



**TRITON™**  
DIGITAL

# Australia Audio Data Kit

2019 Audience Insights & Trends



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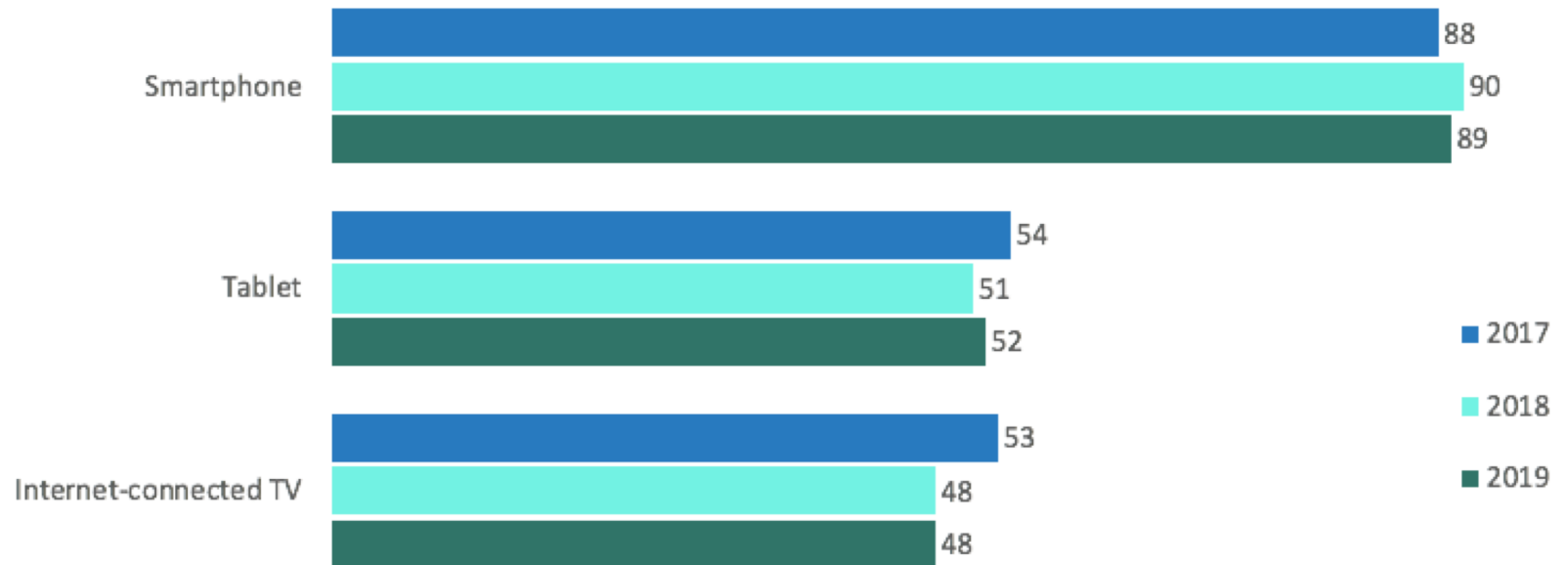
# Media & Technologies

Device Ownership & Awareness

# Device Ownership

Total Australian Population 12+

% Owning Device

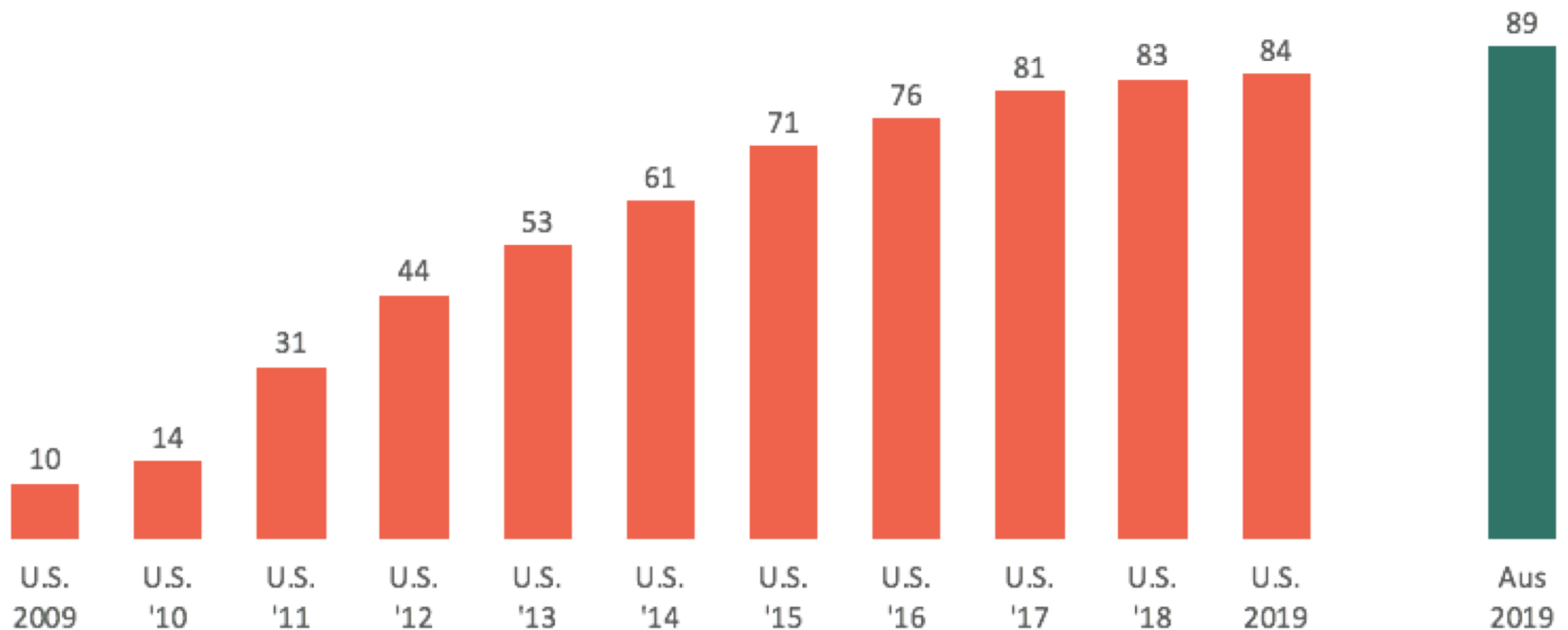




# Smartphone Ownership

Total Australian Population 12+

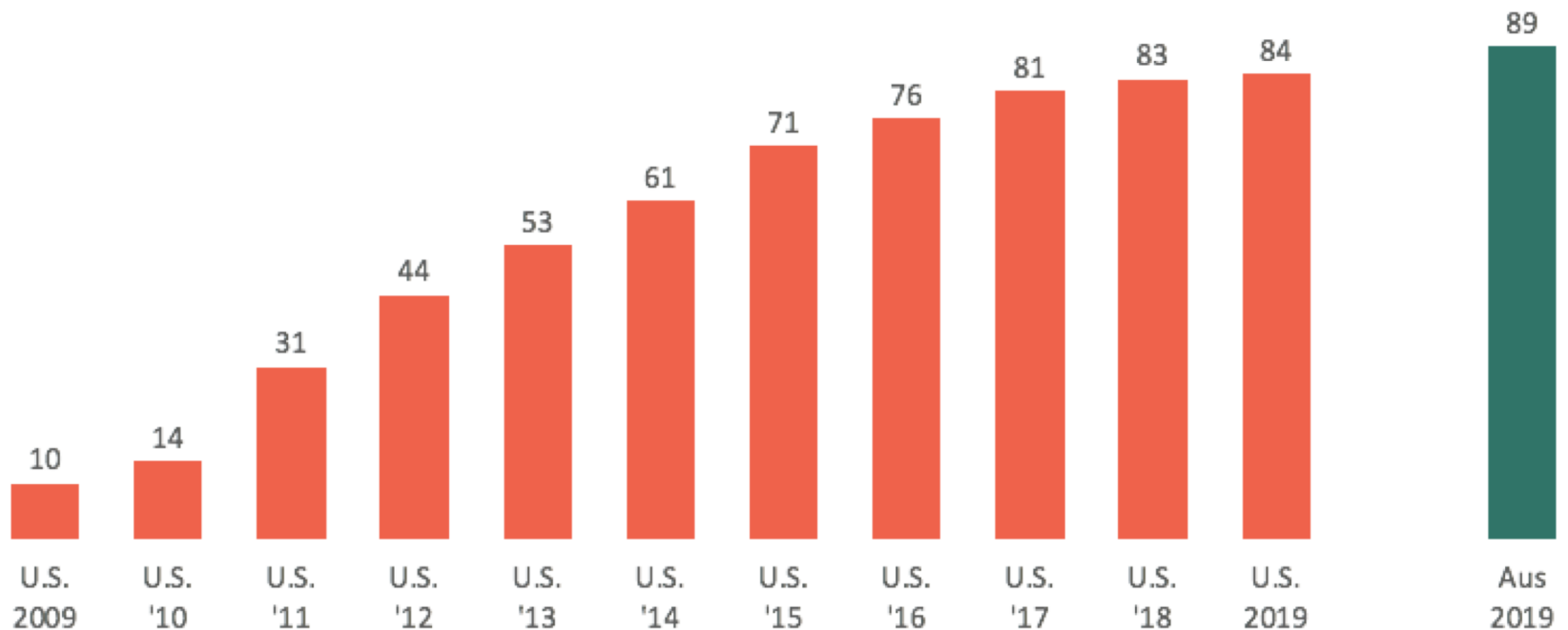
% Owning a Smartphone



# Smartphone Ownership

Total Australian Population 12+

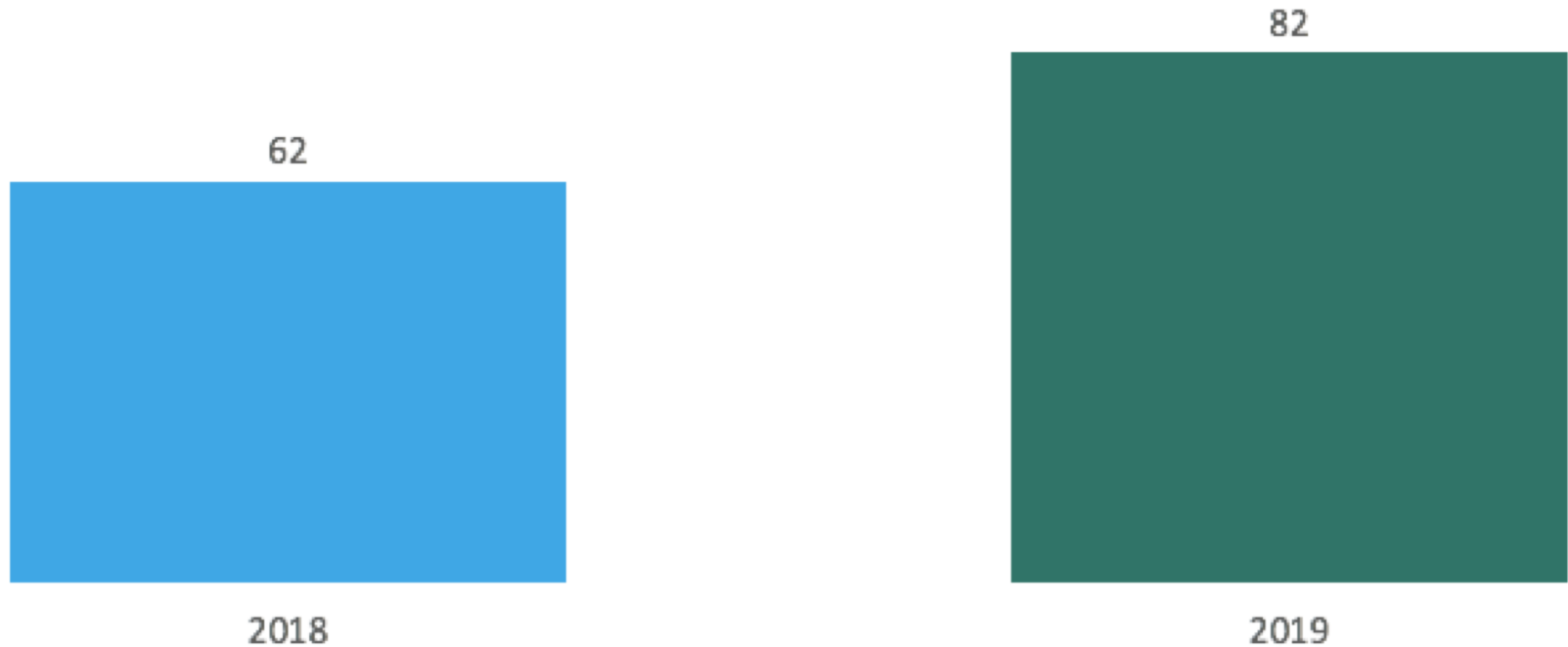
% Owning a Smartphone



# Smart Speaker Awareness

Total Australian Population 12+

% Aware of Any Smart Speaker Brand

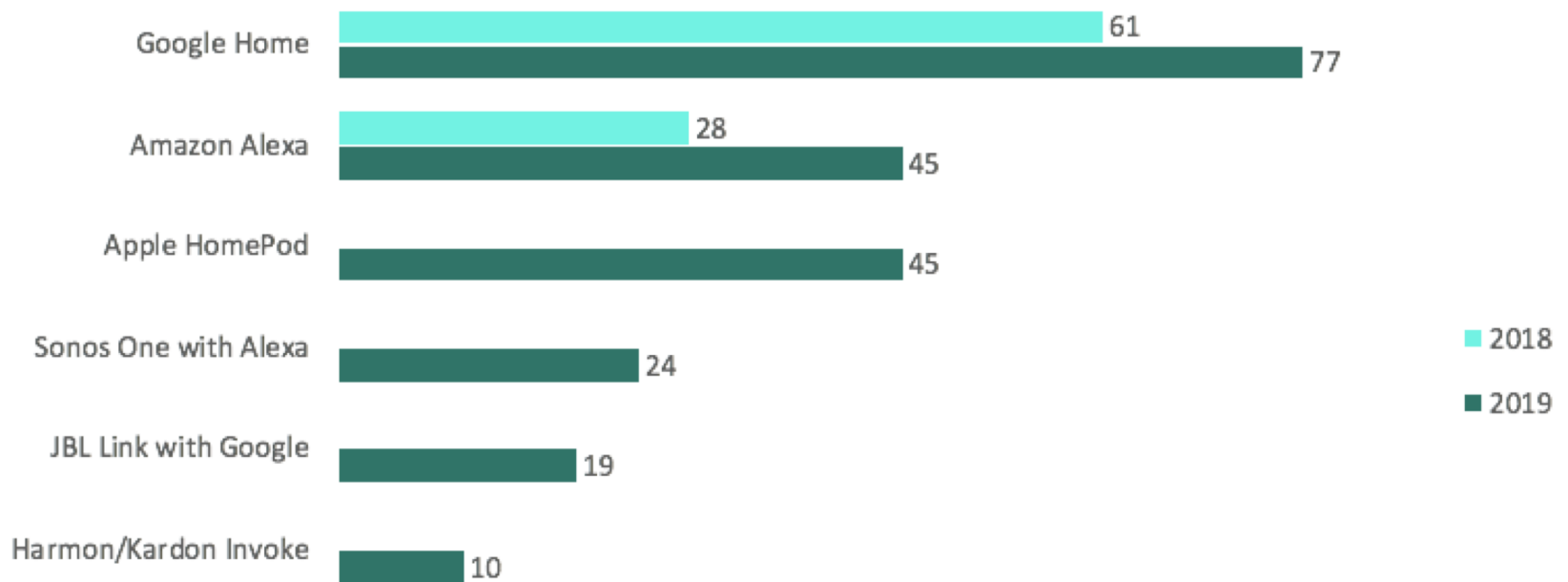




# Smart Speaker Awareness

Total Australian Population 12+

% Aware of Smart Speaker Brand

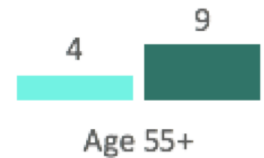
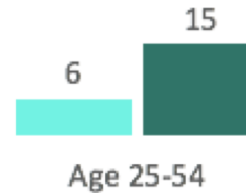
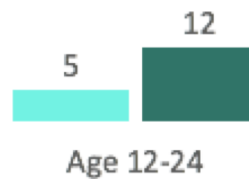
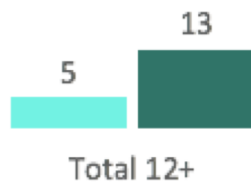


# Smart Speaker Ownership

Total Australian Population 12+

% Owning a Smart Speaker

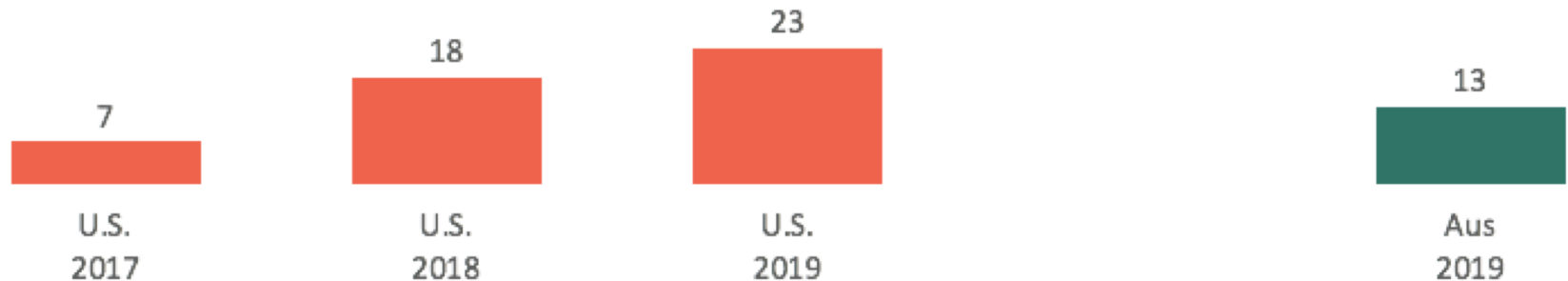
■ 2018 ■ 2019



# Smart Speaker Ownership

Total Australian Population 12+

% Owning a Smart Speaker





# Smart Speaker Ownership

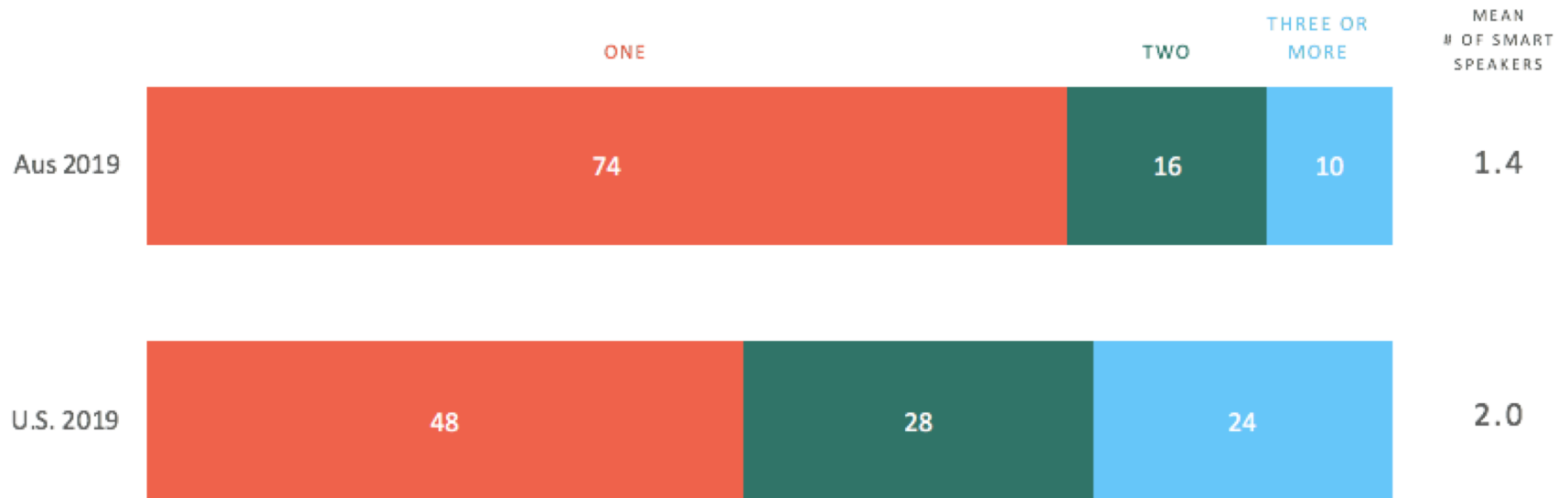
Total Australian Population 12+

% Owning a Smart Speaker Brand



# Number of Smart Speakers in Household

Base: Age 12+ Smart Speaker Owners



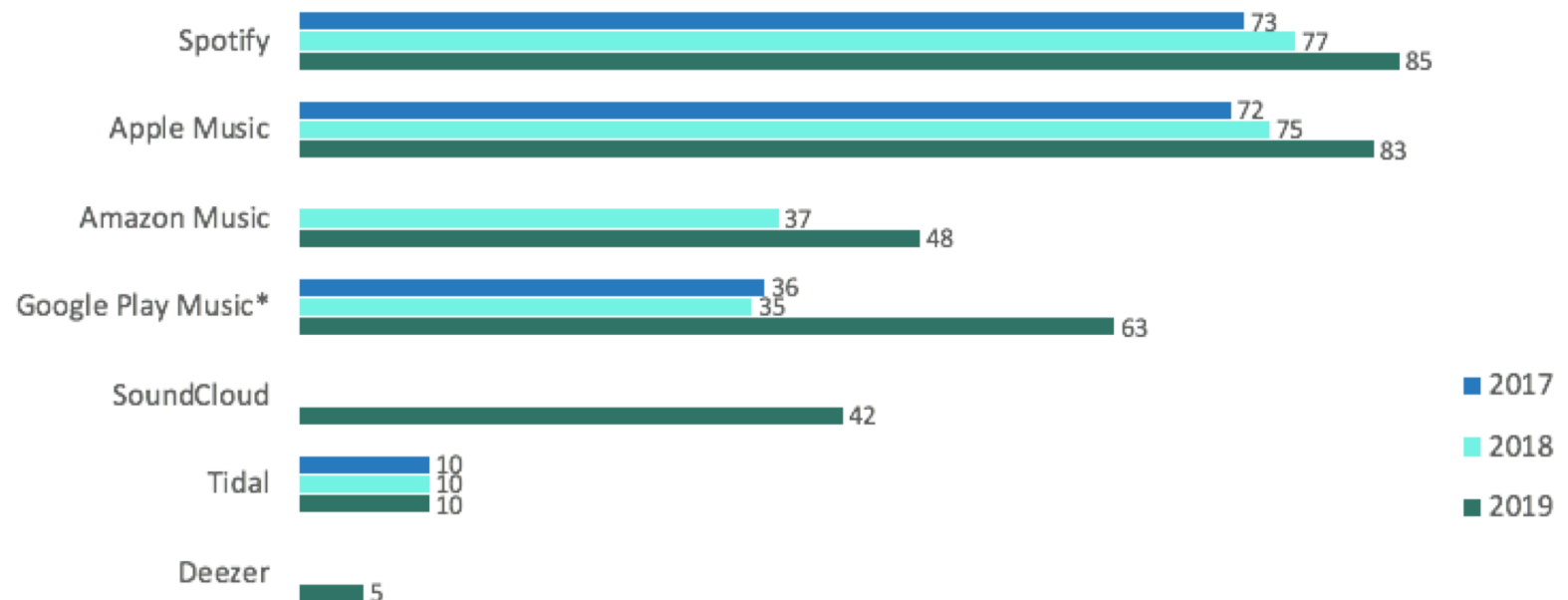
# Online Audio

Listening Trends & Brands



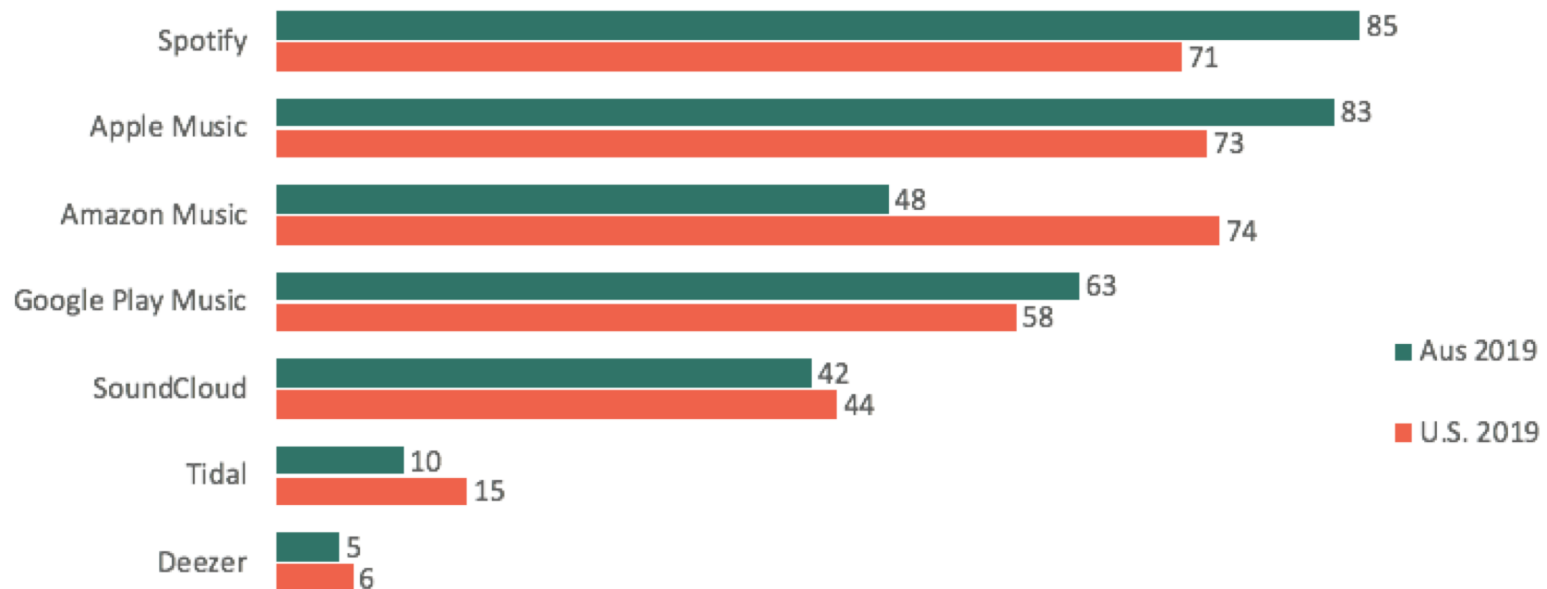
# Awareness of Online Audio Streaming Services

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



# Awareness of Online Audio Streaming Services

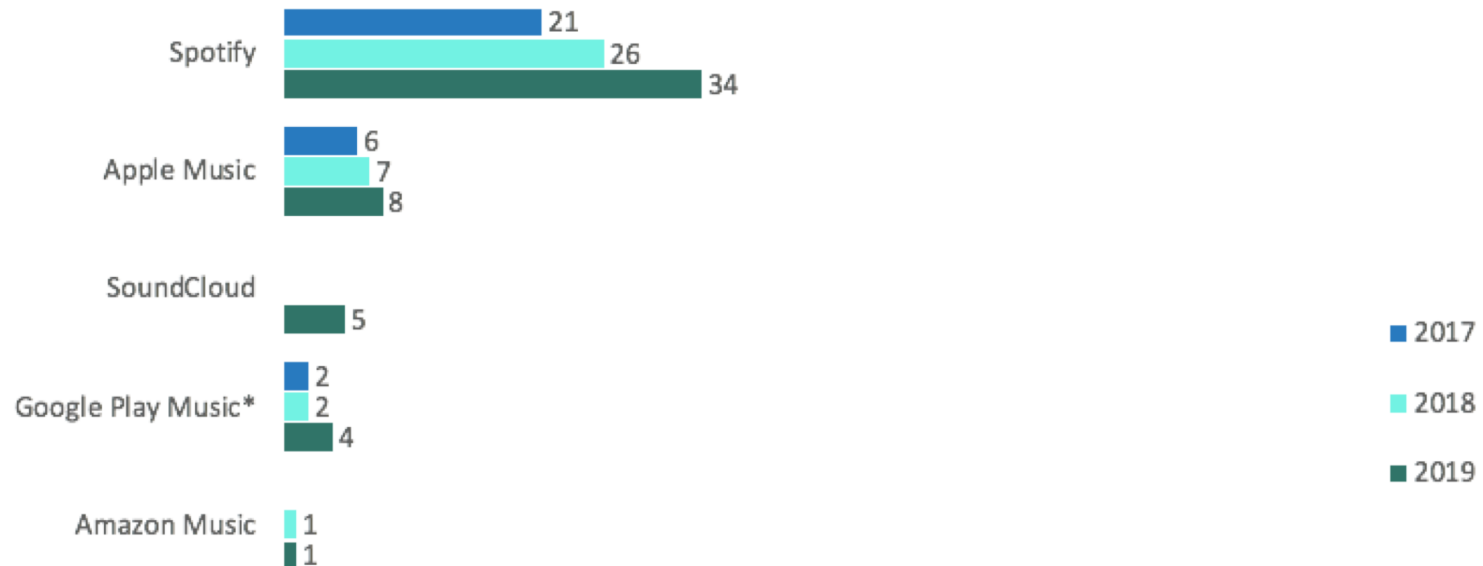
Total Australian Population 12+  
% Aware of Online Audio Streaming Service



# Weekly Listening to Online Audio Streaming Services

Total Australian Population 12+

% Listened to Online Audio Streaming Service in Last Week



\*2017-2018: Google Play All Access

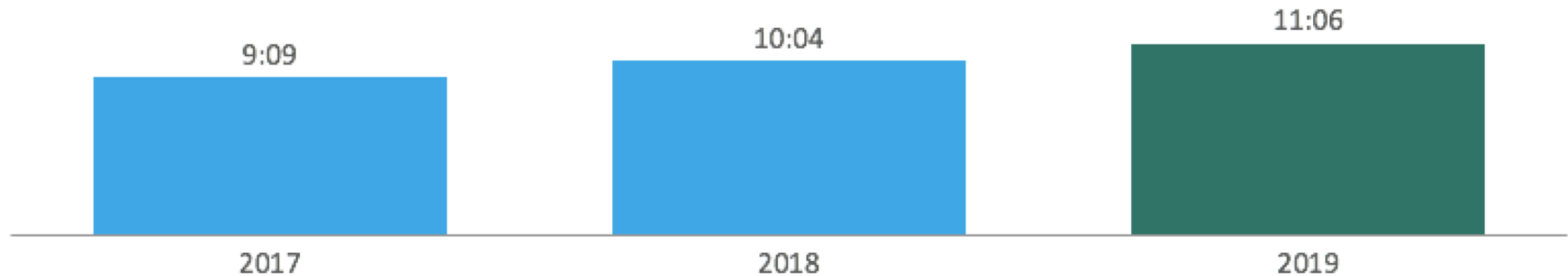


# Average Time Spent Listening to Online Audio

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





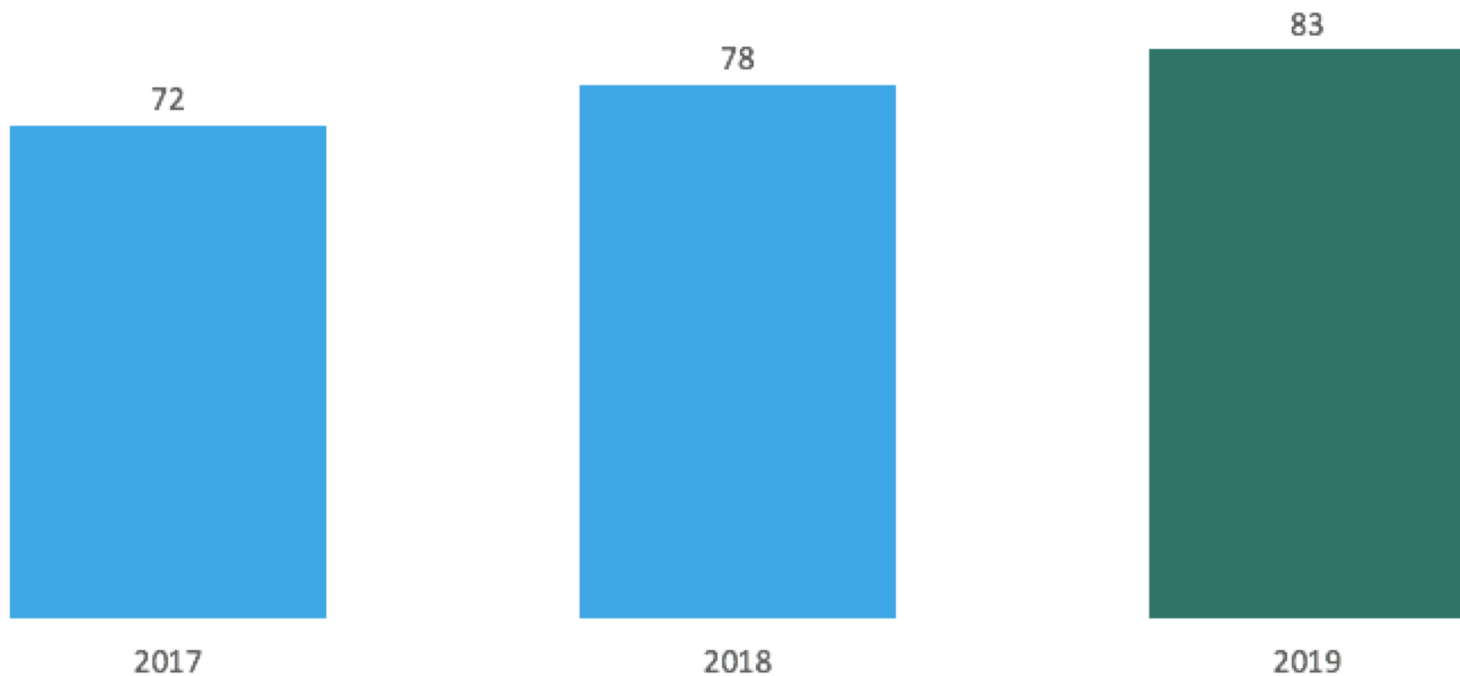
# Podcasting

● Consumption & Listening Trends

# Podcasting Awareness

Total Australian Population 12+

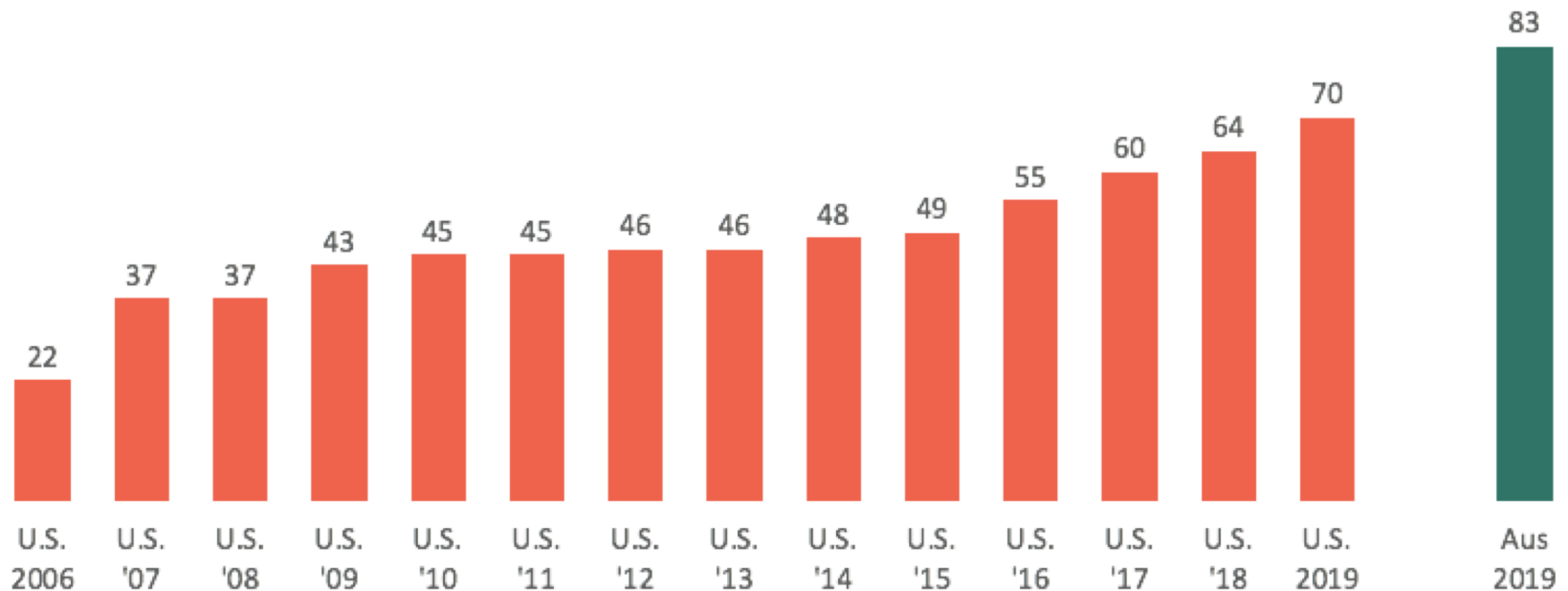
% Aware of Podcasting



# Podcasting Awareness

Total Australian Population 12+

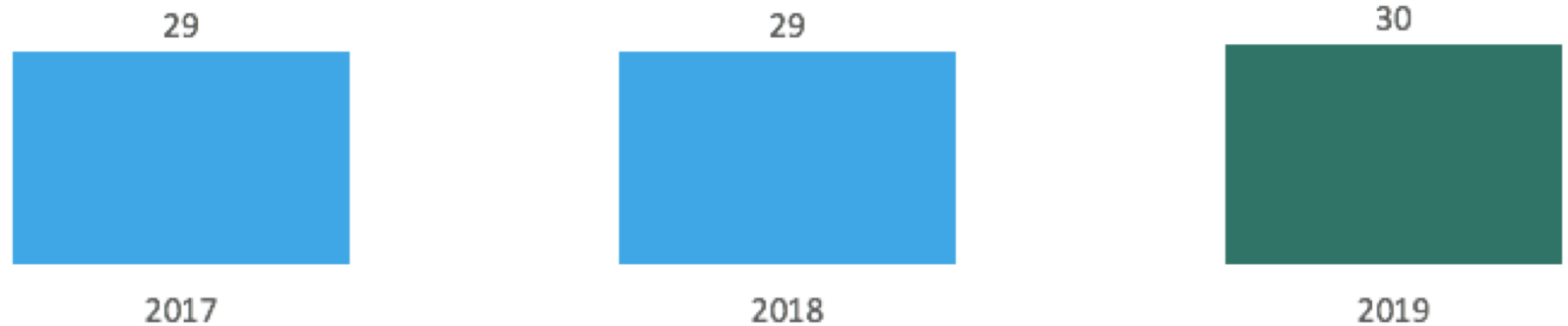
% Aware of Podcasting



# Podcasting Listening

Total Australian Population 12+

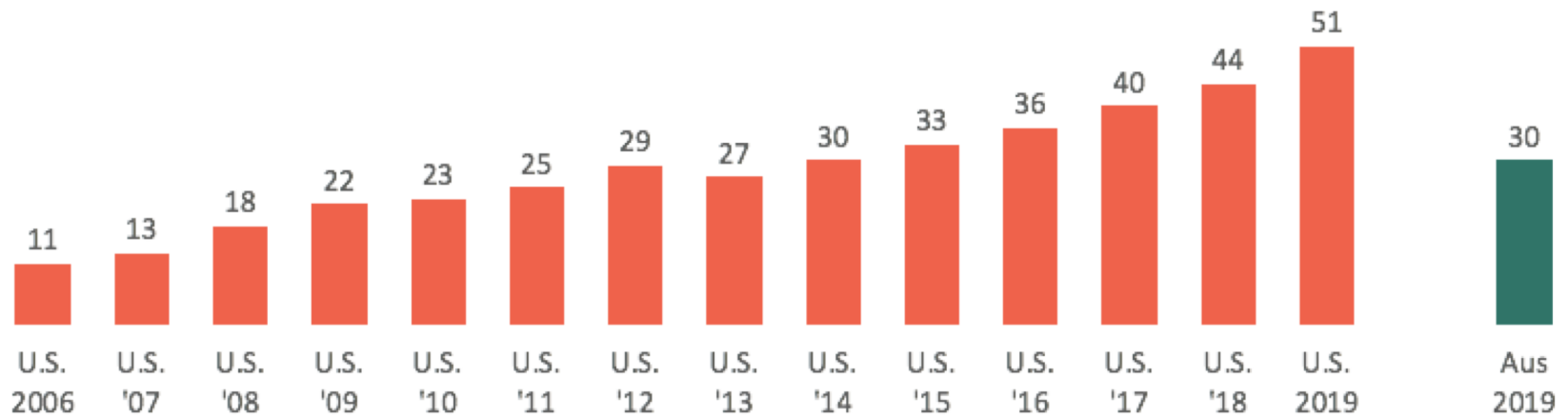
% Ever Listened to a Podcast



# Podcasting Listening

Total Population 12+

% Ever Listened to a Podcast

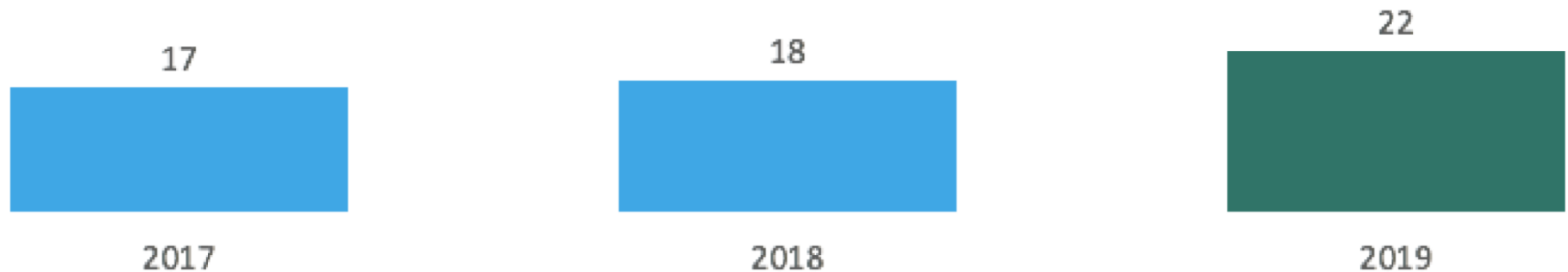




# Monthly Podcasting Listening

Total Australian Population 12+

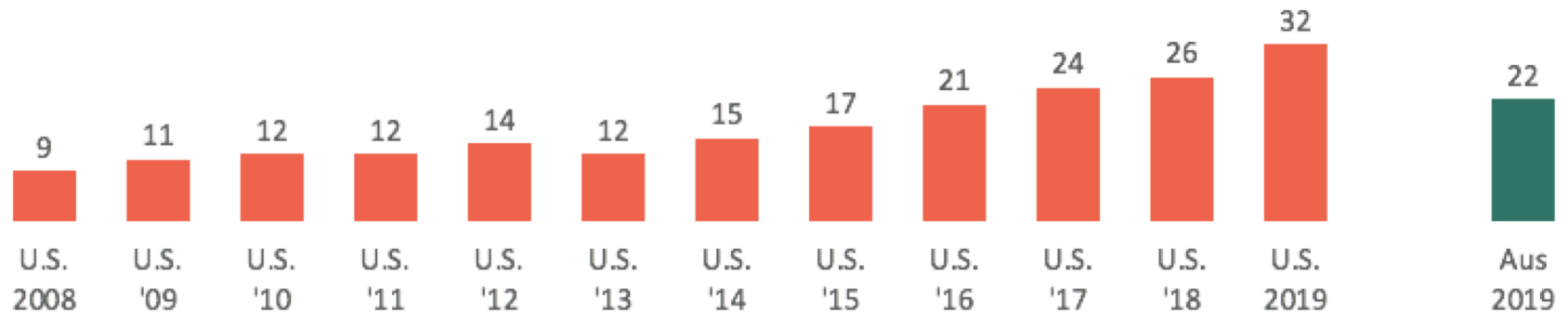
% Listened to a Podcast in the Last Month



# Monthly Podcasting Listening

Total Population 12+

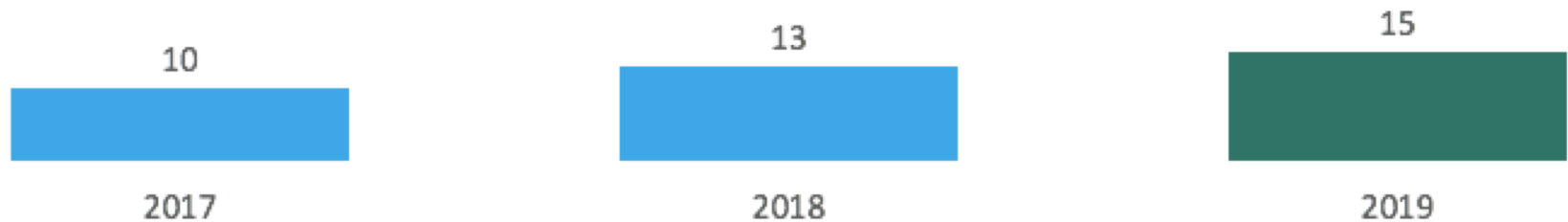
% Listened to a Podcast in the Last Month



# Weekly Podcasting Listening

Total Australian Population 12+

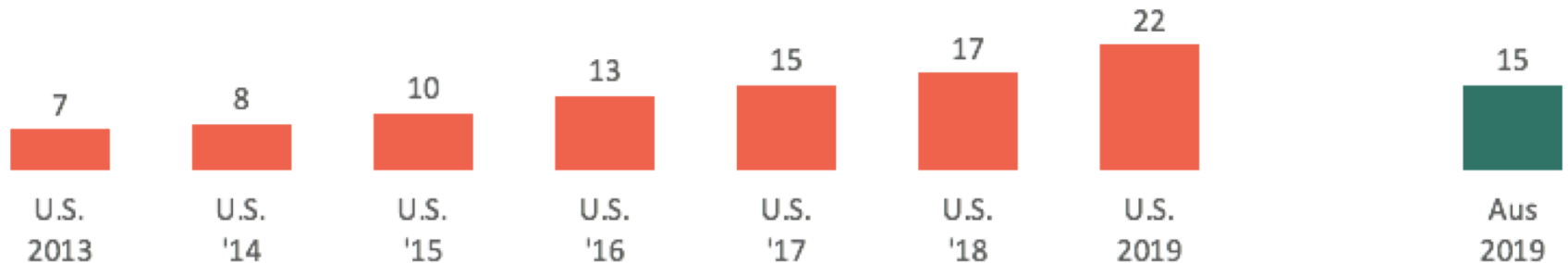
% Listened to a Podcast in the Last Week



# Weekly Podcasting Listening

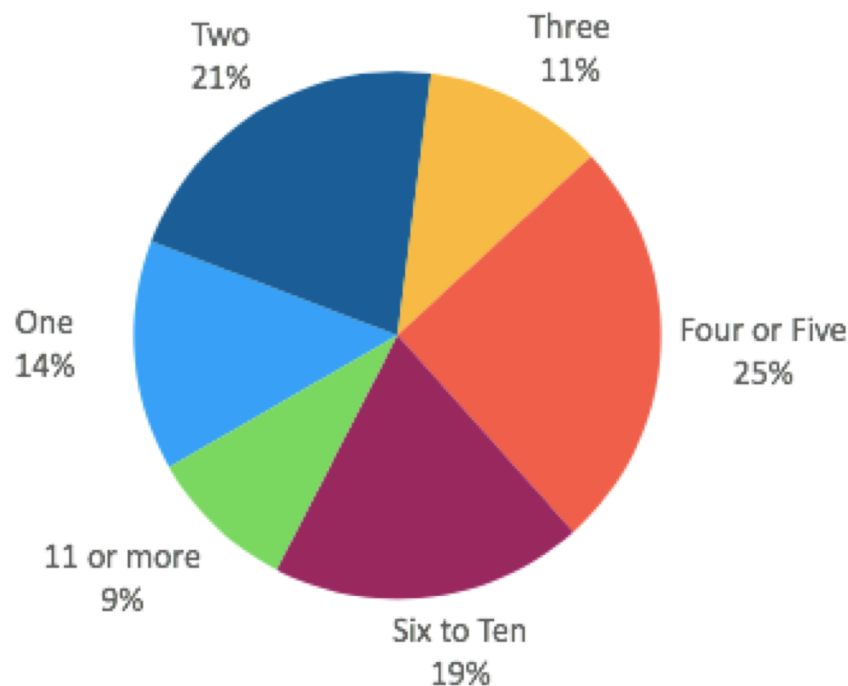
Total Population 12+

% Listened to a Podcast in the Last Week



# Number of Podcasts Listened to in Last Week

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



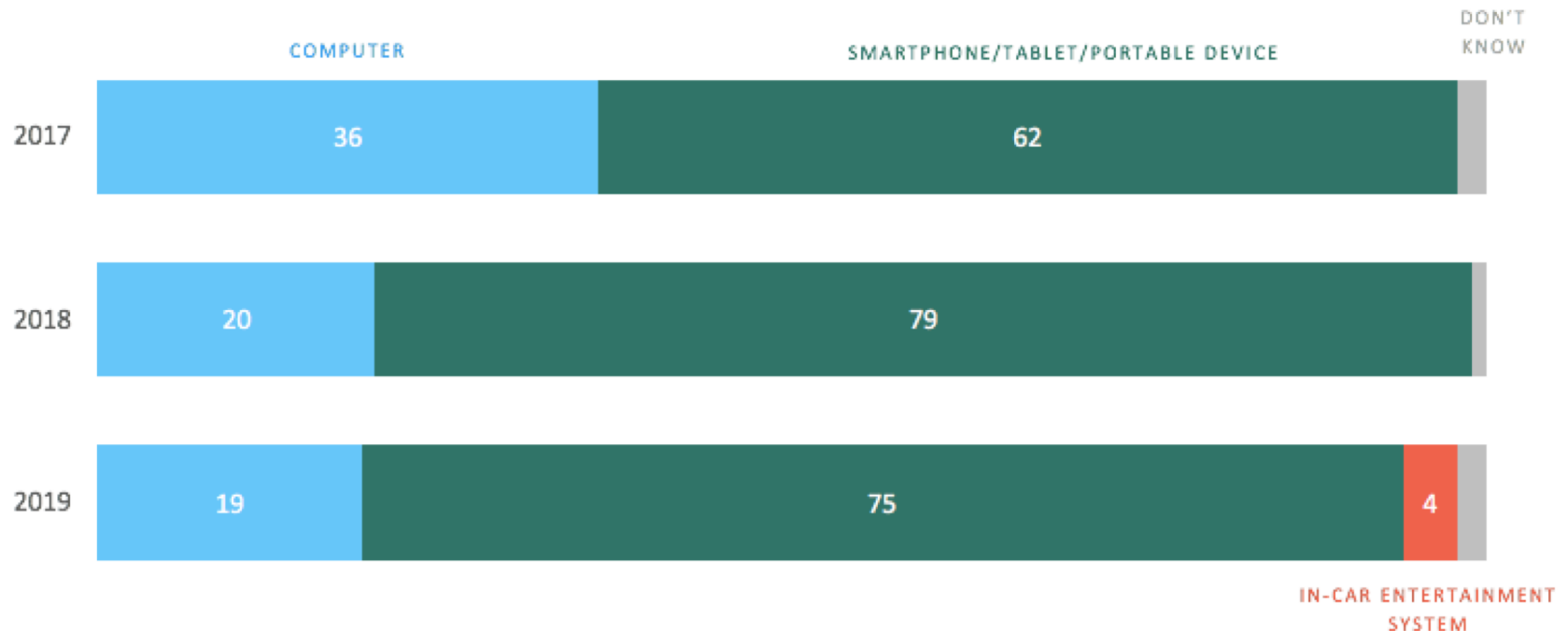
Australian weekly podcast listeners averaged

## SIX PODCASTS

In the last week

# Device Used Most Often to Listen to Podcasts

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

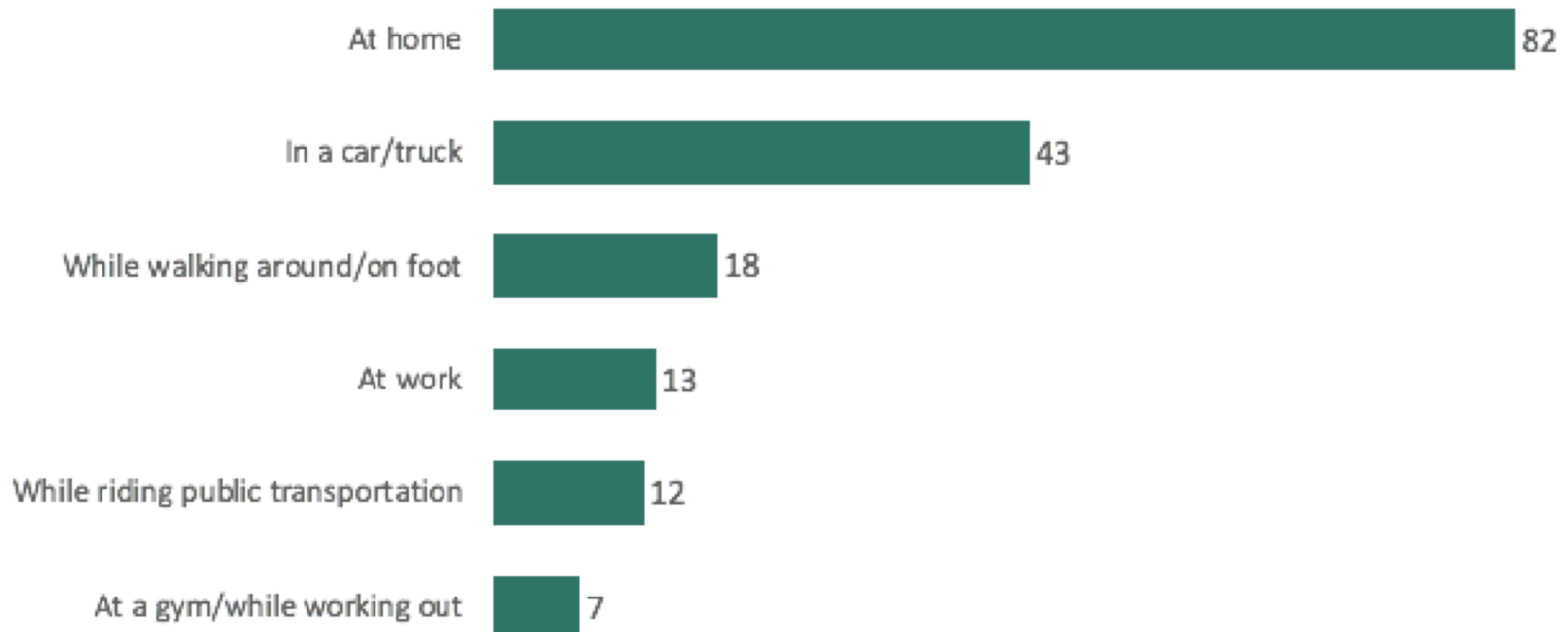




# Podcast Listening Locations

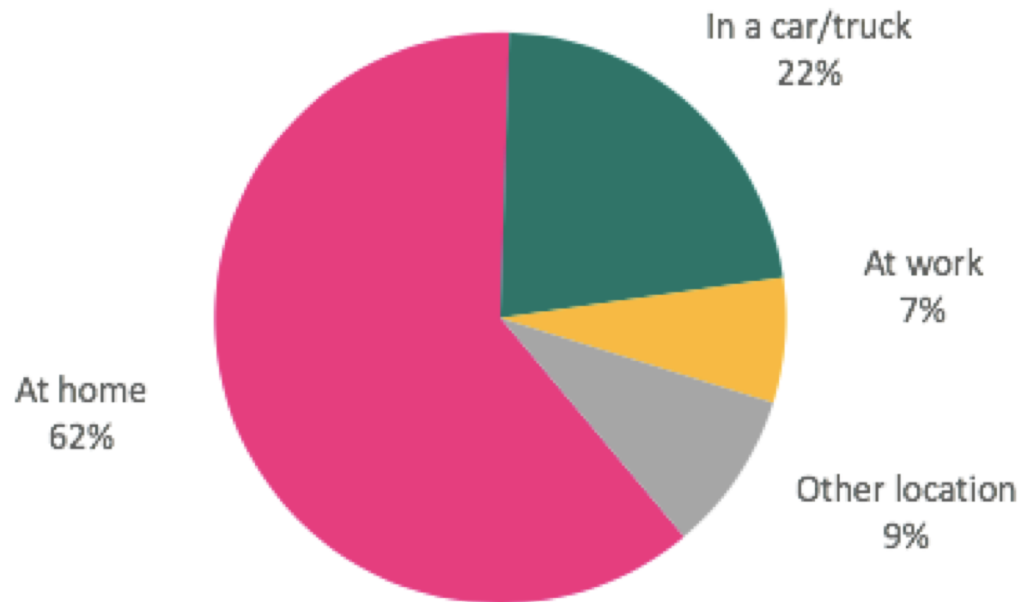
Base: Australian 12+ and Ever Listened to a podcast; 30%

% Listened to a podcast in location



# Locations Where Podcasts are Listened to Most Often

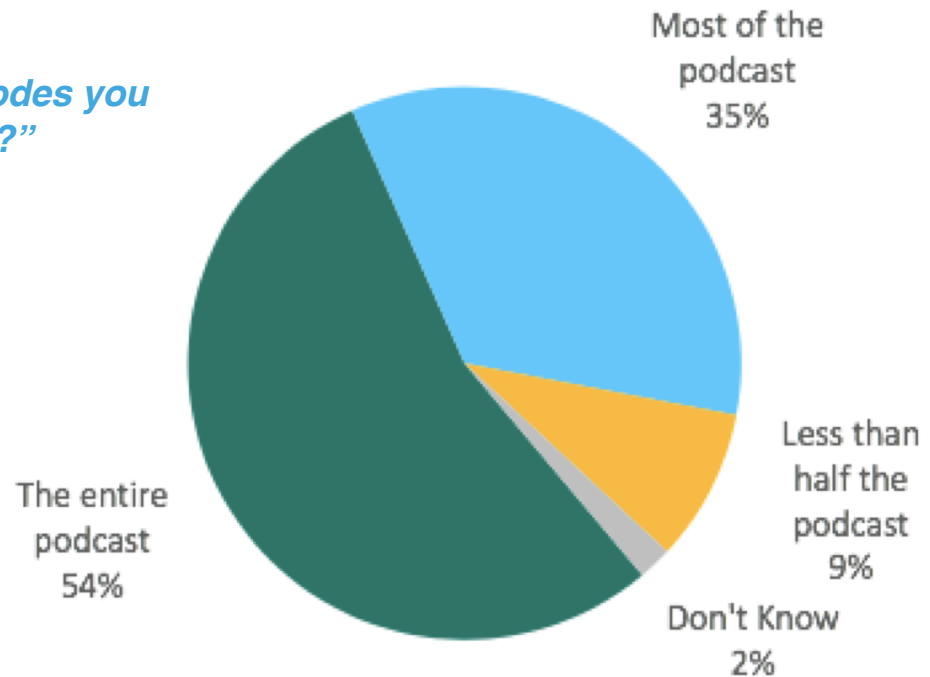
Base: Australian 12+ and ever listened to a podcast; 30%



# Amount of Podcast Episode Listened to

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

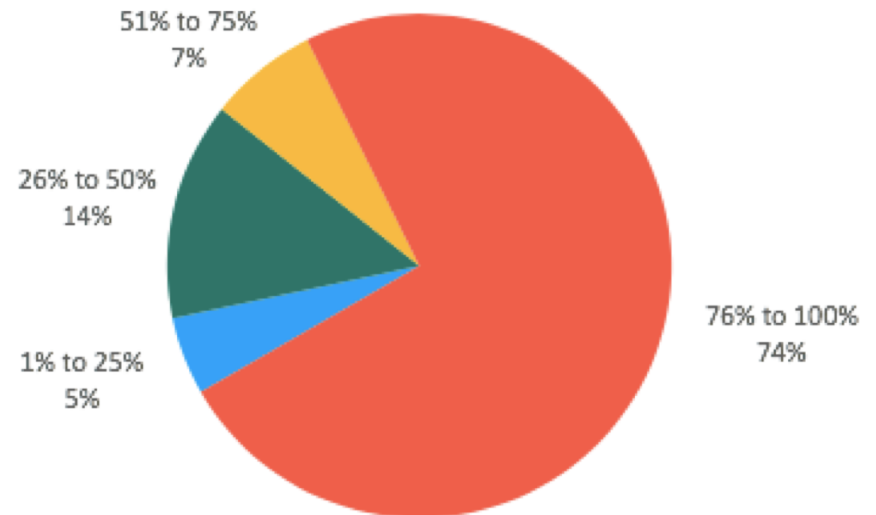
*“Think about the audio podcast episodes you listen to. Do you typically listen to...?”*



# 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?”*



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# About Triton Digital





# Thank You

[Solutions@TritonDigital.com](mailto:Solutions@TritonDigital.com)  
[www.TritonDigital.com](http://www.TritonDigital.com)

