



**TRITON**<sup>TM</sup>  
D I G I T A L

**2024**

**CANADIAN**  
**PODCAST REPORT**

**A YEAR IN REVIEW**

podcast listening **landscape & trends**

# INTRODUCTION

Podcasting has solidified its place as a captivating medium for storytelling, conversations, news, and entertainment. With listener numbers on the rise and an ever-expanding selection of content available in various formats, the podcast landscape continues to flourish.



Triton Digital is proud to release its second annual insights report for the Canadian region, covering a full year from April 2023 to March 2024. This comprehensive report delves into the Canadian podcast landscape, complementing our monthly ranker reports at [www.TritonRankers.com](http://www.TritonRankers.com). It offers valuable insights into podcast listening trends, popular content, audience demographics, and much more.

The Canadian Podcast Report considered shows and podcast networks measured by Triton's Podcast Metrics over the past year for the following categories: Top Overall, Top Canadian-made English and Canadian-made French.

The report draws from diverse data sources, including Triton Digital's IAB Tech Lab certified Podcast Metrics service, which analyzes server log data from Triton's Omny Studio platform and other industry hosting platforms, and the Canadian Podcast Listener 2023 study by Signal Hill Insights, with support from The Podcast Exchange.

As we enter the second half of the year, we are excited to build on these insights through ongoing collaboration and input from our community. Our commitment to fostering a vibrant podcasting ecosystem that benefits both creators and listeners remains unwavering. By working closely with you, we strive to deliver even more comprehensive and actionable insights in our future reports, driving innovation and excellence in the Canadian podcasting landscape.

[www.TritonRankers.com](http://www.TritonRankers.com)

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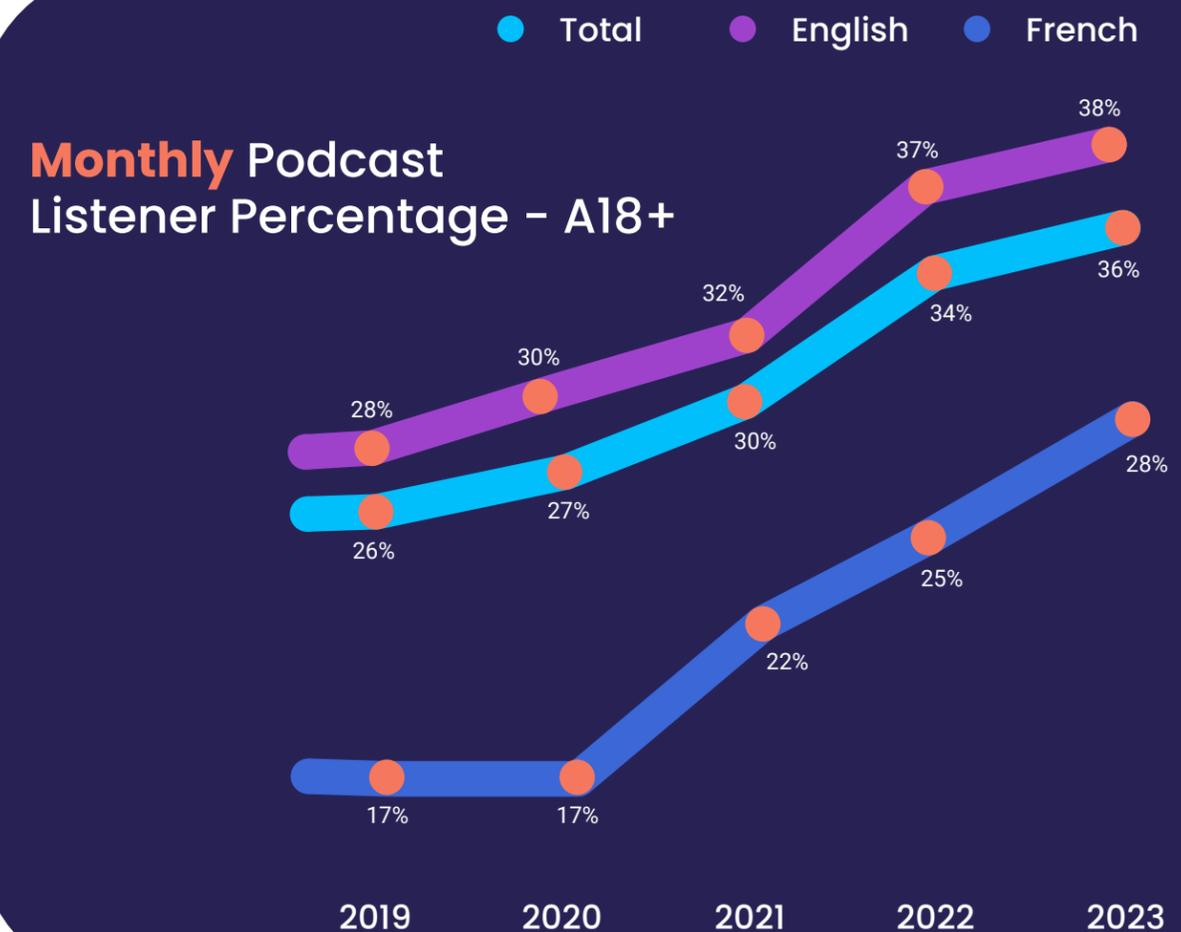
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# CANADIAN PODCAST LISTENING LANDSCAPE

Insights into the Canadian **podcast audience** and their **listening behaviors**

Monthly podcast listening continues to increase with **FASTER GROWTH** across francophones over the past few years



**3.6**

Average podcasts per week

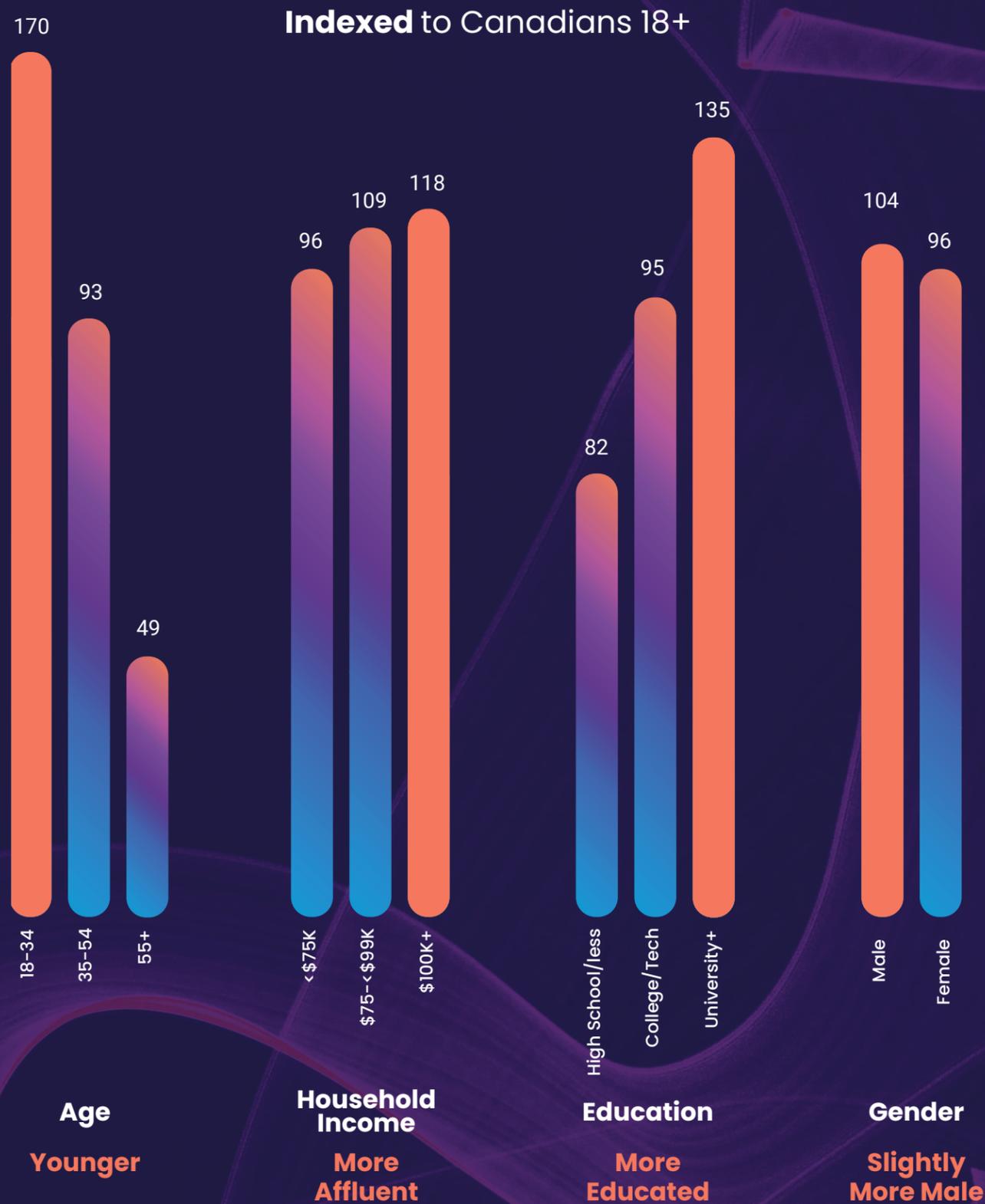
**5.9h**

Average hours per week among weekly listener

**8.2**

Average episodes per week

# Monthly podcast listener profile vs. Canadian population



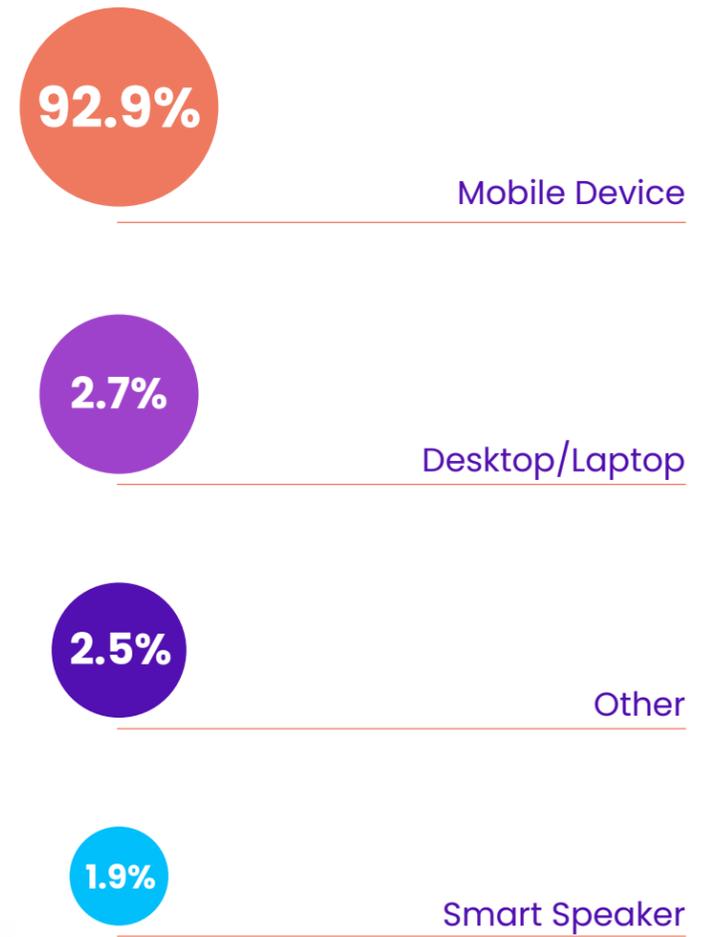
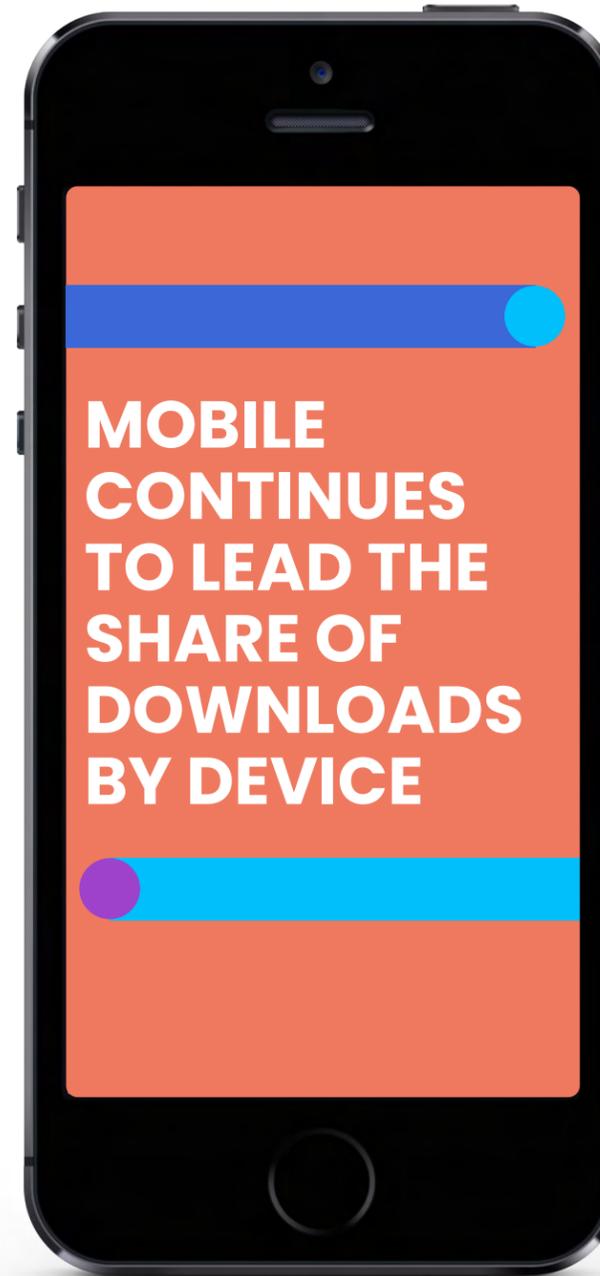
Canadian Podcast Listener 2023



Signal Hill  
Insights



# DOWNLOADS BY DEVICE

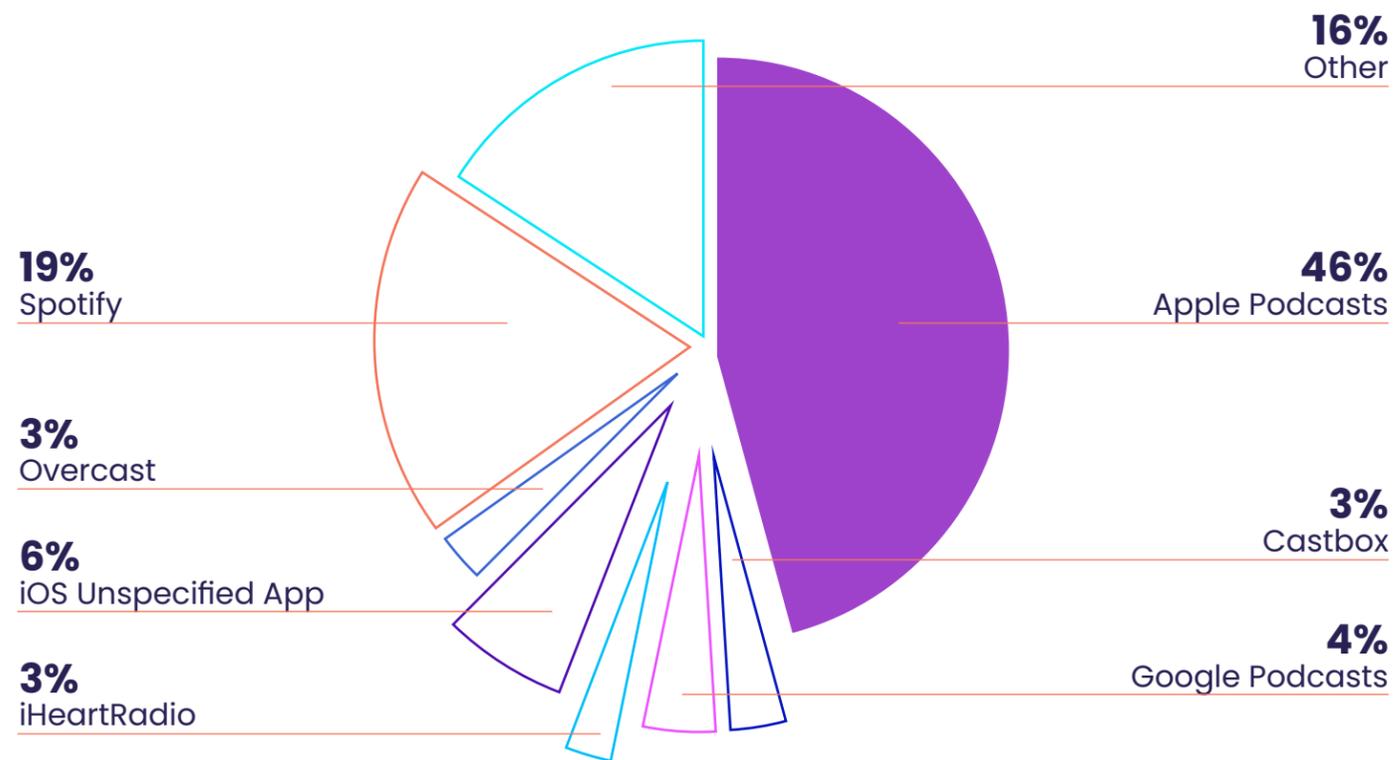


Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2023-March 2024.



# APPLE PODCASTS CONTINUE TO LEAD IN CONSUMPTION

**New Episode** RSS Downloads By Players

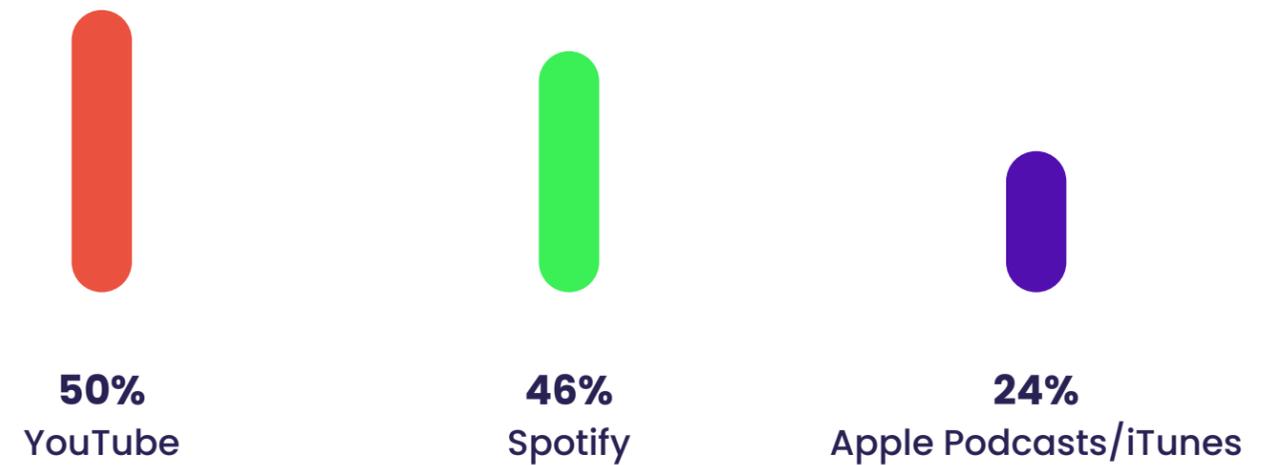


New Episode: Episode downloaded in the same month it was published.  
 iOS unspecified App is displayed separately as their downloads do not all necessarily belong to Apple Podcast. These downloads also include alternative podcast players used on iOS devices.  
 Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2023-March 2024.

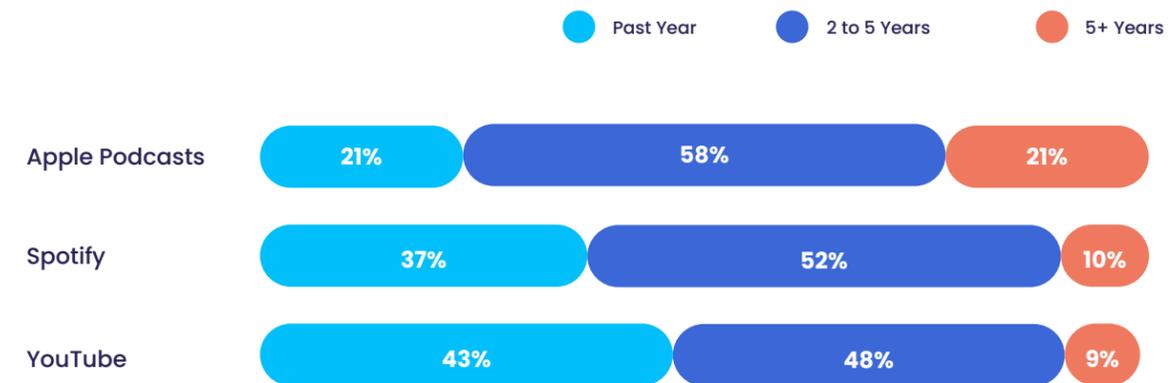


# YouTube continues to be the leader in platforms used to access podcasts in the past year, bringing new listeners to the medium

**Platforms Used To Access Podcasts In The Past Year**



**Started Listening To Podcasts**



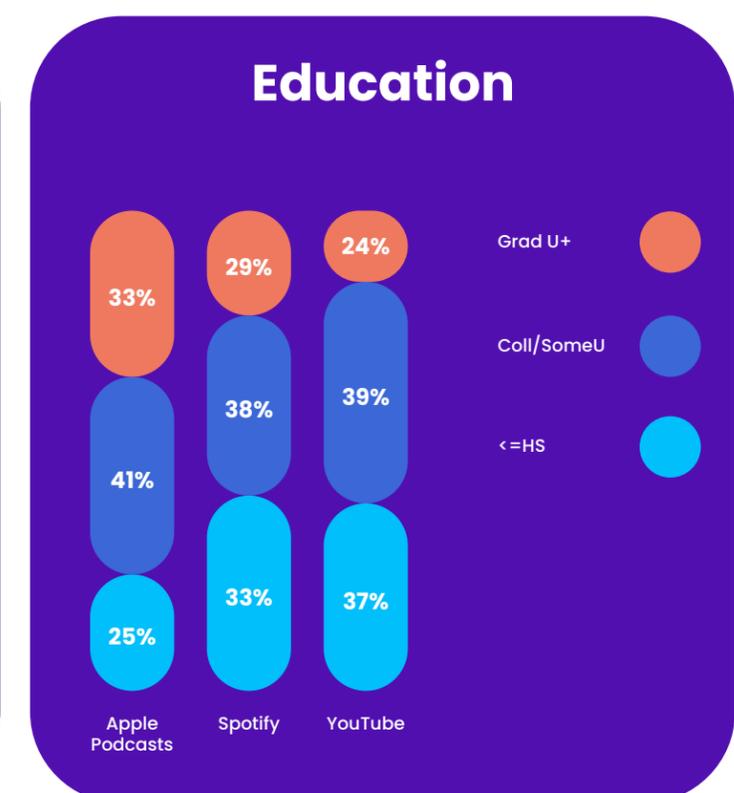
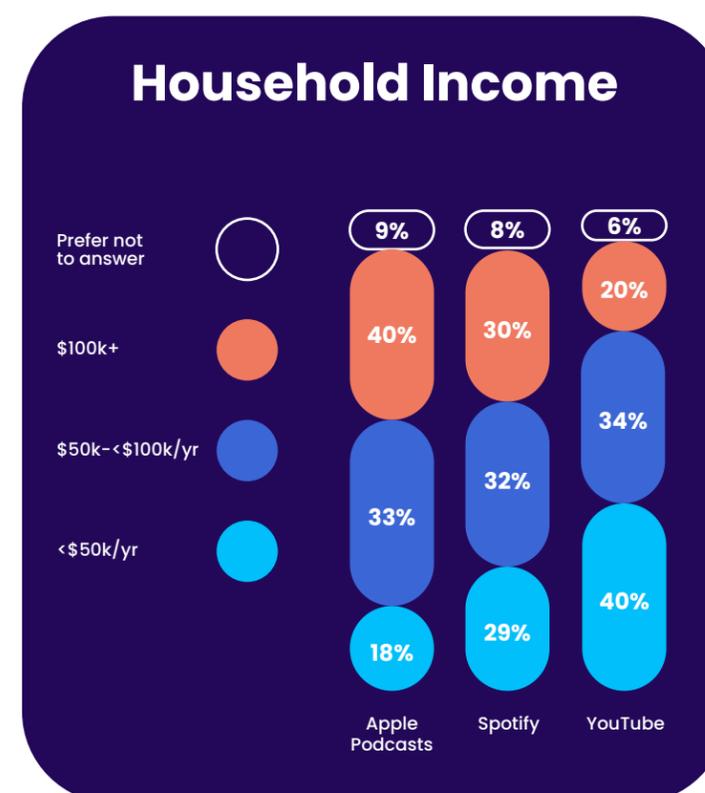
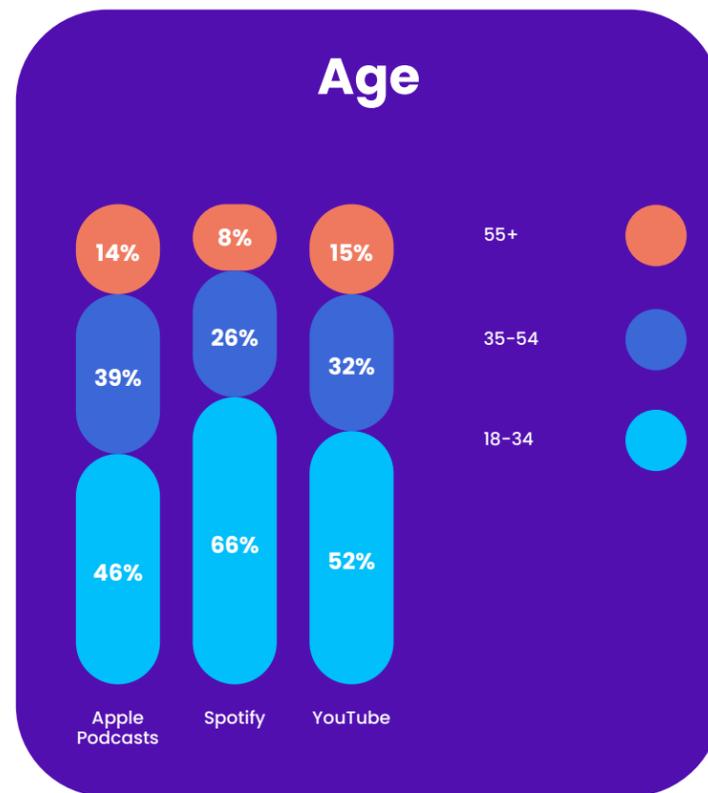
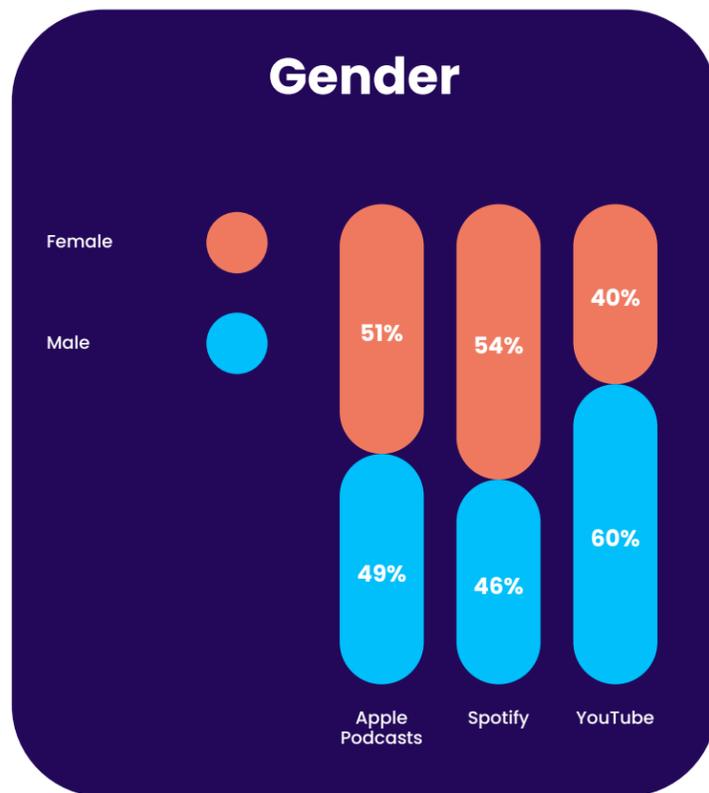
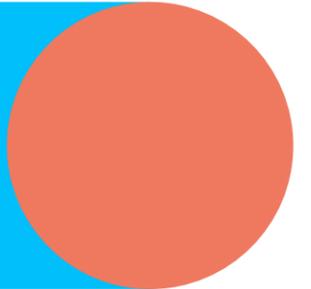
Canadian Podcast Listener 2023  
 % of monthly podcast listeners 18+



# Listening

# Differences

# by Platform



**YouTube** is more male and have a lower household income

**Spotify** is more female and younger

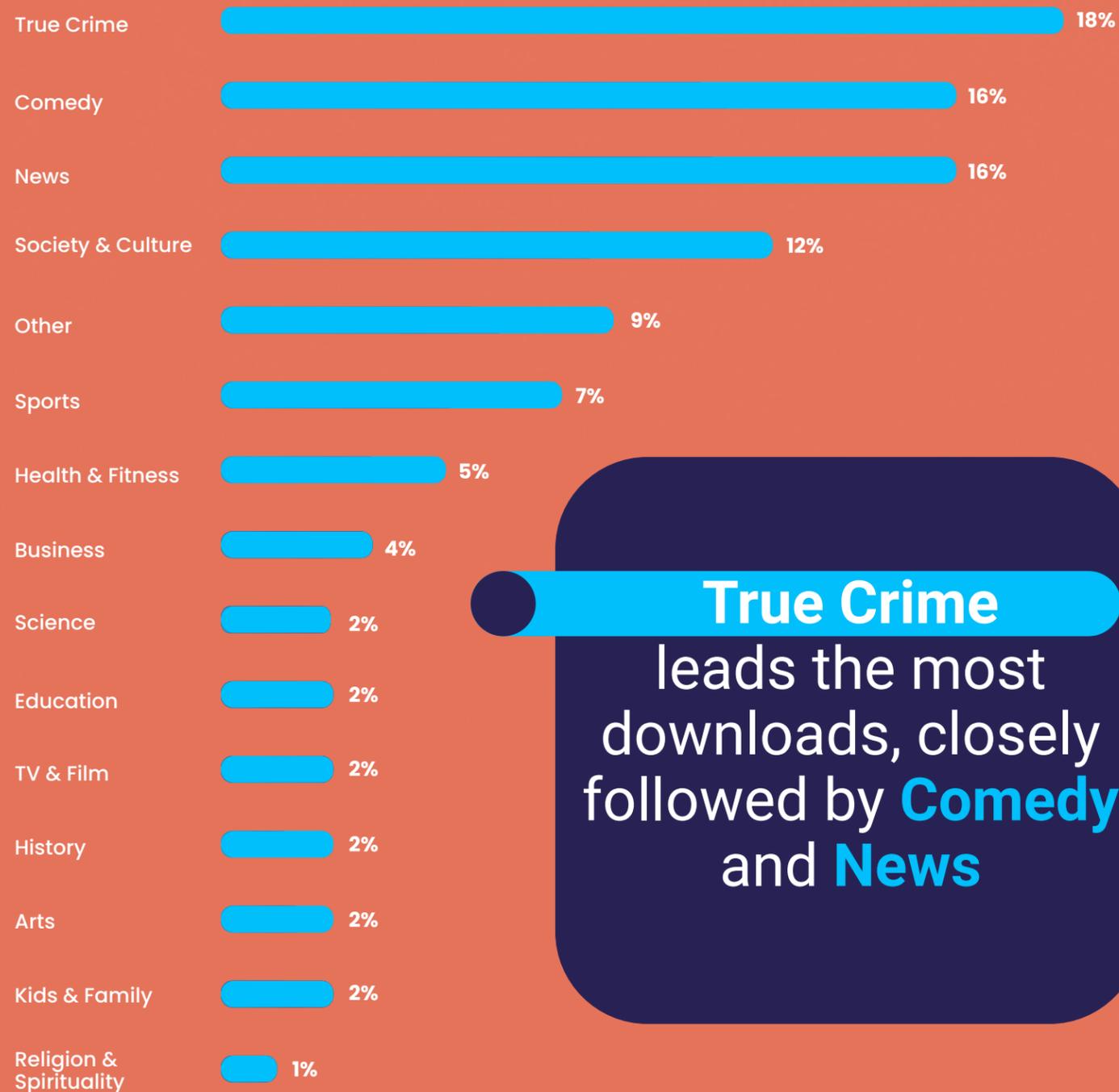
**Apple Podcasts** have a higher household income and are more educated

Canadian Podcast Listener 2023  
% of monthly podcast listeners 18+



# MARKET SHARE BY GENRE

% Of Downloads



**True Crime** leads the most downloads, closely followed by **Comedy** and **News**

Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2023-March 2024.



# Sports and News genres release episodes more frequently

% Of All **New Episodes** Released by Month

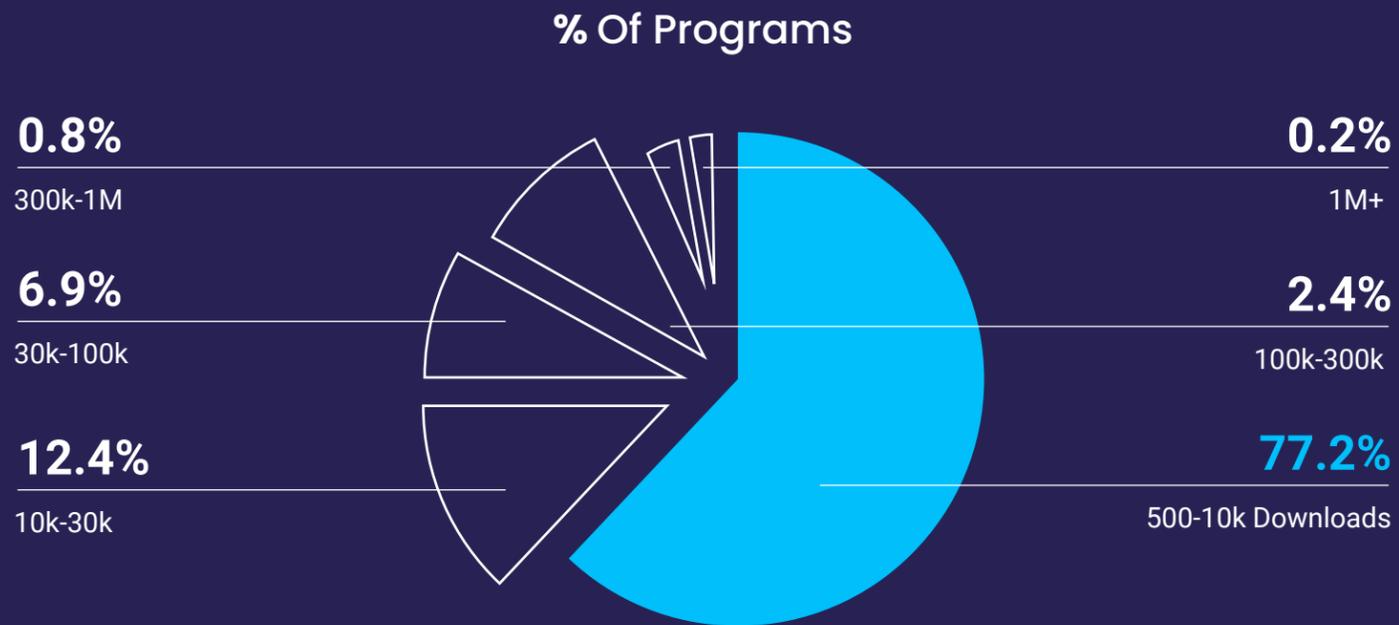


**True Crime** releases **fewer** episodes but has **more** downloads per episode

Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2023-March 2024.



## 77% OF PODCASTS RECEIVE <10K MONTHLY DOWNLOADS

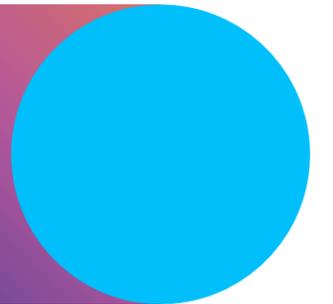


Podcasts that receive <10k downloads represent 10% of total downloads



# CANADIAN PODCAST RANKER

Insights into the Top Sales Networks and Podcasts



# TOP SALES NETWORKS

Rank	Sales Network	Average Weekly Downloads
1	SiriusXM Podcast Network	3.9M
2	Wondery Network	2.4M
3	CBC/Radio-Canada	2.0M
4	Audioboom	1.4M
5	NPR	0.8M

**SiriusXM Podcast Network** leads overall for the Top Sales Network, while **CBC/Radio-Canada** leads for the Canadian Made

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2023–March 2024.



# TOP PODCASTS

## Top Overall

Rank	Podcast	Podcast Network
1	 Dateline NBC	NBCUniversal News Group
2	 SmartLess	Wondery Network
3	 Crime Junkie	audiochuck
4	 Front Burner	CBC/Radio-Canada
5	 Conan O'Brien Needs A Friend	SiriusXM Podcast Network

## Top Canadian Made-English

Rank	Podcast	Podcast 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	 Ideas	CBC/Radio-Canada

## Top Canadian Made-French

Rank	Podcast	Podcast Network
1	 Le Radiojournal	Radio Canada
2	 Les chroniques de Pierre-Yves McSween	Cogeco Media
3	 Richard Martineau	QUB
4	 Benoit Dutrizac	QUB
5	 Bulletin réseau	Radio Canada

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2023–March 2024. audiochuck is measured as part of SiriusXM Podcast Network.



# TOP PODCASTS BY GENRE

## Top Overall

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

## Top Canadian Made- English

Genre	Podcast	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	 Uncover	CBC/Radio-Canada

## Top Canadian Made- French

Genre	Podcast	Podcast Network
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	 Contact - avec Stéphan Bureau	QUB
True Crime	 Narcos PQ	QUB

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2023–March 2024.

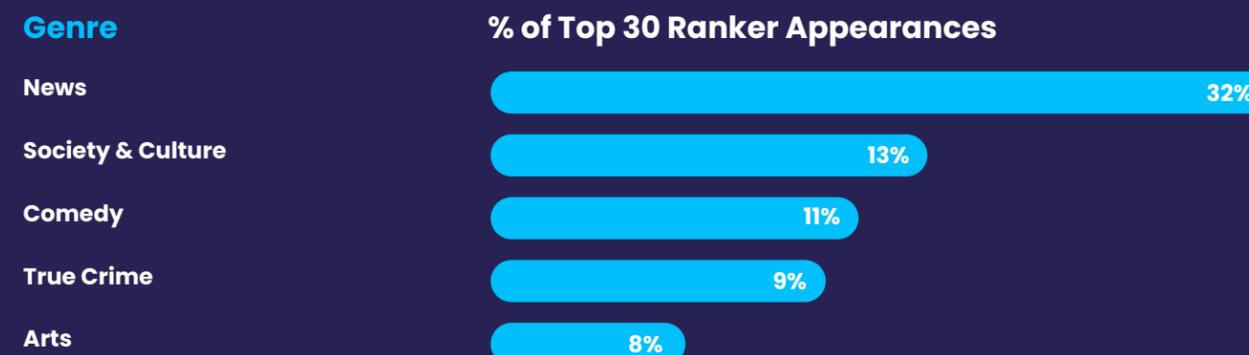


# TOP GENRES

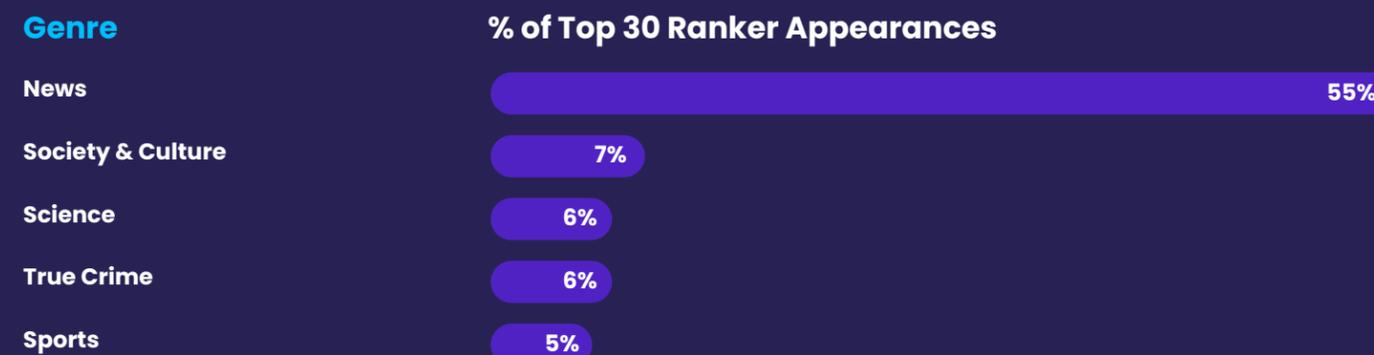
## Top Overall



## Top Canadian Made- English



## Top Canadian Made- French



Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2023–March 2024.



# TOP DEBUTS IN 2023

## Top Overall

Program	Podcast Network	Genre
 Mortal Sin	NBCUniversal News Group	True Crime
 Murder in Apartment 12	NBCUniversal News Group	True Crime
 The No Good, Terribly Kind, Wonderful Lives and Tragic Deaths of Barry and Honey Sherman	CBC/Radio-Canada	News
 The Broski Report with Brittany Broski	Audioboom	Comedy
 We're Here to Help	Audioboom	Comedy

## Canadian Made- English

Program	Podcast Network	Genre
 The No Good, Terribly Kind, Wonderful Lives and Tragic Deaths of Barry and Honey Sherman	CBC/Radio-Canada	News
 Commotion with Elamin Abdelmahmoud	CBC/Radio-Canada	Arts
 Crime Story	CBC/Radio-Canada	True Crime
 The Loonie Hour	TPX Podcast Network	Business
 The Hot Tub Podcast	TPX Podcast Network	Society & Culture

## Canadian Made- French

Program	Podcast Network	Genre
 Le ripou des Hells	QUB	True Crime
 Contact - avec Stéphan Bureau	QUB	Society & Culture
 Marie Montpetit	QUB	News
 Le Clan Dubois	QUB	True Crime
 Bon Match!	Cogeco Media	Sports

Ranked by average weekly downloads from month of ranker debut through end of year. Based on the Triton Canada Podcast Rankers Average Weekly Downloads from January–December 2023.



# Most Downloaded Episode of 2023

## Overall Episode



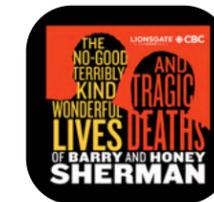
### John Krasinski

(Smartless by Wondery)

Published: January 9th, 2023

408k downloads in Canada and 3.6M globally in 2023

## Canada-Made English Episode



### Chapter Eight: Thin Lines

(The No Good, Terribly Kind, Wonderful Lives and Tragic Deaths of Barry and Honey Sherman by Canadian Broadcasting Corporation)

Published: April 3rd, 2023

147k downloads in Canada in 2023

## Canada-Made French Episode



### Régime de terreur dans une classe de première année

(Benoit Dutrizac by Québecor)

Published: April 24th, 2023

133k downloads in Canada in 2023

Analysis is based on networks measured by Triton Podcast Metrics from January–December 2023.

# Most Downloaded Episode of 2023

in the first 30 days of publishing (by downloads)



## Matthew McConaughey

(Smartless by Wondery)

Published: September 18th, 2023

280k downloads in the first 30 days in Canada and 2.5M downloads globally in 2023

# KEY TAKEAWAYS

**Monthly** podcast listening among Francophones is **growing at a faster rate**, increasing by **65%** over the past three years

1

**92.9%** of podcasts were downloaded to a **mobile device**

2

**YouTube** was the top platform used to access podcast in the past year, adding new listeners to the medium with **43%** of listeners first listening in the past year

3

**True Crime** was the most downloaded genre in Canada, followed by **Comedy** and then **News**

4

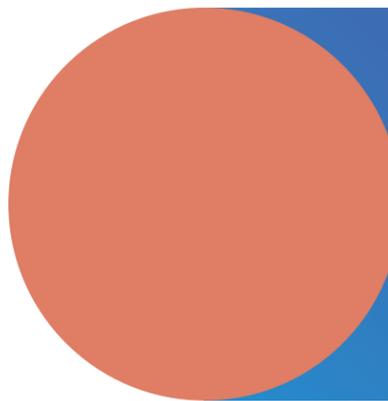
The network with the most downloads in 2023 was **SiriusXM Podcast Network**, while **CBC/Radio Canada** was the most downloaded network for Canadian originated content.

5

The most downloaded podcast in 2023 overall was **Dateline NBC** (NBCUniversal News Group), the most downloaded Canadian Made- English podcast was **Front Burner** (CBC/Radio- Canada) and the most downloaded Canadian Made- French podcast was **Le Radiojournal** (Radio Canada)

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# 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](mailto:solutions@tritondigital.com).

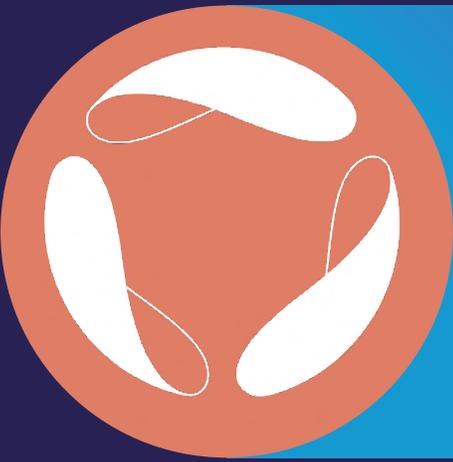
View the Podcast Rankers at [www.TritonRankers.com](http://www.TritonRankers.com).

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



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





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