

# Radio's Resilience

94%

Listen to Total Audio

81%

Listen to Total Radio (Broadcast + Streaming)

77%

Watch live free-to-air TV

77%

Use streaming video services

52%

Watch on-demand free-to-air TV

39%

Ad-supported music streaming

% CONSUMING MEDIUM IN LAST WEEK  
BASE: AUSTRALIAN POPULATION 12+



# Ad-Supported Audio: Challenges and Opportunities

Only 33% of Spotify listeners can be reached by ads.

81%

Total Radio

5X MORE AUSTRALIANS ARE LISTENING TO RADIO THAN AD-SUPPORTED SPOTIFY.

27%

Online/  
Live-streamed  
Radio

16%

Ad-supported  
Spotify

4  
Million

6  
Million

18  
Million

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



# Surge in Weekly Online Radio Listening Among Adults 25-54



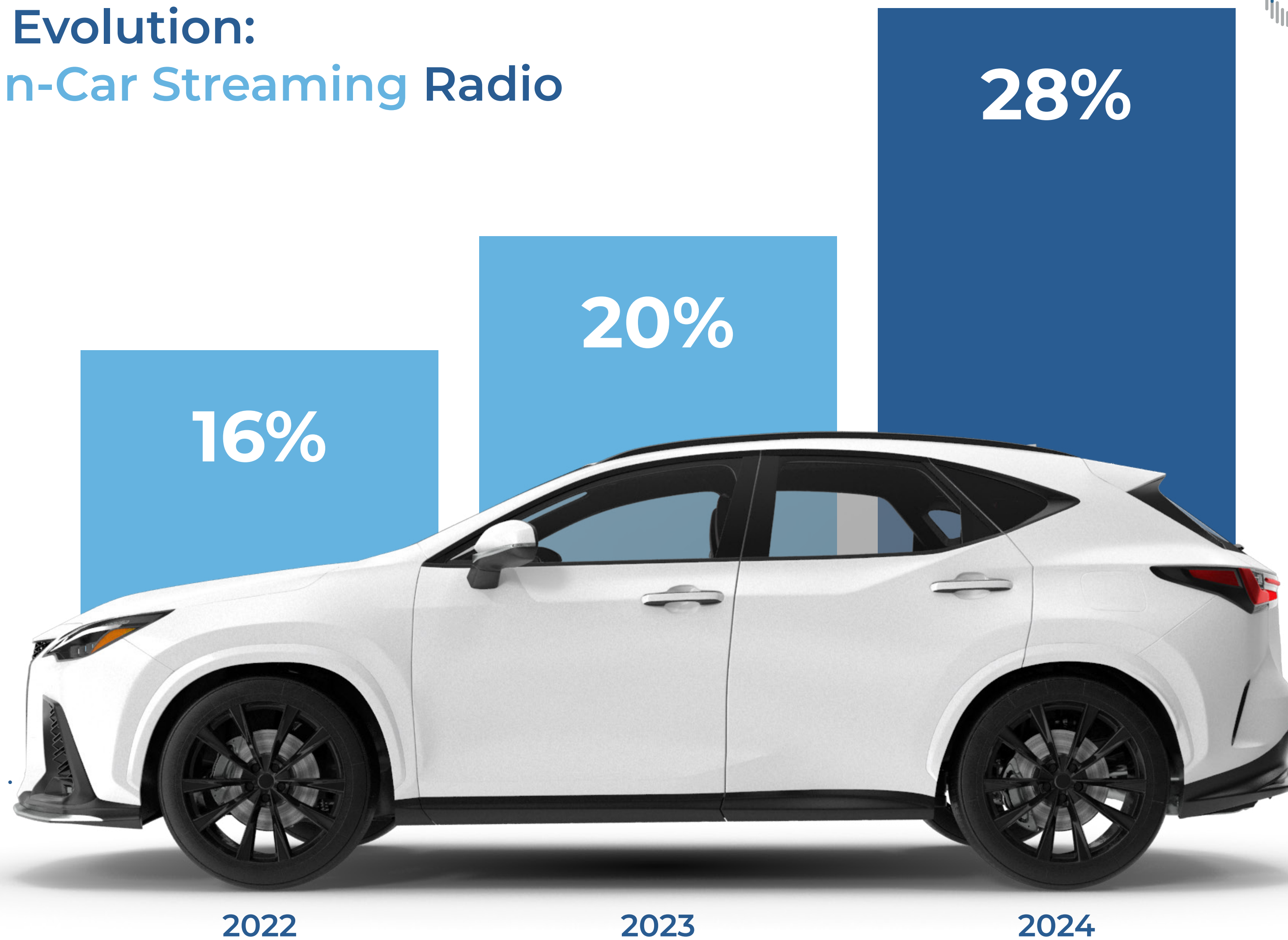
% LISTENED TO AM/FM/DAB+ RADIO ONLINE IN THE LAST WEEK  
BASE: AUSTRALIAN POPULATION 25-54



# Oh, my Pod!



# 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; 82%

# Driving Tunes: The Top Audio Sources in Cars

88%

Total Radio

Music Streaming\*

50%

Podcasts

37%

CDs 30%

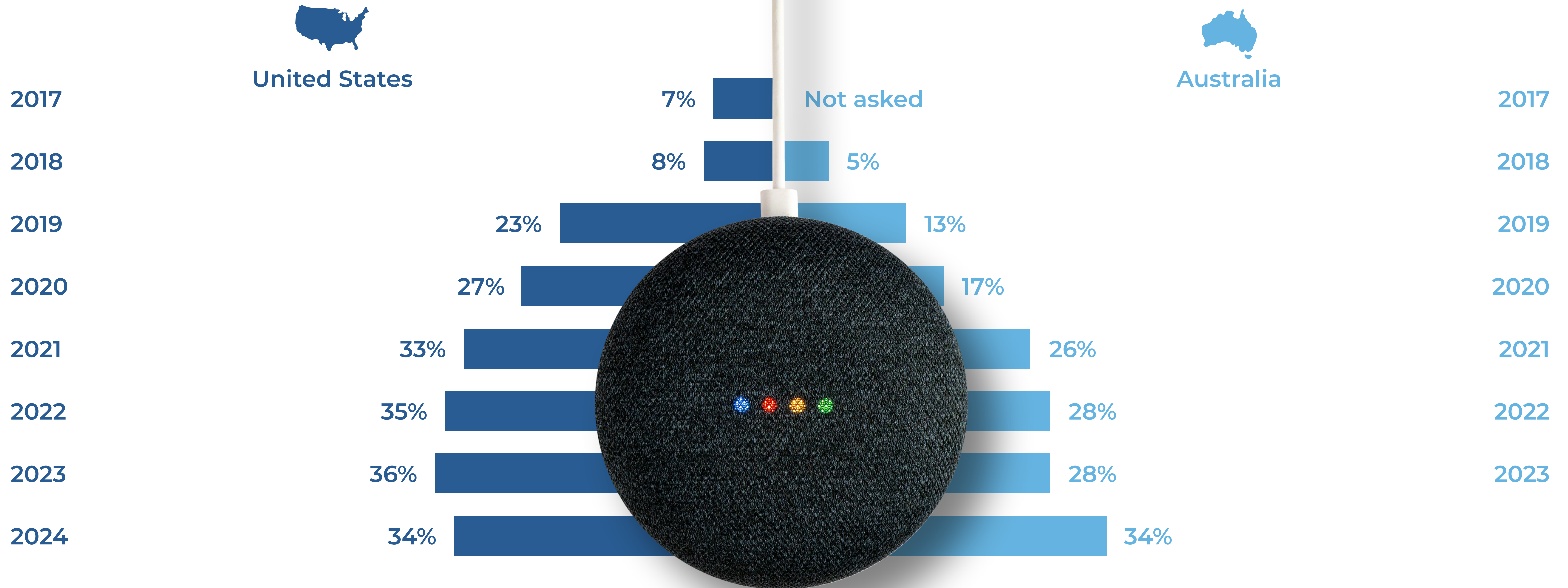
Downloaded Music

18%

% USING AUDIO SOURCE IN CAR  
BASE: AUSTRALIANS AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

\*such as Spotify, YouTube Music, or Apple Music

# Rising Trend: The Growth of Smart Speaker Ownership



% OWNING A SMART SPEAKER  
BASE: POPULATIONS 12+