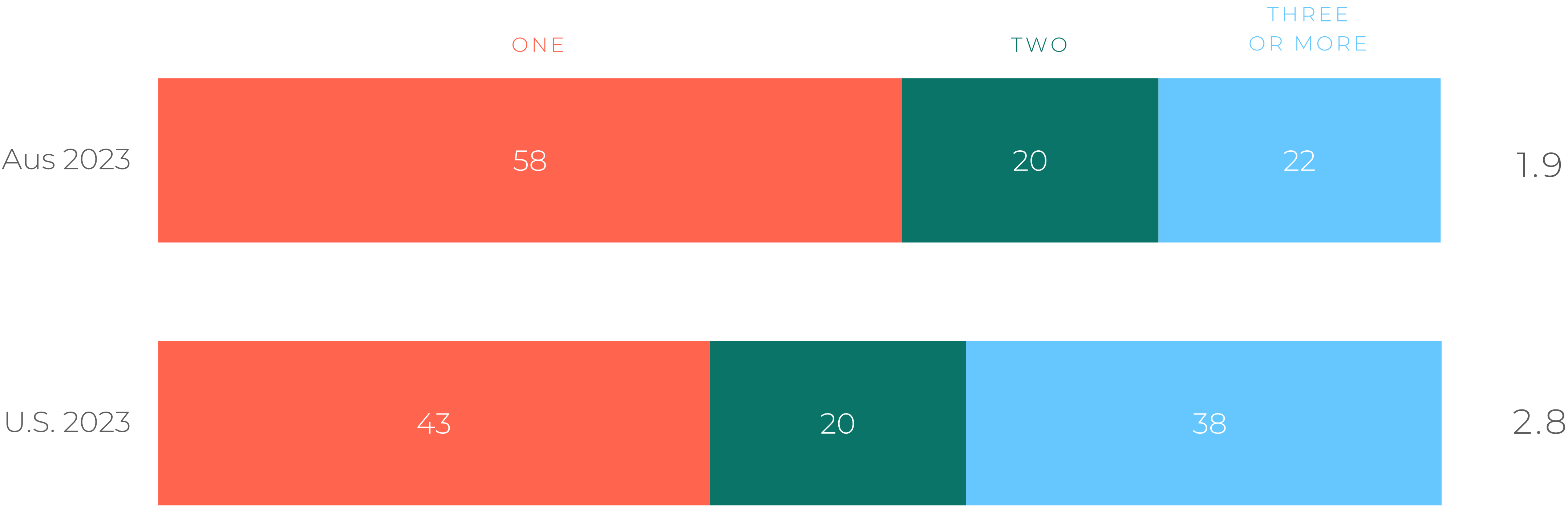
TOTAL AUSTRALIAN POPULATION 12+

% OWNING SMART SPEAKER BRAND



# Number of Smart Speakers in Household

BASE: AGE 12+ WHO OWN A SMART SPEAKER



# ADDENDA