

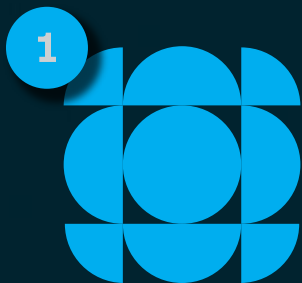
A year in review

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



1
The number of monthly podcast listeners in Australia has increased by 6.8% in the last year



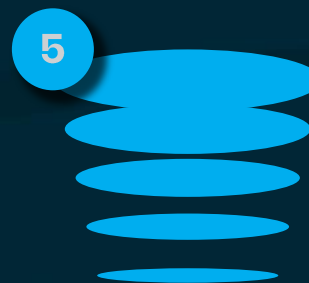
2
The top podcast was ABC News Top Stories



3
The top new podcast debut was Dear Rachelle



4
Podcast listeners are a highly desirable audience for advertisers, as they tend to be younger and more affluent



5
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

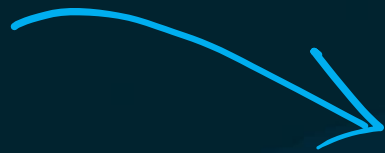
Health & Fitness

Source: Triton Digital Podcast Metrics: Analysis is based on participating publishers measured in the Australian podcast rankers from Jan-Dec 2024 vs Jan-Dec 2025. Numbers will increase as new publishers join. Triton Digital Demos+: Survey data Q1'24 - Q4'25. Sample of 6,000 monthly podcast listeners in Australia - conducted in collaboration with Signal Hill Insights.





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



Average monthly listeners continue to grow



- 2024 -

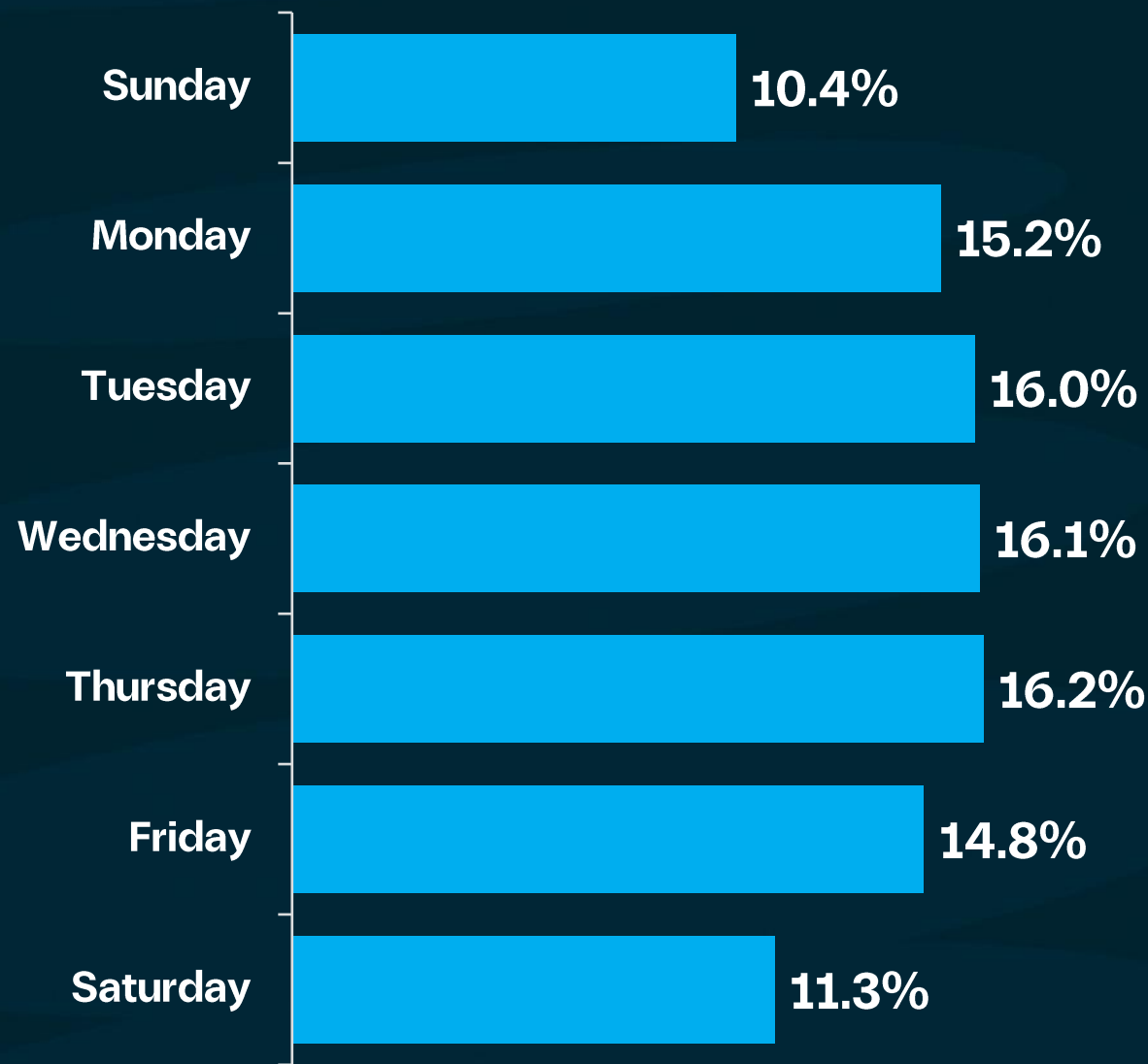
+8.5%

Average monthly listeners compared to 2023

- 2025 -

+6.8%

Average monthly listeners compared to 2024



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:



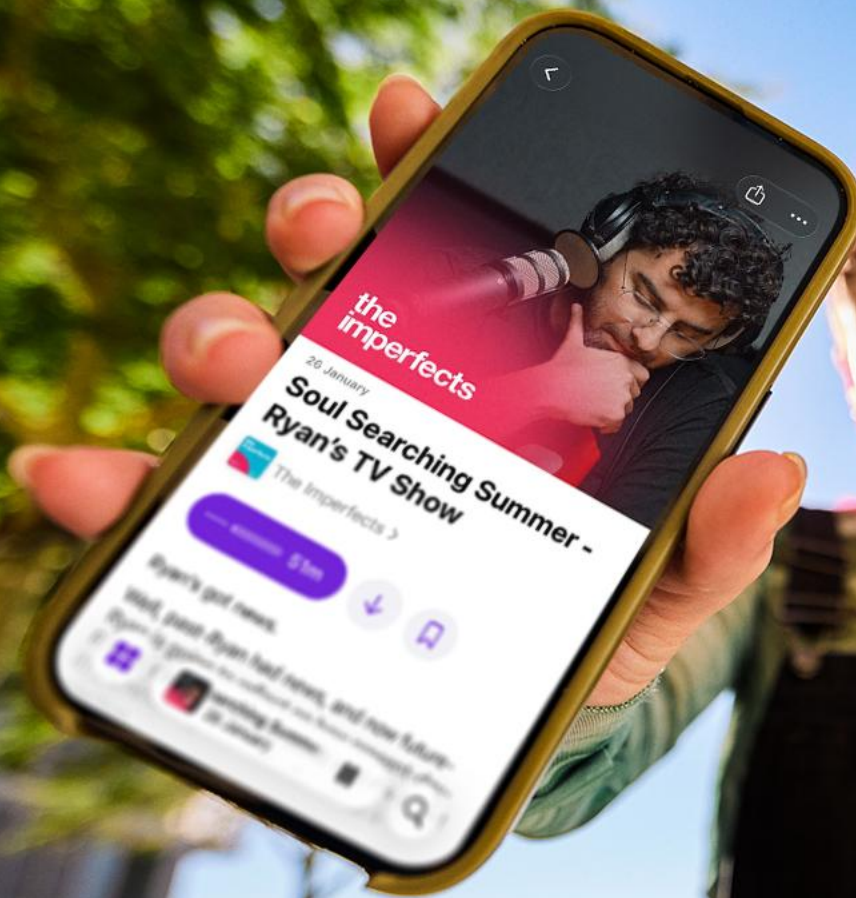
1.5%

Smart Speaker:



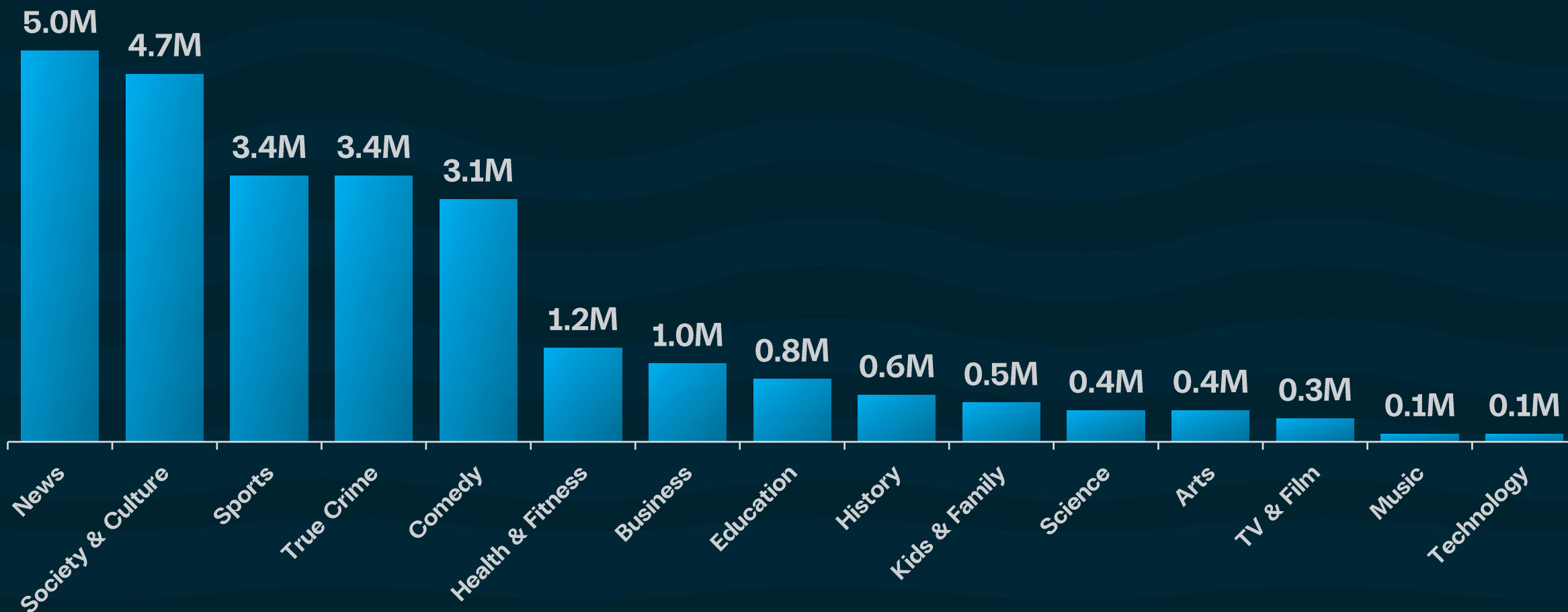
0.7%

% OF LISTENING



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.








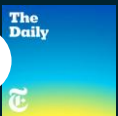








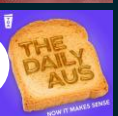



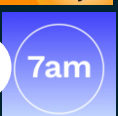
Indexed vs. Monthly podcast age 18+ Australian listener

Society & Culture	43% More likely to be Females 18-24	24% more likely to purchase investment property next year	22% more likely to be a mum	18% more likely to be in painting /sculpting
True Crime	77% More likely to be Females 55-64	35% more likely to be a mum	27% more likely to be a full time parent/caregiver	24% more likely to have a pet at home
News	33% more likely to be golf avid fan	33% more likely to read the newspaper in the past week	29% more likely to be a senior decision maker	23% more likely to sell home next year
Comedy	43% More likely to be adults 18-24	34% more likely to be employed in trades	15% more likely to invest in audio/visual equipment next year	15% more likely to be avid baseball fan
Sports	75% More likely to be avid cricket fan	72% more likely to be Males 45-54	36% more likely to have \$200k+ household income	20% more likely to finance/refinance mortgage next year



AUS Top 20 Podcasts of 2025



- | | | | | | |
|----|---|---------------------------|----|---|-----------------------------------|
| 1 |  | ABC News Top Stories | 11 |  | The Kyle & Jackie O Show |
| 2 |  | Hamish & Andy | 12 |  | It's A Lot with Abbie Chatfield |
| 3 |  | Mamamia Out Loud | 13 |  | The Daily |
| 4 |  | Shameless | 14 |  | Squiz Today |
| 5 |  | Sky News Australia Update | 15 |  | Happy Hour with Lucy & Nikki |
| 6 |  | Conversations | 16 |  | I Catch Killers with Gary Jubelin |
| 7 |  | ABC News Daily | 17 |  | Australian True Crime |
| 8 |  | Life Uncut | 18 |  | The Daily Aus |
| 9 |  | The Imperfects | 19 |  | Full Story |
| 10 |  | The Case Of* | 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 | 11 |  Diagnosing Murder |
| 2 |  NSW News Bulletins | 12 |  Hands Tied |
| 3 |  No One Saw It Coming | 13 |  ASSASSINS with Aslan Pahari |
| 4 |  Stalked | 14 |  Skye & Callum |
| 5 |  Sick to Death | 15 |  Love Island Australia: Officially Unpacked |
| 6 |  The Mushroom Trial: Say Grace | 16 |  The Missing Matter |
| 7 |  Alva Beach: Death At The Door | 17 |  Hotter Than Yesterday |
| 8 |  Hear Me Out | 18 |  The Gangster's Ghost |
| 9 |  MAFS Funny Podcast | 19 |  Wisecrack |
| 10 |  Vain-ish | 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 ABC News Top Stories
Australian Broadcasting Corporation



2 Sky News Australia Update
News Corp Australia



3 ABC News Daily
Australian Broadcasting Corporation



4 The Daily
New York Times



5 Squiz Today
Squiz Media

SOCIETY & CULTURE:



1 Mamamia Out Loud
Mamamia



2 Shameless
Shameless Media



3 Conversations
Australian Broadcasting Corporation



4 Life Uncut
ARN/iHeart



5 It's A Lot with Abbie Chatfield
LISTNR (SCA)

SPORTS:



1 Dan Does Footy
DM Podcasts



2 SEN Breakfast
Sports Entertainment Network (SEN)



3 The Howie Games
LISTNR (SCA)



4 ABC SPORT Daily
Australian Broadcasting Corporation



5 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 Blindside
Australian Broadcasting
Corporation



Radio National
Breakfast
Australian Broadcasting
Corporation



Roy and HG -
Bludging
on the Blindside
Australian Broadcasting
Corporation



AM
Australian Broadcasting
Corporation

\$150k+ HHI:

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 Blindside
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.

