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Device Ownership

Total Australian Population 12+

% Owning Device

- Smartphone:
  - 2017: 88%
  - 2018: 90%
  - 2019: 89%

- Tablet:
  - 2017: 54%
  - 2018: 51%
  - 2019: 52%

- Internet-connected TV
  - 2017: 48%
  - 2018: 48%
  - 2019: 48%
Smartphone Ownership

Total Australian Population 12+
% Owning a Smartphone

<table>
<thead>
<tr>
<th>Year</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>U.S. 2009</td>
<td>10</td>
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<tr>
<td>U.S. '10</td>
<td>14</td>
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<tr>
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<td>71</td>
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<td>U.S. '16</td>
<td>76</td>
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<tr>
<td>U.S. '17</td>
<td>81</td>
</tr>
<tr>
<td>U.S. '18</td>
<td>83</td>
</tr>
<tr>
<td>U.S. '19</td>
<td>84</td>
</tr>
<tr>
<td>Aus 2019</td>
<td>89</td>
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</tbody>
</table>
Smartphone Ownership

Total Australian Population 12+

% Owning a Smartphone

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S.</th>
<th>Aus</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
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</tr>
<tr>
<td>'19</td>
<td>84</td>
<td></td>
</tr>
</tbody>
</table>

PodcastOne
Smart Speaker Awareness

Total Australian Population 12+
% Aware of Any Smart Speaker Brand

2018: 62
2019: 82
Smart Speaker Awareness

Total Australian Population 12+

% Aware of Smart Speaker Brand

- Google Home: 61% (2018), 77% (2019)
- Amazon Alexa: 28% (2018), 45% (2019)
- Apple HomePod: 24% (2018), 45% (2019)
- Sonos One with Alexa: 19% (2019)
- JBL Link with Google: 10% (2019)
- Harmon/Kardon Invoke: 10% (2019)
Smart Speaker Ownership

Total Australian Population 12+
% Owning a Smart Speaker

- Total 12+: 5% (2018) to 13% (2019)
- Age 12-24: 5% (2018) to 12% (2019)
- Age 25-54: 6% (2018) to 15% (2019)
- Age 55+: 4% (2018) to 9% (2019)
Smart Speaker Ownership

Total Australian Population 12+
% Owning a Smart Speaker

7
U.S. 2017

18
U.S. 2018

23
U.S. 2019

13
Aus 2019
Smart Speaker Ownership

Total Australian Population 12+

% Owning a Smart Speaker Brand

- Amazon Alexa: < 1% (2019)
Number of Smart Speakers in Household

Base: Age 12+ Smart Speaker Owners

<table>
<thead>
<tr>
<th></th>
<th>ONE</th>
<th>TWO</th>
<th>THREE OR MORE</th>
<th>MEAN # OF SMART SPEAKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aus 2019</td>
<td>74</td>
<td>16</td>
<td>10</td>
<td>1.4</td>
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<tr>
<td>U.S. 2019</td>
<td>48</td>
<td>28</td>
<td>24</td>
<td>2.0</td>
</tr>
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</table>
Awareness of Online Audio Streaming Services

Total Australian Population 12+
% Aware of Online Audio Streaming Service

- Spotify: 73% (2017), 77% (2018), 85% (2019)
- Apple Music: 72% (2017), 75% (2018), 83% (2019)
- Amazon Music: 37% (2017), 48% (2018)
- SoundCloud: 42% (2017)
- Tidal: 10% (2017), 10% (2018)
- Deezer: 5%
Awareness of Online Audio Streaming Services

Total Australian Population 12+
% Aware of Online Audio Streaming Service

- Spotify: 85% (Aus 2019), 71% (U.S. 2019)
- Apple Music: 83% (Aus 2019), 73% (U.S. 2019)
- Amazon Music: 48% (Aus 2019), 74% (U.S. 2019)
- Google Play Music: 63% (Aus 2019), 58% (U.S. 2019)
- SoundCloud: 42% (Aus 2019), 44% (U.S. 2019)
- Tidal: 10% (Aus 2019), 15% (U.S. 2019)
- Deezer: 5% (Aus 2019), 6% (U.S. 2019)
Weekly Listening to Online Audio Streaming Services

Total Australian Population 12+
% Listened to Online Audio Streaming Service in Last Week

- SoundCloud: 5 (2019)
- Amazon Music: 1 (2019)

*2017-2018: Google Play All Access
Average Time Spent Listening to Online Audio

Base: Australian 12+ weekly online audio listeners
Hours:minutes in last week
Online audio = listening to AM/FM/dab+ radio stations online and/or listening to streamed audio content available only on the internet
Podcasting Awareness

Total Australian Population 12+

% Aware of Podcasting

- 2017: 72%
- 2018: 78%
- 2019: 83%
Podcasting Awareness

Total Australian Population 12+

% Aware of Podcasting
Podcasting Listening

Total Australian Population 12+

% Ever Listened to a Podcast

- 2017: 29%
- 2018: 29%
- 2019: 30%
Podcasting Listening

Total Population 12+

% Ever Listened to a Podcast

![Chart showing growth in podcast listening from 2006 to 2019 in the U.S. and Australia.](image-url)
Monthly Podcasting Listening

Total Australian Population 12+
% Listened to a Podcast in the Last Month

- 2017: 17%
- 2018: 18%
- 2019: 22%
Monthly Podcasting Listening

Total Population 12+

% Listened to a Podcast in the Last Month
Weekly Podcasting Listening

Total Australian Population 12+

% Listened to a Podcast in the Last Week

- 2017: 10%
- 2018: 13%
- 2019: 15%
Weekly Podcasting Listening

Total Population 12+

% Listened to a Podcast in the Last Week

<table>
<thead>
<tr>
<th>Year</th>
<th>% Listened</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. 2013</td>
<td>7</td>
</tr>
<tr>
<td>U.S. '14</td>
<td>8</td>
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<tr>
<td>U.S. '15</td>
<td>10</td>
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<td>U.S. '16</td>
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<tr>
<td>U.S. 2019</td>
<td>22</td>
</tr>
<tr>
<td>Aus 2019</td>
<td>15</td>
</tr>
</tbody>
</table>
Number of Podcasts Listened to in Last Week

Base: Australian 12+ and Listened to podcast in last week; 15%

Australian weekly podcast listeners averaged SIX PODCASTS In the last week
Device Used Most Often to Listen to Podcasts

Base: Australians 12+ and Ever Listened to a podcast; 30%

<table>
<thead>
<tr>
<th>Year</th>
<th>Computer</th>
<th>Smartphone/Tablet/Portable Device</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>36</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>20</td>
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</tr>
<tr>
<td>2019</td>
<td>19</td>
<td>75</td>
<td>4</td>
</tr>
</tbody>
</table>
Podcast Listening Locations

Base: Australian 12+ and Ever Listened to a podcast; 30%

% Listened to a podcast in location

- At home: 82%
- In a car/truck: 43%
- While walking around/on foot: 18%
- At work: 13%
- While riding public transportation: 12%
- At a gym/while working out: 7%
Locations Where Podcasts are Listened to Most Often

Base: Australian 12+ and ever listened to a podcast; 30%

- At home: 62%
- In a car/truck: 22%
- At work: 7%
- Other location: 9%
Amount of Podcast Episode Listened to

Base: Australian 12+ and ever listened to a podcast; 30%

“Think about the audio podcast episodes you listen to. Do you typically listen to...?”

- The entire podcast: 54%
- Most of the podcast: 35%
- Less than half the podcast: 9%
- Don't Know: 2%
Percent of Podcasts Downloaded and Listened to

Base: Australian 12+ and EVER DOWNLOAD PODCASTS TO LISTEN LATER; 15%

“What percent of all the podcasts you download, out of 100 percent, would you say you typically listen to?”
Triton Digital® is the global technology and services leader to the digital audio and podcast industry. Operating in more than 40 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading streaming measurement service. With unparalleled integrity, excellence, teamwork, and accountability, Triton remains committed to connecting audio, audience, and advertisers to continuously fuel the growth of the global online industry. Triton Digital is a wholly owned subsidiary of The E.W. Scripps Company (NASDAQ: SSP). For more information, visit www.TritonDigital.com.
Thank You

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