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TRITON DIGITAL 2023 PODCAST TRENDS IN CANADA

A MID-YEAR SNAPSHOT OF PODCAST LISTENING TRENDS – TOP GENRES, NETWORKS, DOWNLOADS & DEBUTS

PUBLISHED SEPTEMBER 2023
TritonRankers.com

Introduction

Podcasting has proven to be an engaging and powerful medium for storytelling and conversations, as well as news and entertainment. Listening continues to rise, as does the selection of content and the different ways we can listen to it. Triton Digital is introducing a half-year podcast report, providing insights into the evolving Canadian podcast landscape to accompany our monthly ranker reports at www.TritonRankers.com.

This report will cover trends in podcast listening from the content that is being listened to, when listeners are consuming to the average amount they are consuming. For participants in Triton's Canada Podcast Ranker, this report will also unveil the debuts, top podcast networks and top five most downloaded podcasts and podcast networks for the Top Overall, Top Canadian made English, and Top Canadian made French podcasts as seen in the first half of 2023.

The report incorporates data from multiple sources, including Triton Digital's IAB Tech Lab certified Podcast Metrics service, which measures server log data from Triton's Omny Studio platform and a variety of other industry hosting platforms.

As we enter the last few months of the year, we look forward to expanding upon these insights based on input and collaboration with all of you.
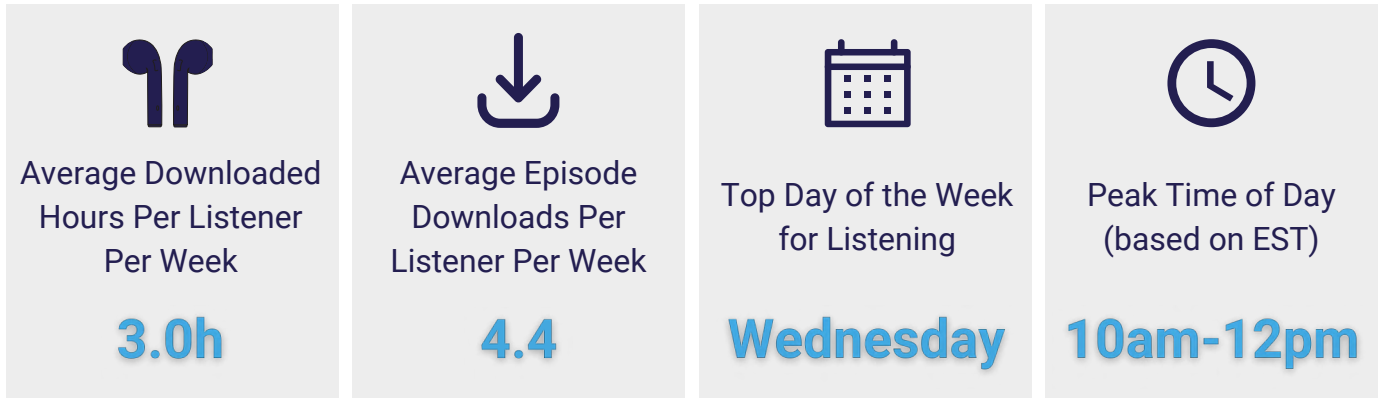
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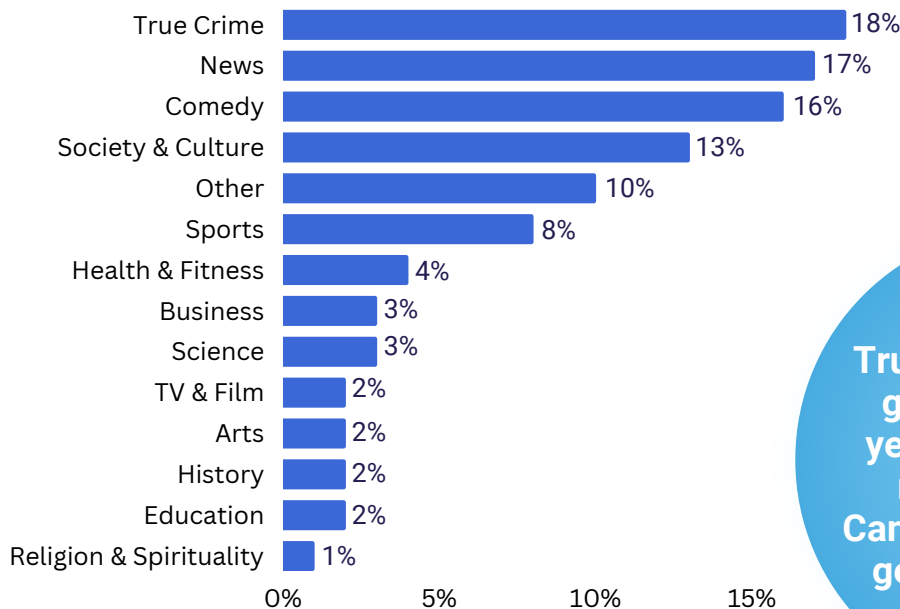
92% of podcasts were listened to on a mobile device

With mobile listening on the rise from 2022, Wednesdays have been the most popular day to publish a podcast episode.

PODCAST LISTENER SNAPSHOT

Average Downloaded Hours Per Listener Per Week	Average Episode Downloads Per Listener Per Week	Top Day of the Week for Listening	Peak Time of Day (based on EST)
3.0h	**4.4**	**Wednesday**	**10am-12pm**

Top Genres

2023 YTD CANADA MARKET SHARE BY GENRE
(Based on Total Downloads)

Genre	Market Share
True Crime	18%
News	17%
Comedy	16%
Society & Culture	13%
Other	10%
Sports	8%
Health & Fitness	4%
Business	3%
Science	3%
TV & Film	2%
Arts	2%
History	2%
Education	2%
Religion & Spirituality	1%

True Crime, News & Comedy were the most popular genres in the Top 100 Ranker
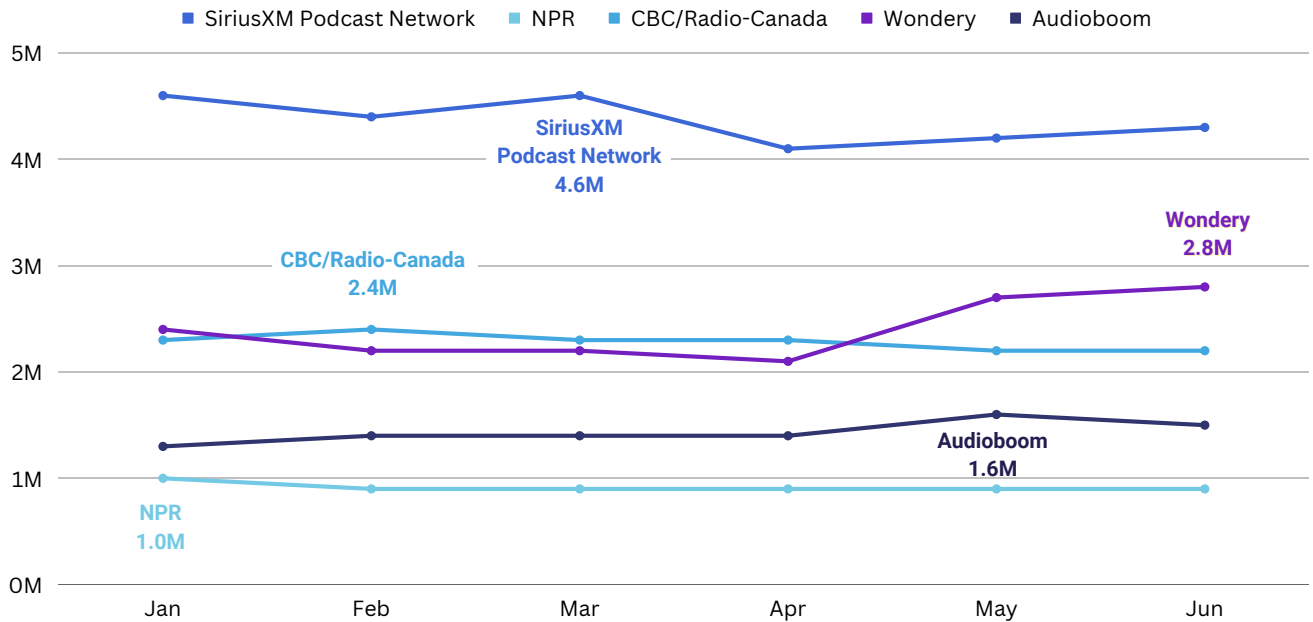
True Crime leads the genres so far this year, taking an 18% market share in Canada vs. 2022's top genre being News.

Based off of data from January 2023 to June 2023.

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Top 5 Sales Networks

Download volume has been stable month-to-month for the Top 5 Sales Networks.

TOP 5 SALES NETWORKS BY MONTH

■ SiriusXM Podcast Network   ■ NPR   ■ CBC/Radio-Canada   ● Wondery   ■ Audioboom

SiriusXM Podcast Network 4.6M

Wondery 2.8M

CBC/Radio-Canada 2.4M

Audioboom 1.6M

NPR 1.0M

Jan   Feb   Mar   Apr   May   Jun

Based on the average weekly downloads of the Triton measured Sales Networks.

- SiriusXM Podcast Network maintained the #1 position throughout the first six months of the year.
- CBC/Radio-Canada comes in at #2 for three consecutive months (February to April).
- Wondery and CBC/Radio-Canada were in a tight race for the #2 position until May when Wondery surpassed CBC/Radio-Canada, hitting 2.7M average weekly downloads.

Based off of data from January 2023 to June 2023.

Top Podcasts

Overall

Dateline NBC
NBCUniversal News Group

SmartLess
Wondery Network

Front Burner
CBC/Radio-Canada

Crime Junkie
audiochuck

My Favorite Murder with Karen Kilgariff and Georgia Hardstark
Wondery Network

Canadian made English

Front Burner
CBC/Radio-Canada

The Current
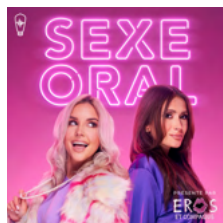CBC/Radio-Canada

The World This Hour
CBC/Radio-Canada

World Report
CBC/Radio-Canada

Ideas
CBC/Radio-Canada

Canadian made French

Sexe Oral
TPX Podcast Network

Le Radiojournal
Radio Canada

Richard Martineau
QUB

Les chroniques de Pierre-Yves McSween
Cogeco Media
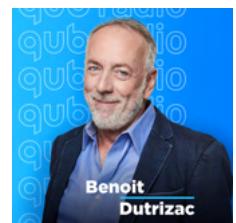
Benoit Dutrizac
QUB

Based off of data from January 2023 to June 2023.

Most Popular Podcasts by Genre

Top Canadian made English | Top Canadian made French

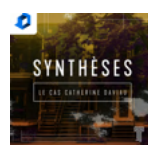|	Top Canadian made English	Top Canadian made French
Arts	**Q** CBC/Radio-Canada	**Plus on est de fous, plus on lit!** Radio Canada
History	**The Secret Life of Canada** CBC/Radio-Canada	**Aujourd'hui l'histoire** Radio Canada
Comedy	**The Debaters** CBC/Radio-Canada	**La journée (est encore jeune)** Radio Canada
Health & Fitness	**The Dose** CBC/Radio-Canada	**Sexe Oral** TPX Podcast Network
News	**Front Burner** CBC/Radio-Canada	**Le Radiojournal** Radio Canada
Science	**Quirks and Quarks** CBC/Radio-Canada	**En 5 minutes** QUB
Society & Culture	**Ideas** CBC/Radio-Canada	**Sans Filtre Podcast** TPX Podcast Network
True Crime	**Uncover** CBC/Radio-Canada	**Synthèses** QUB
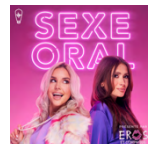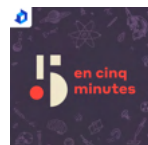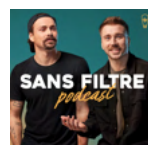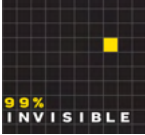
Based off of data from January 2023 to June 2023.

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Top Overall Podcasts by Downloads

Arts — 99% Invisible
SiriusXM Podcast Network

News — Front Burner
CBC/Radio-Canada

History — American Scandal
Wondery Network

Science — Hidden Brain
SiriusXM Podcast Network

Comedy — SmartLess
Wondery Network

Society & Culture — Ideas
CBC/Radio-Canada

Health & Fitness — On Purpose with Jay Shetty
SiriusXM Podcast Network

True Crime — Dateline NBC
NBCUniversal News Group

Top Podcast Debuts

#1
The No Good, Terribly Kind, Wonderful Lives and Tragic Deaths of Barry and Honey Sherman podcast debuted under the News genre in the Canadian made English Ranker. This podcast debuted in February and covers the 2017 unsolved high-profile murders of the pharma giant Barry Sherman and his philanthropist wife Honey Sherman.

#2
The Deck Investigates podcast debuted under the True Crime genre in the Overall Ranker and was the third top debut in Canada for host Ashley Flowers, who is also the host of podcasts **Crime Junkie** and **The Deck**. The Deck Investigates also debuted in our Australia, New Zealand, and U.S. Podcast Rankers.

#3
Let's Not Be Kidding with Gavin Crawford debuted under the Comedy genre in the Overall and Canadian made English Rankers. The host, Gavin Crawford, is a Canadian comedian and actor, best known for **The Gavin Crawford Show** and **This Hour Has 22 Minutes**.

Based off of data from January 2023 to June 2023. The Top Overall Ranker showcases the Top Podcasts by downloads, regardless of the podcast's country of origin.

Who We Are

Triton Digital® is the global technology and services leader to the digital audio, podcast, and broadcast radio industries. Operating in more than 80 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading streaming audio measurement service and Podcast Metrics, one of the first IAB certified podcast measurement services in the industry. For more information, visit www.TritonDigital.com.

Audience Measurement Product Suite

With 10+ years of audio measurement experience, Triton's Podcast Metrics and Webcast Metrics measurement service provides reliable and informative data around how, when, and where podcast, audio on demand, and digital audio content is being consumed across multiple hosting platforms. Metrics by date range, location, device, player, network, program, episode, and more. Our audience measurement suite includes:

Podcast Rankers: Each month, we produce Podcast and Streaming Rankers in various regions to report podcast and streaming consumption to the digital audio industry. Our Podcast Rankers list the top podcasts and podcast networks in Australia, Canada, Latin America, The Netherlands, New Zealand and the United States, as measured by Triton's Podcast Metrics measurement service. The entities listed are ranked by Downloads and/or Listeners/Users in accordance with the IAB Tech Lab's Podcast Technical Measurement Guidelines. View the rankings on www.TritonRankers.com.

Podcast Metrics: Analytics tool for measuring podcast consumption. Raw data from clients CDN (Content Delivery Network) logs are collected and processed in accordance with the IAB Podcast Technical Measurement Guidelines (certified compliant with version 2.1), to enable data around how, when and where podcast and on-demand audio content is being consumed to be reported across various hosting platforms. Podcast Metrics Demos+ is another tool in the measurement suite that delivers enhanced audience metrics for podcasts of all sizes in the U.S. enabled through the first-ever integration of census and survey-bases research methodologies. Podcast Metrics also has the ability to ingest viewing data from YouTube and align that with podcast download data.

Webcast Metrics: Industry standard measurement service for online audio consumption data. Webcast Metrics provides credible data that enables audio publishers around the world to analyze the consumption of their content by daypart, device type, geography, distribution platform, and more.

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 we have Rankers in, you are eligible to participate in our Podcast Standards. To learn more, please contact solutions@tritondigital.com.

View the Podcast Rankers at www.TritonRankers.com.

View the Streaming Metrics Rankers here.

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Scan the QR code for insights
into the top podcasts worldwide.

Podcast Rankers