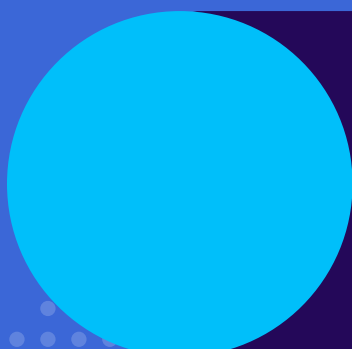




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D I G I T A L



CANADIAN **PODCAST REPORT**



2025

A YEAR IN REVIEW

podcast listening **landscape & trends**

Introduction

Podcasting has established itself as a dynamic platform for storytelling, conversations, news, and entertainment. With a steadily growing listener base and an expanding range of content across various formats, the podcast ecosystem continues to thrive.

Triton Digital is excited to present its third annual Canadian Podcast Report, covering the period from April 2024 to March 2025. This comprehensive report offers an in-depth look at the Canadian podcast landscape, complementing our monthly ranking reports available at TritonRankers.com. It provides valuable insights into listening habits, popular content genres, audience demographics, and other key aspects. Our analysis includes shows and podcast networks measured using Triton's IAB Tech Lab-certified Podcast Metrics service, which aggregates server log data from Triton's Omny Studio platform and other leading industry hosts.

Additionally, the report incorporates findings from the Canadian Podcast Listener study by Signal Hill Insights, supported by Ulster Media. The report segments performance into categories such as Top Overall, Top Canadian-Made English, and Top Canadian-Made French podcasts, reflecting the rich diversity of the Canadian audio market.

As we move into the latter half of 2025, Triton Digital remains committed to deepening our collaboration with the podcast community. Our goal is to continuously enhance the quality and relevance of our insights, supporting creators, advertisers, and listeners alike in driving innovation and growth within Canada's vibrant podcasting ecosystem. Together, we look forward to shaping the future of Canadian podcasting through data-driven strategies and shared success.

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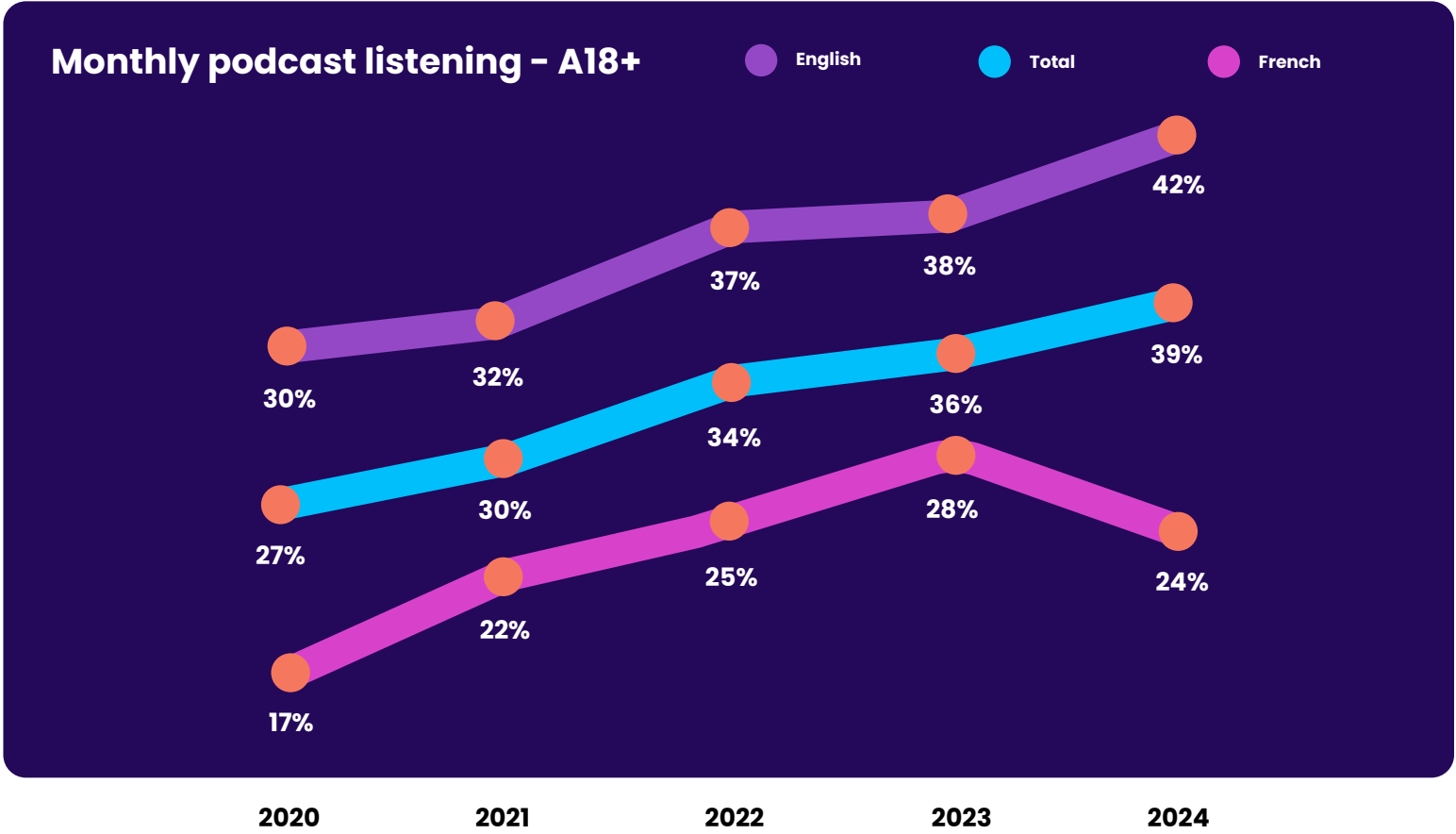
CANADIAN PODCAST LISTENING LANDSCAPE

How Canadians listen to podcasts:
trends and **behaviours**

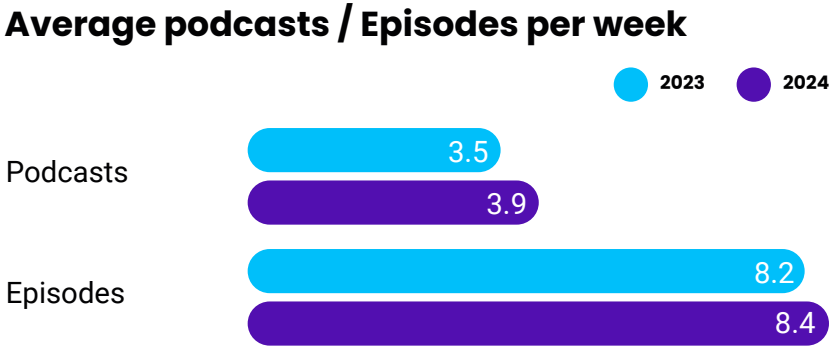


Podcast listening on the rise in Canada

New insights into audience growth and listening habits. Podcast listening is up, led by Anglophones, with a 4 point increase since 2023.



Weekly podcast and episode consumption has seen a slight increase compared to 2023, driven by increased listening among Francophone audiences.

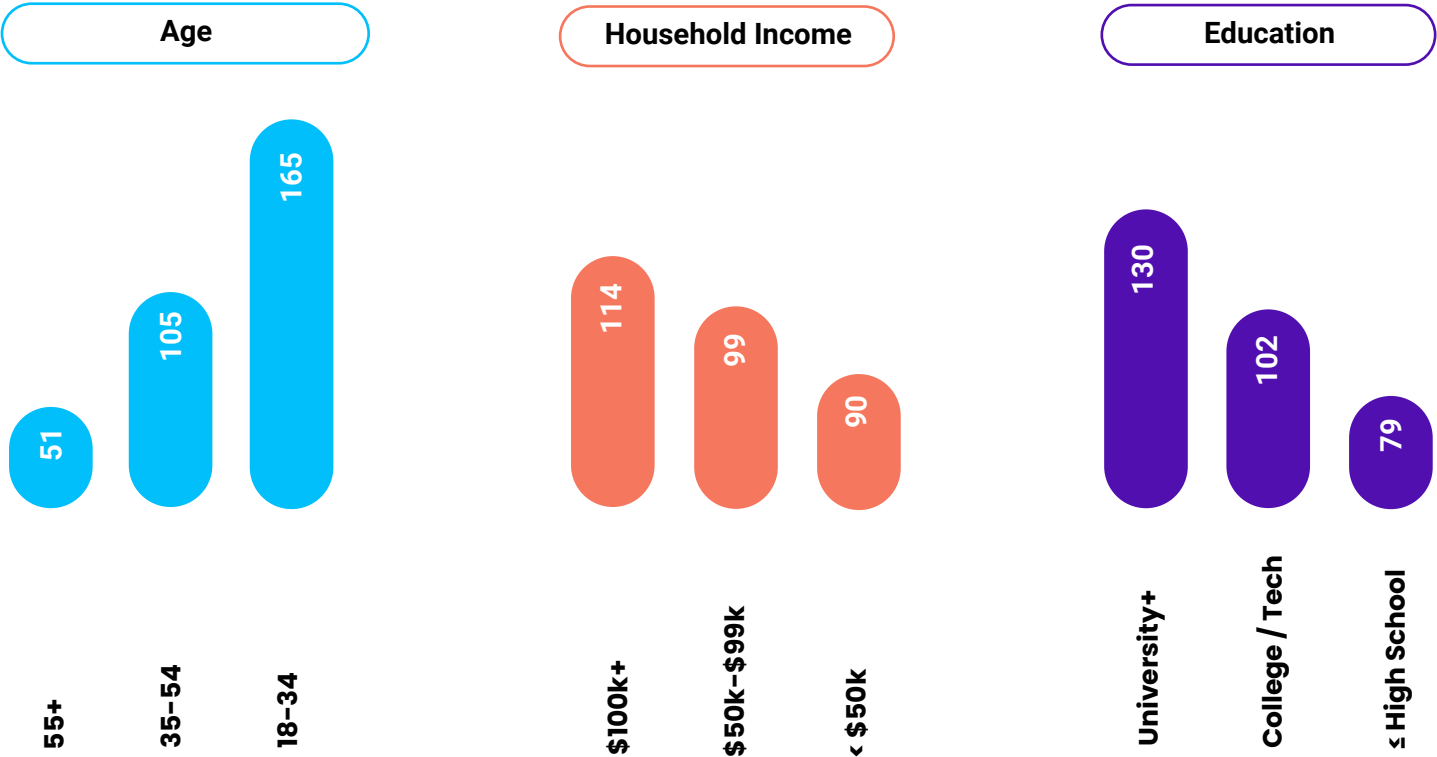


Source: The Canadian Podcast Listener 2024.



The monthly podcast listener is **younger**, more **educated** and more **affluent** compared to the Canadian population

Monthly podcast listeners, indexed to Canadian adult population

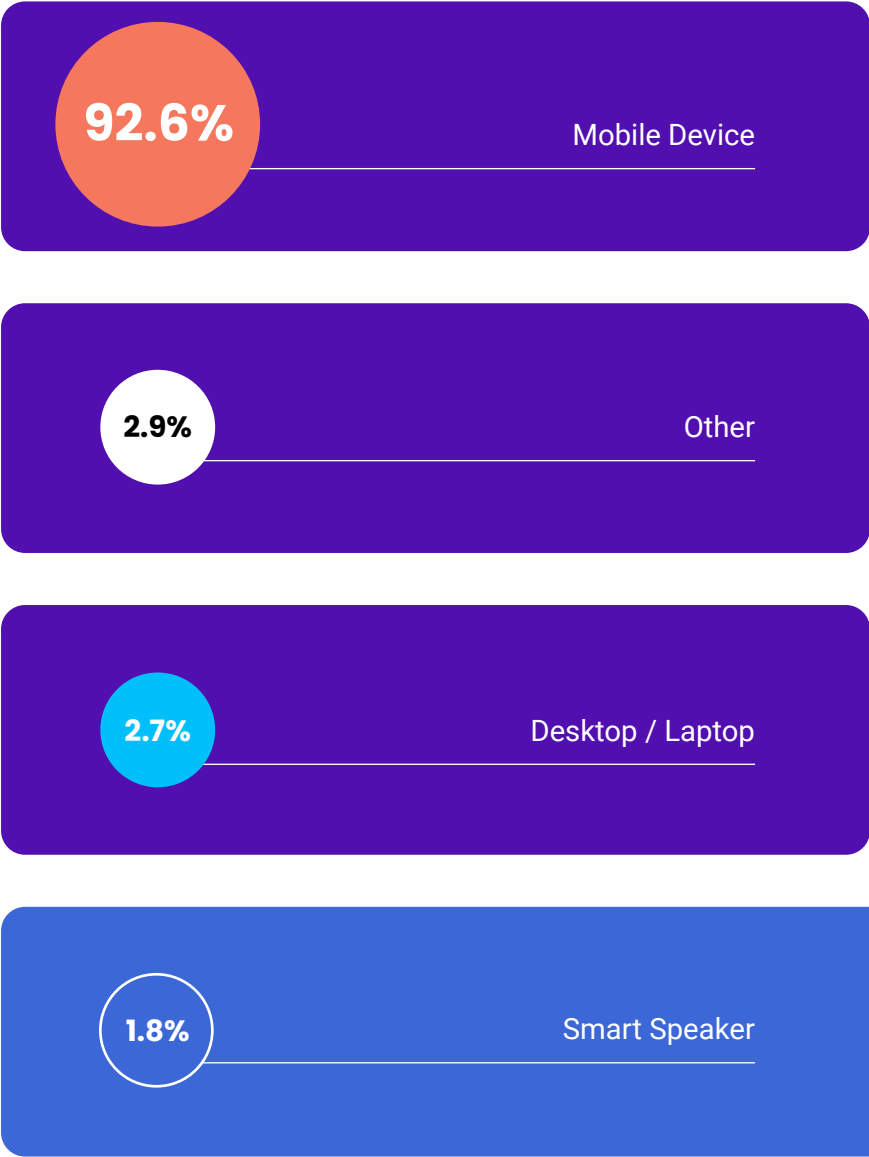


Gender breakdown of monthly podcast listeners in 2024



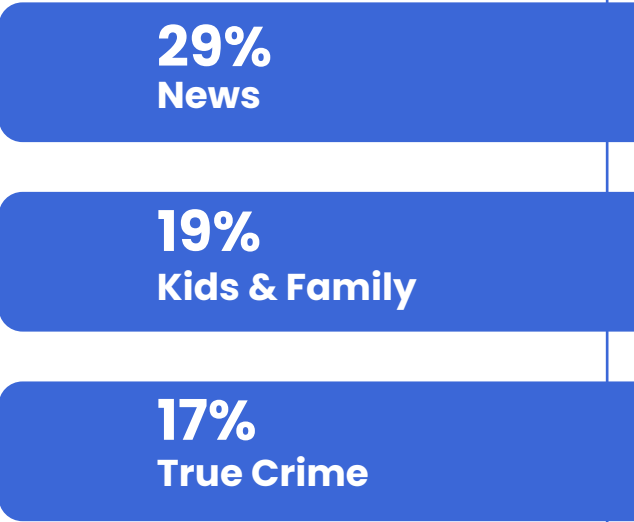
Downloads by **device**

Mobile devices continue to lead in downloads



Did you know?

Over a quarter of **Smart Speaker** downloads are for **News**, followed by **Kids & Family** and **True Crime**.

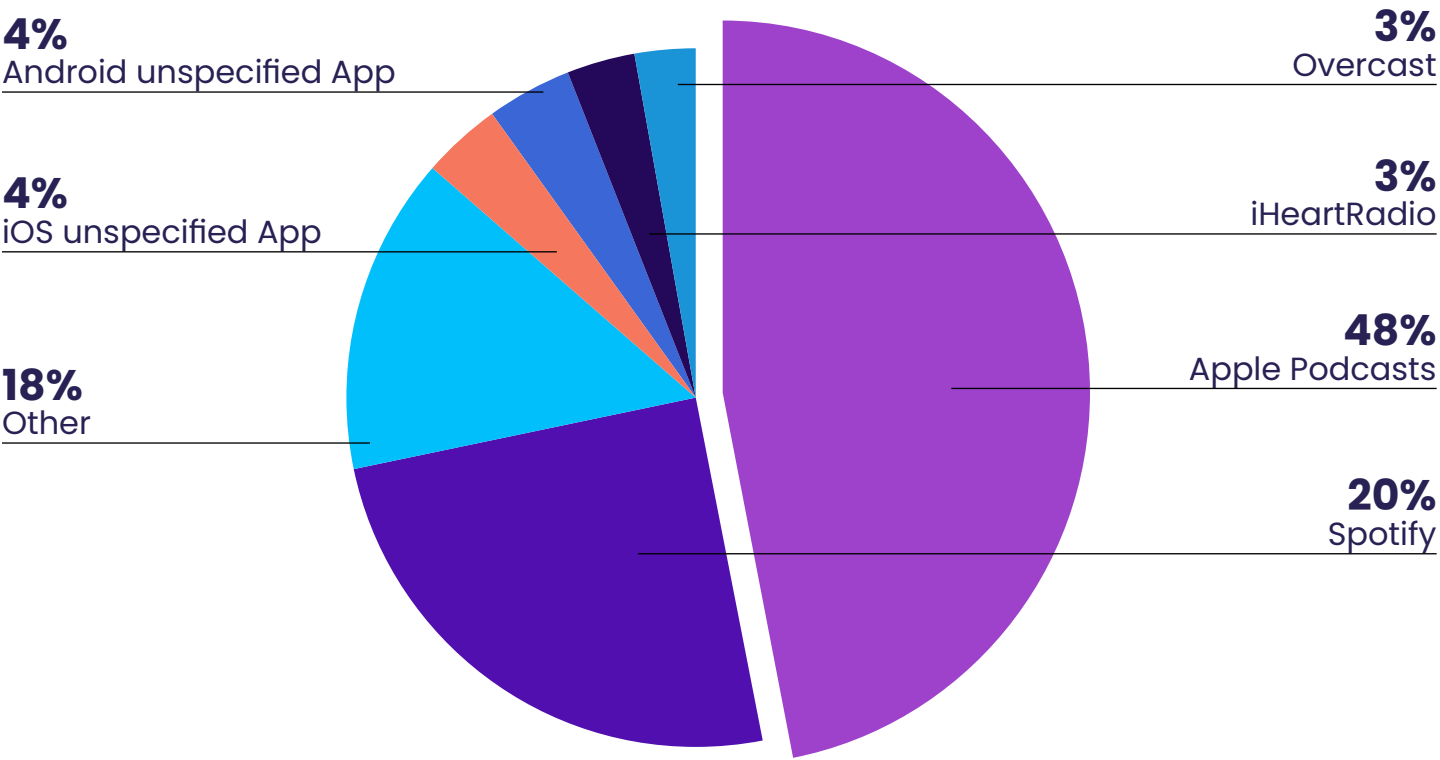


Source: The Canadian Podcast Listener 2024.

Source: Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2024 - March 2025.



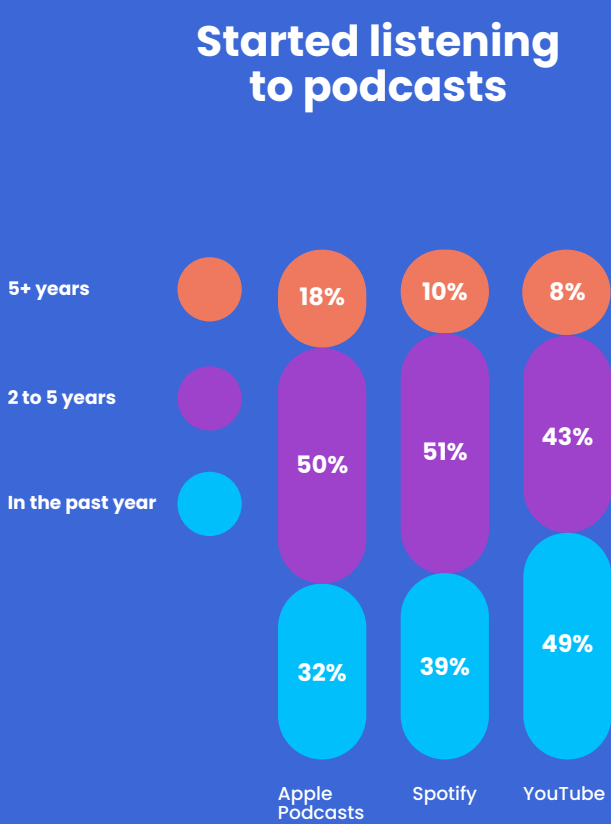
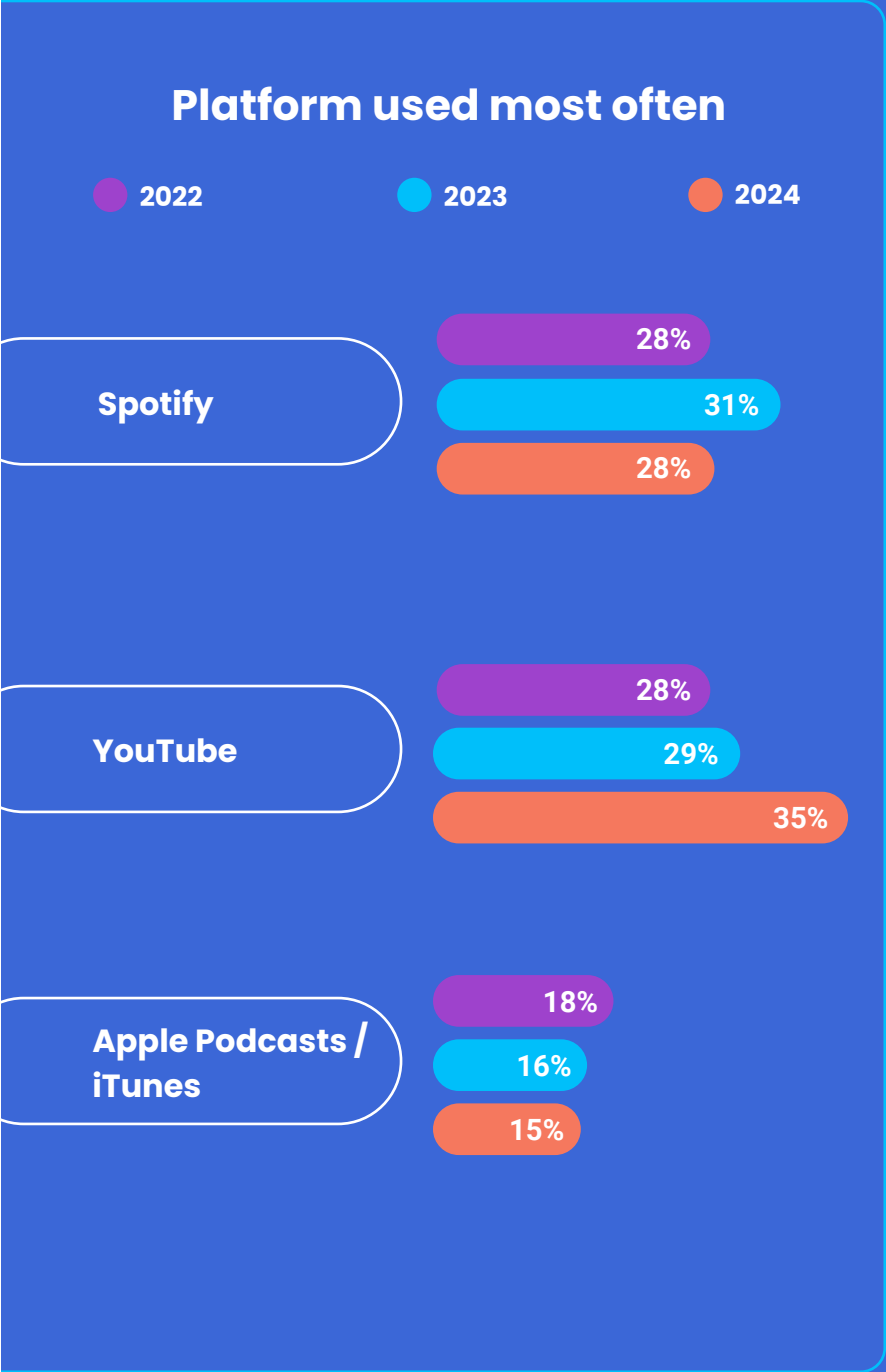
New episode RSS downloads by platform



Apple Podcasts remain the leading platform, accounting for nearly half of all new episode downloads.

New Episode: Episode downloaded in the same month it was published.
iOS and Android unspecified Apps are displayed separately as their downloads do not necessarily belong to a specific player. These downloads also include alternative podcast players used on iOS and Android devices.
Source: Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2024 - March 2025.

YouTube has continued to **grow** and has now surpassed Spotify as the most commonly used platform for podcasts



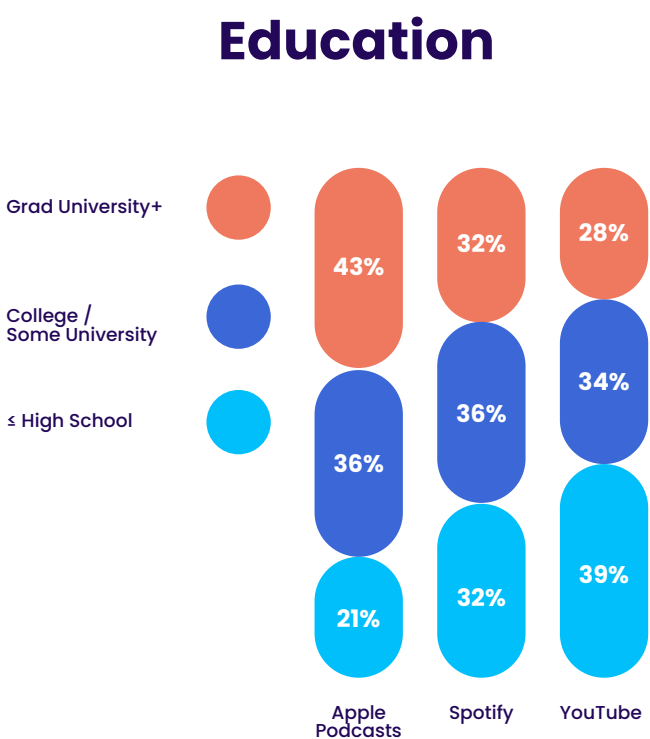
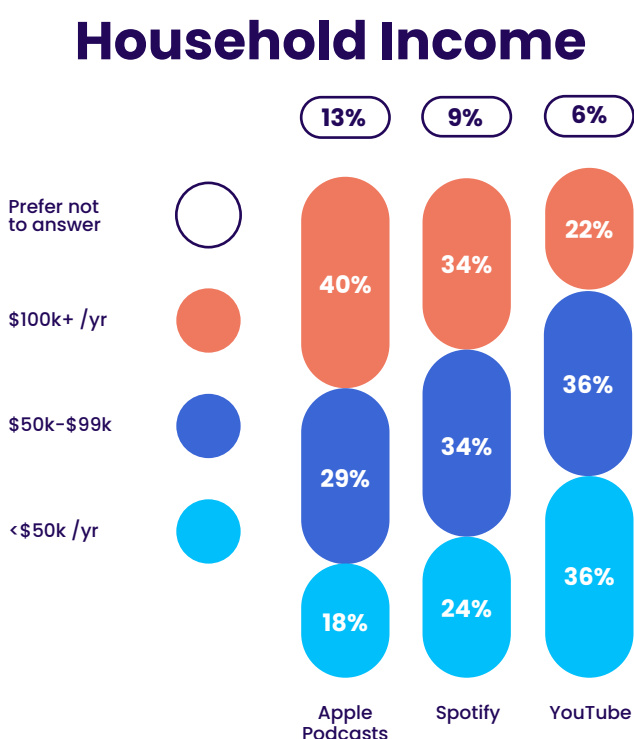
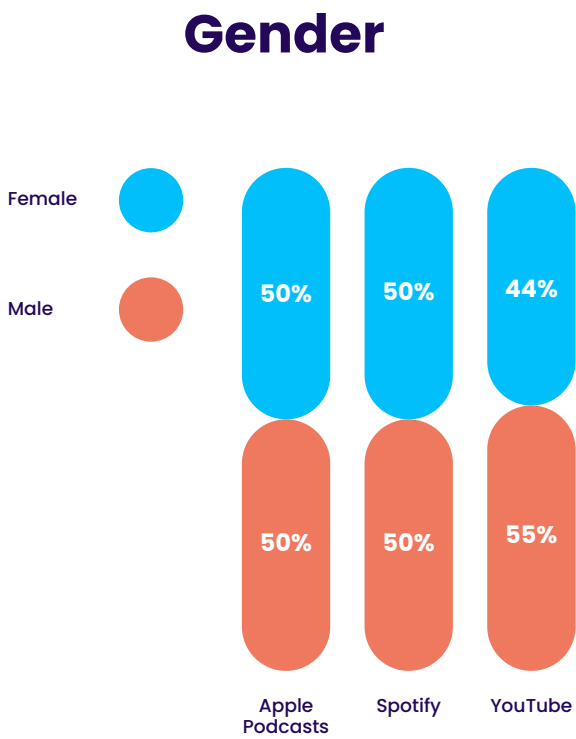
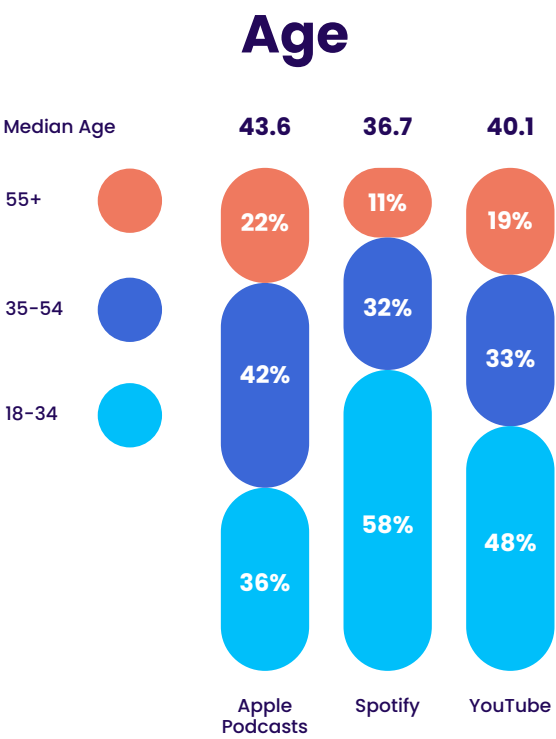
Nearly **half of listeners** who use YouTube are **new listeners**

Source: The Canadian Podcast Listener 2024.



Listening differences

by platform



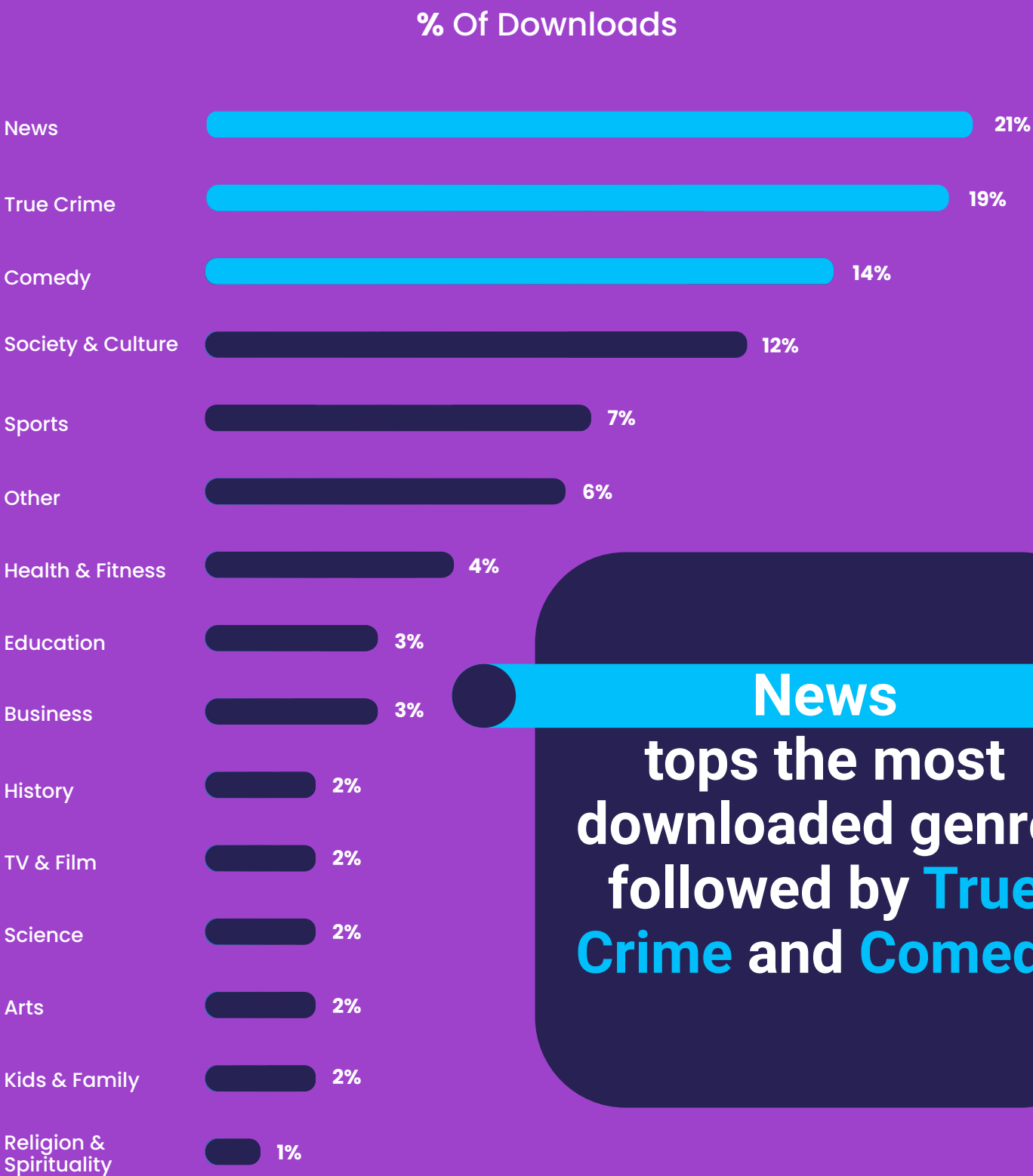
Podcast audiences are **evening out**, with **gender balance** improving across all platforms.

Apple Podcasts listeners remain the most **educated** and **affluent**, while YouTube and Spotify's audiences are **gaining ground**.

Source: The Canadian Podcast Listener 2024.



Market share by genre

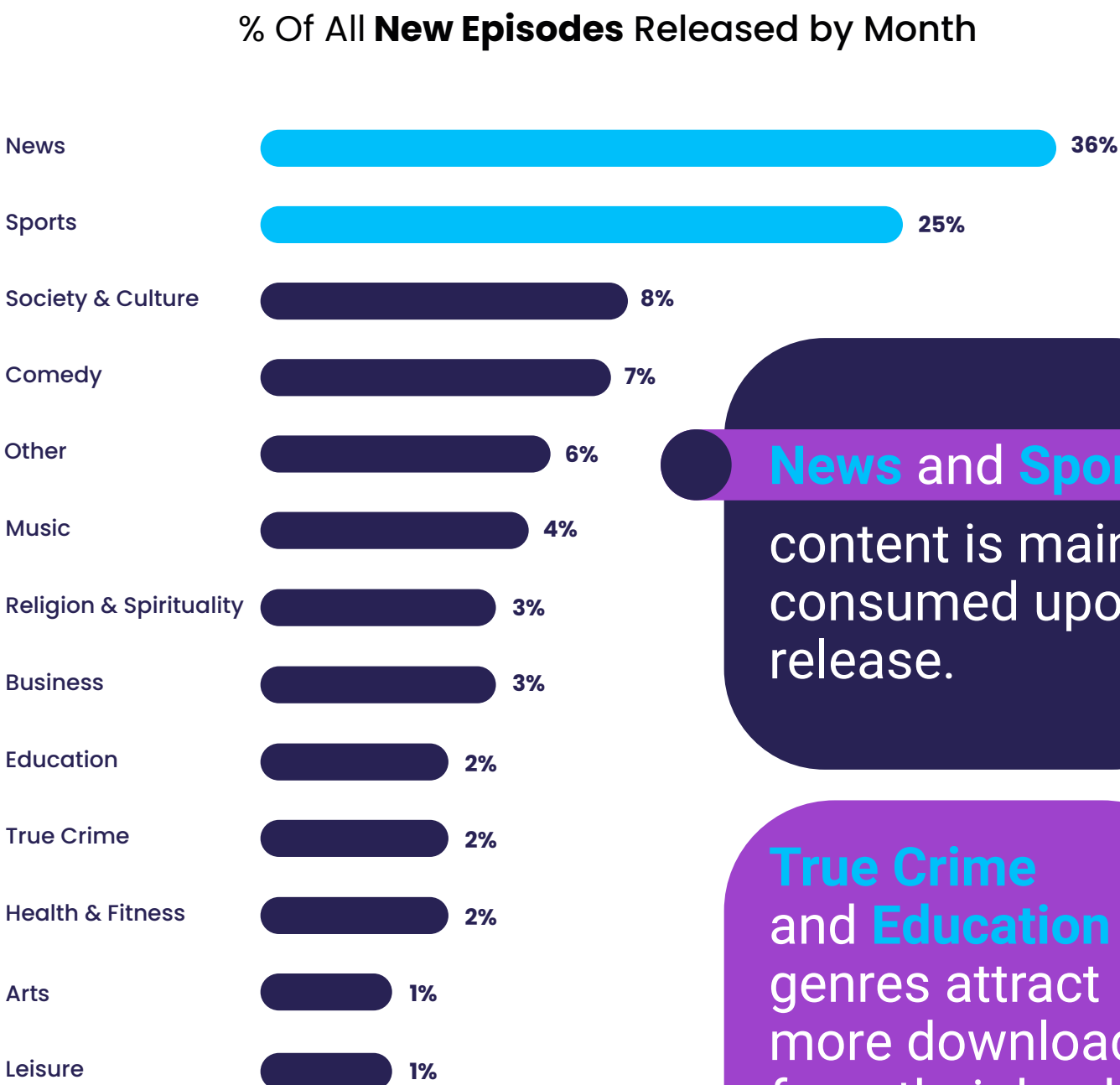


News
tops the most downloaded genre, followed by **True Crime** and **Comedy**

Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2024 - March 2025.



News and Sports genres release episodes more frequently



News and **Sports** content is mainly consumed upon release.

True Crime and **Education** genres attract more downloads from their back catalogues.

Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2024 - March 2025.



CANADIAN PODCAST RANKER

Insights into the **Top Sales Networks**
and **Podcasts**

Top sales networks

SiriusXM Podcast Network leads with **3.57M average weekly downloads**, while **CBC/Radio-Canada** stands out as the champion of Canadian-made audio.

Rank	Sales Network	Average Weekly Downloads
1	SiriusXM Podcast Network	3.57M
2	Wondery Network	1.81M
3	CBC/Radio-Canada	1.78M
4	Audioboom	1.20M
5	NPR	0.66M

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.
SiriusXM Podcast Network includes data from April - September 2024 and Wondery Network includes data from April - November 2024.



Top podcasts

Top Overall

Rank		Podcast	Sales Network
1		Dateline NBC	NBCUniversal News Group
2		SmartLess	SiriusXM Podcast Network
3		Crime Junkie	audiochuck
4		Front Burner	CBC/Radio-Canada
5		The World This Hour	CBC/Radio-Canada

Top Canadian Made-English

Rank		Podcast	Sales Network
1		Front Burner	CBC/Radio-Canada
2		The World This Hour	CBC/Radio-Canada
3		The Current	CBC/Radio-Canada
4		World Report	CBC/Radio-Canada
5		Your World Tonight	CBC/Radio-Canada

Top Canadian Made-French

Rank		Podcast	Sales Network
1		Le Radiojournal	Radio Canada
2		La revue de presse de Paul Arcand	Cogeco Media
3		Mario Dumont	QUB
4		Richard Martineau	QUB
5		Benoit Dutrizac	QUB

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025. audiochuck is measured as part of SiriusXM Podcast Network.

Top debuts in 2024

Top Overall

	Podcast	Sales Network	Genre
	Kill List	Wondery Network	True Crime
	Where Everybody Knows Your Name with Ted Danson and Woody Harrelson (sometimes)	SiriusXM Podcast Network	Society & Culture
	The Weekly Show with Jon Stewart	Paramount	Comedy
	Hysterical	Wondery Network	Society & Culture
	Noble	SiriusXM Podcast Network	Society & Culture

Top Canadian Made-English

	Podcast	Sales Network	Genre
	Come by Chance	CBC/Radio-Canada	Society & Culture
	Tested	CBC/Radio-Canada	Sports
	Split Screen	CBC/Radio-Canada	Society & Culture

Top Canadian Made-French

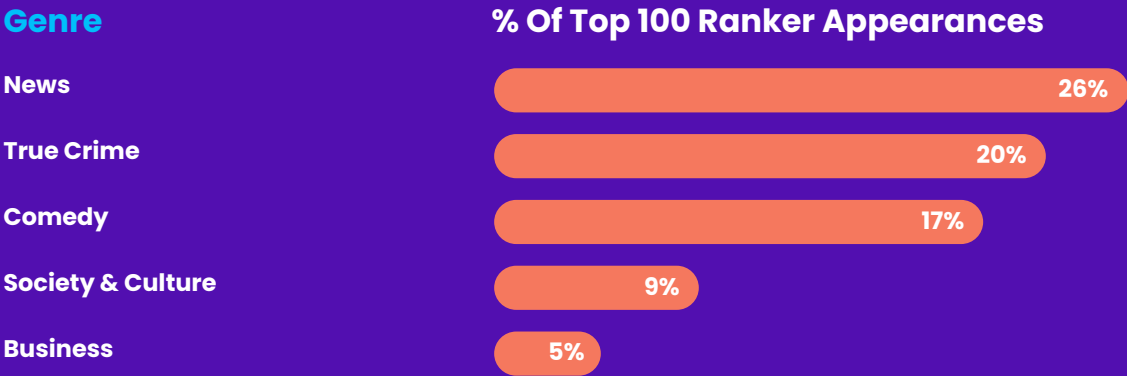
	Podcast	Sales Network	Genre
	On n'a pas tout dit	Cogeco Media	Music
	Isabelle Maréchal	QUB	News
	Le PodCash McSween	Cogeco Media	Business
	Karima Brikh	QUB	News
	Mathieu Bock-Côté	QUB	News

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 – March 2025.

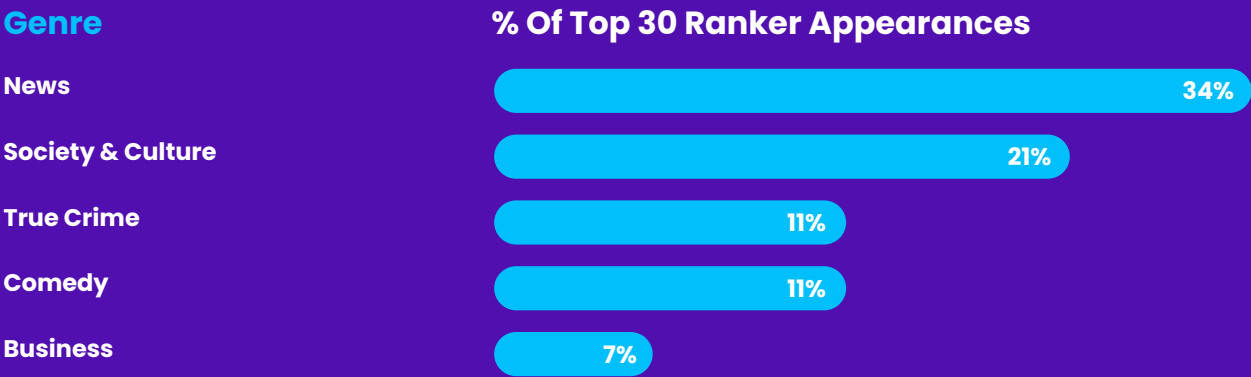


Top genres

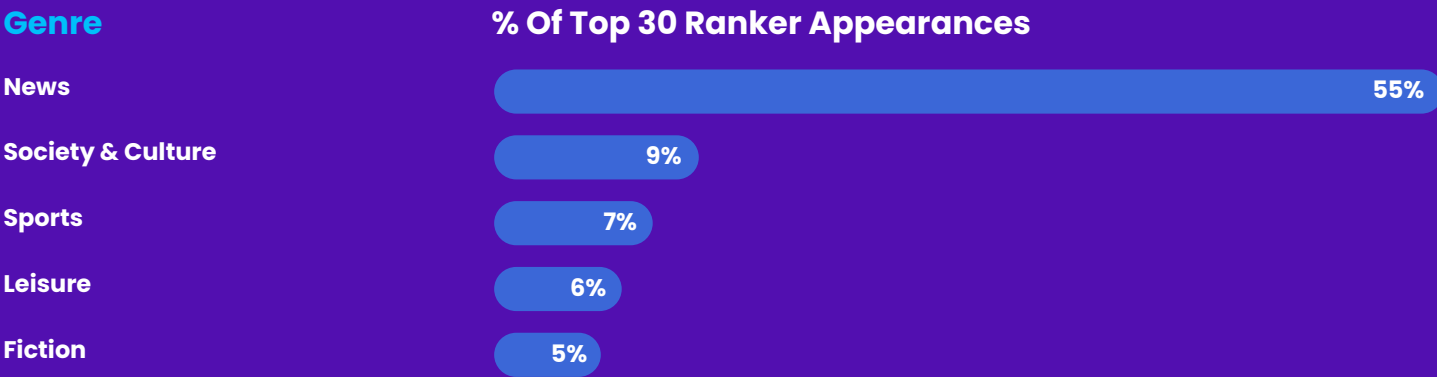
Top Overall



Top Canadian Made-English



Top Canadian Made-French



Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.



Top podcasts by genre

Top Overall

	Genre	Podcast	Sales Network
	Business	Planet Money	NPR
	Comedy	SmartLess	SiriusXM Podcast Network
	History	American Scandal	Wondery Network
	News	Front Burner	CBC/Radio-Canada
	Science	Hidden Brain	SiriusXM Podcast Network
	Society & Culture	Freakonomics Radio	SiriusXM Podcast Network
	True Crime	Dateline NBC	NBCUniversal News Group

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.



Top podcasts

by genre

Top Canadian Made-English

	Genre	Podcast	Sales Network
	Business	The Loonie Hour	TPX Podcast Network
	Comedy	The Debaters	CBC/Radio-Canada
	History	The Secret Life of Canada	CBC/Radio-Canada
	News	Front Burner	CBC/Radio-Canada
	Science	Quirks and Quarks	CBC/Radio-Canada
	Society & Culture	Ideas	CBC/Radio-Canada
	True Crime	Sea of Lies from Uncover	CBC/Radio-Canada

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.



Top Canadian Made-French

	Genre	Podcast	Sales Network
	Business	Les chroniques financières du 98.5	Cogeco Media
	Comedy	La journée (est encore jeune)	Radio Canada
	History	Aujourd'hui l'histoire	Radio Canada
	News	Le Radiojournal	Radio Canada
	Science	En 5 minutes	QUB
	Society & Culture	Ça s'explique	Radio Canada
	True Crime	Par pure vengeance	QUB

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.



Most popular episode of 2024 in the first 30 days of publishing

by downloads & genre

Society & Culture



Episode #115

Tucker Carlson – Revolution, World War 3, WTC Building 7 and Supernatural Phenomenon

The Shawn Ryan Show
by Cumulus Podcast Network
Released: June 3rd, 2024

Sports



Episode #100

Chiefs Season Toe-pener, Jason’s NSFW TV Debut and Football at the US Open

New Heights with Jason and Travis Kelce
by Wondery Network
Released: September 11th, 2024

True Crime



The Perfect Life

Dateline NBC
by NBCUniversal News Group
Released: February 20th, 2024

Fiction



Le Chronoviseur

L’univers paranormal de Christian Page
by Cogeco Media
Released: May 9th, 2024

Most downloaded episode

Overall Episode



Steve Martin & Martin Short
SmartLess
by SiriusXM Podcast Network
Released: May 6th, 2024

Canada-Made English Episode



Chrissy
Someone Knows Something
by CBC/Radio-Canada
Released: November 6th, 2024

Canada-Made French Episode



Tentative d’assassinat contre Trump: «Tout ça arrive dans un climat d’extrême violence»
La revue de presse de Paul Arcand
by Cogeco Media
Released: September 16th, 2024

Most downloaded episode of 2024

in the first 30 days of publishing – by downloads



Vince Vaughn SmartLess

by SiriusXM Podcast Network
Released: August 5th, 2024



Sounder's view

Episode-level intelligence that goes beyond show genre

Explore how analyzing episode-level content **reveals deeper insights**



What are podcasts talking about?

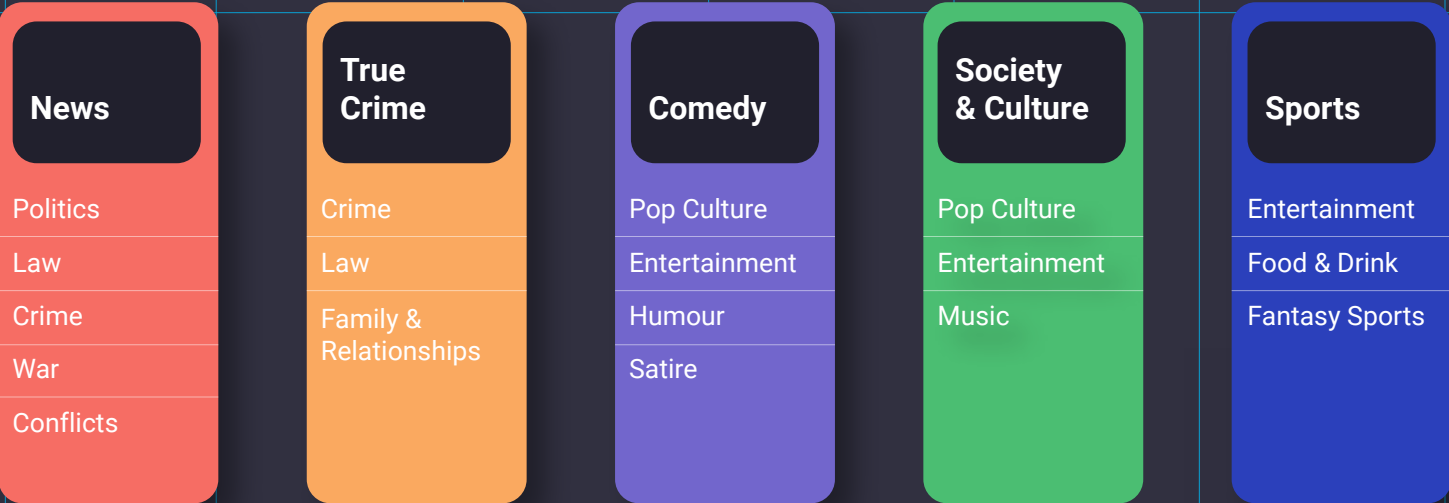
Top themes across all episodes

The most common themes found in podcast episodes based on what's actually discussed. Not how creators label their shows.



Top themes within each declared genre

Sounder's contextual analysis shows how the actual content of episodes varies, **even within a single genre.**



Source: Sounder. Based on Triton Canada Podcast Rankers from April 2024 - March 2025.

Key takeaways

Podcast listening in Canada **continues to rise**, with total monthly reach climbing to 39% a **3-percentage point increase** year over year, driven primarily by growth among Anglophone listeners.

1

YouTube has surpassed Spotify as the platform most often used to listen to podcasts in Canada.

2

News emerged as the **most downloaded** genre, followed by True Crime and Comedy.

3

The **most downloaded** podcast of 2024 was **Dateline NBC** (NBCUniversal News Group). The **top Canadian Made-English** podcast was **Front Burner** (CBC/Radio-Canada), while the top **Canadian Made-French** podcast was **Le Radiojournal** (Radio-Canada).

4

The top debut podcast overall was **Kill List** (Wondery Network). The top **Canadian Made-English** debut podcast was **Come by Chance** (CBC/Radio-Canada), while the top **Canadian Made-French** debut podcast was **On n'a pas tout dit** (Cogeco Media).

5

Conclusion

To receive the monthly Podcast and Streaming Rankers in your inbox, [subscribe here](#).

If you are a podcast network or publisher with an audience in any of the regions where Triton produces rankers, you are **eligible to participate in our Podcast Rankers**.

To learn more, please contact solutions@tritondigital.com.

View the Podcast Rankers at Tritonrankers.com.

View the Streaming Metrics Rankers [here](#).





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