



TRITON[™]
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. 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
[@TritonDigital](https://twitter.com/TritonDigital)

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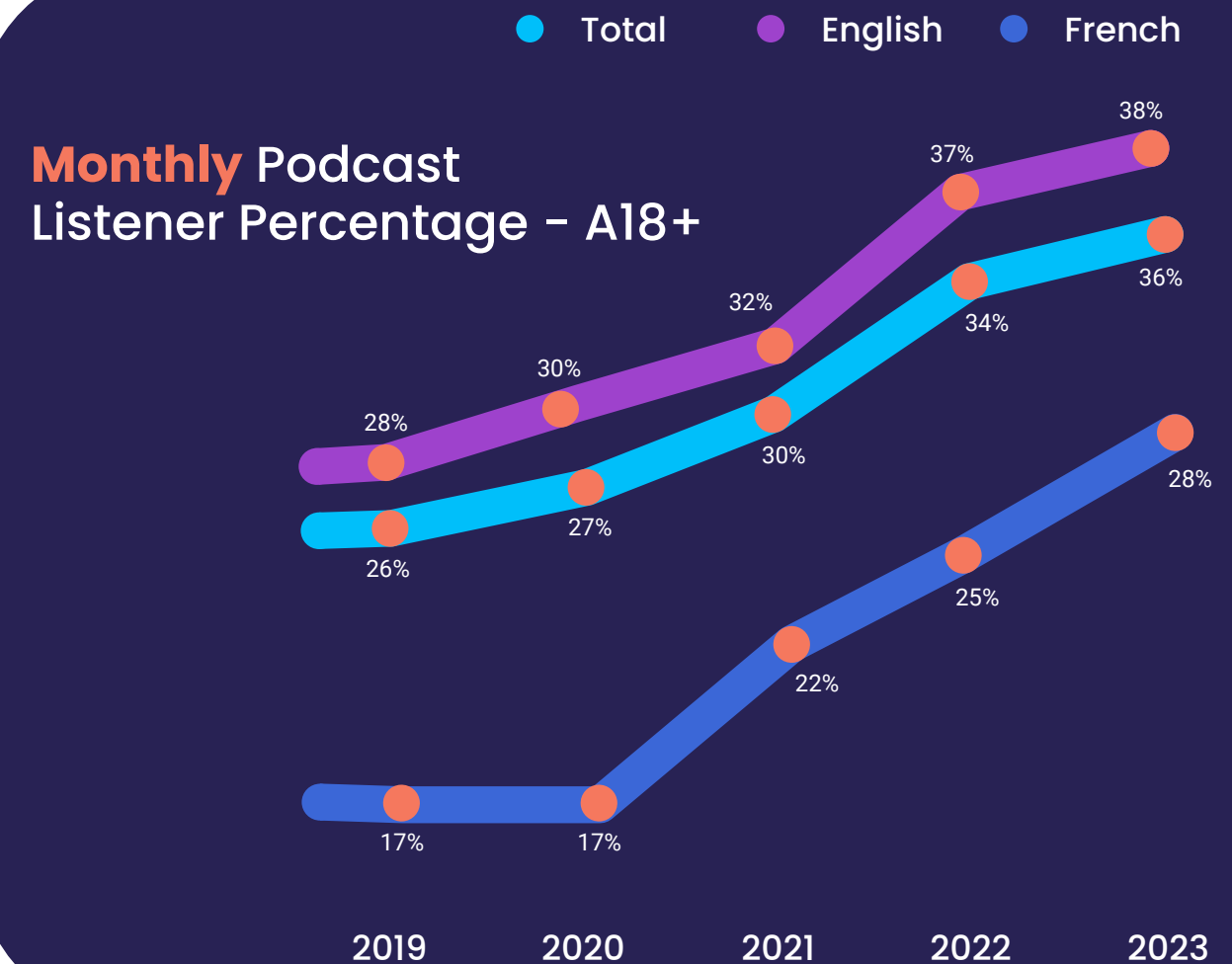
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CANADIAN PODCAST LISTENING LANDSCAPE

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

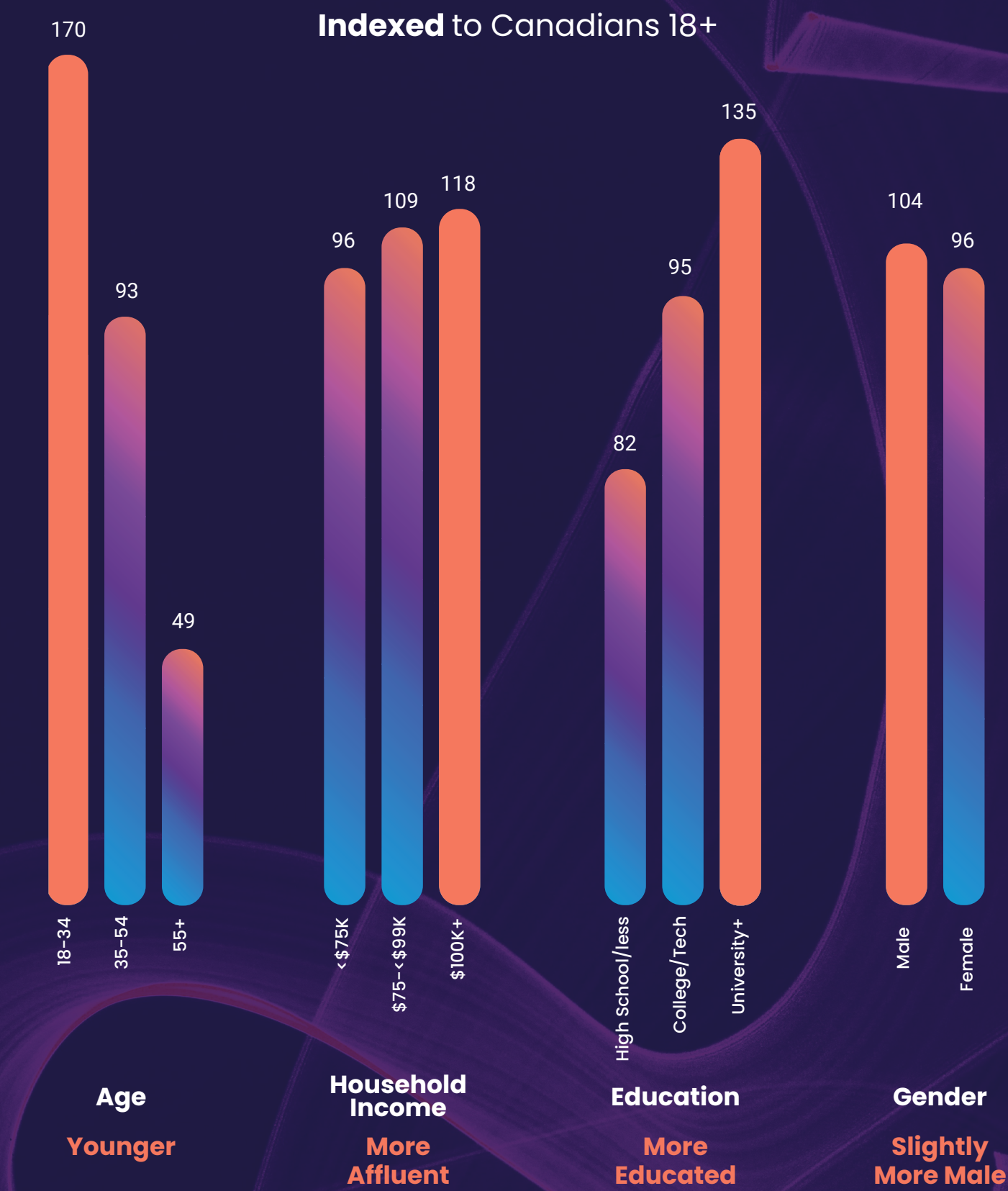
5.9h

Average hours
per week among
weekly listener

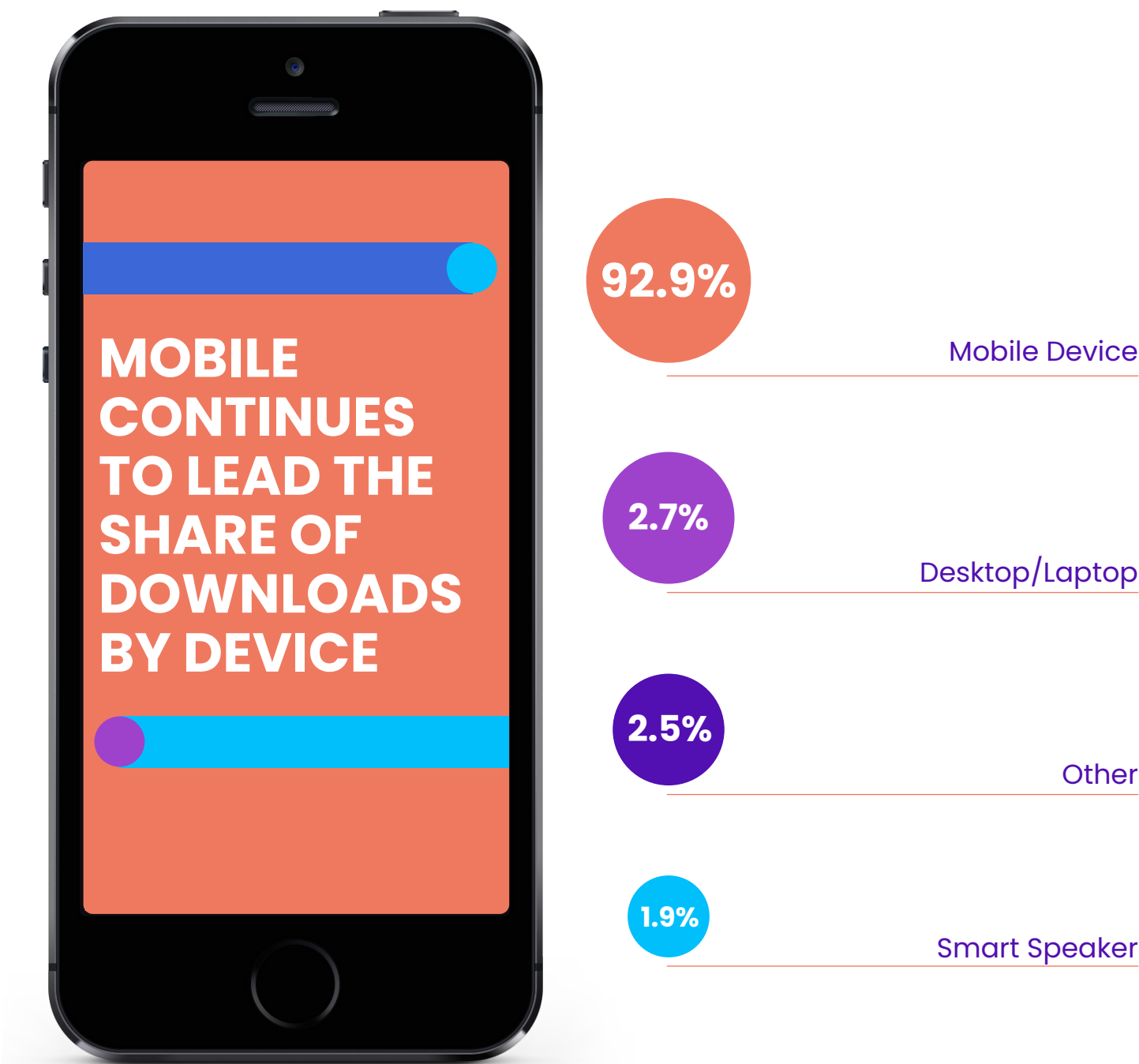
8.2

Average
episodes
per week

Monthly podcast listener profile vs. Canadian population

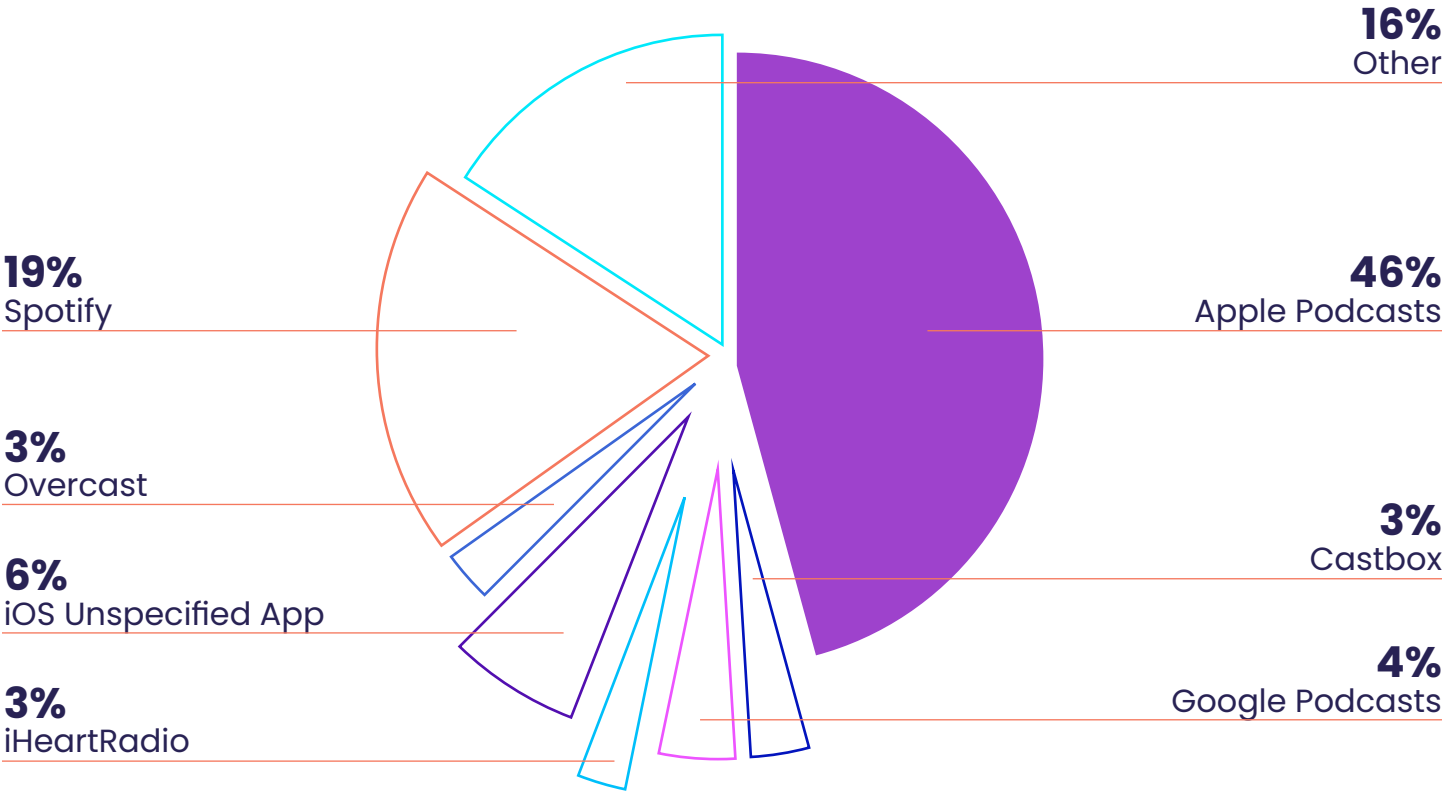


DOWNLOADS BY DEVICE



APPLE PODCASTS CONTINUE TO LEAD IN CONSUMPTION

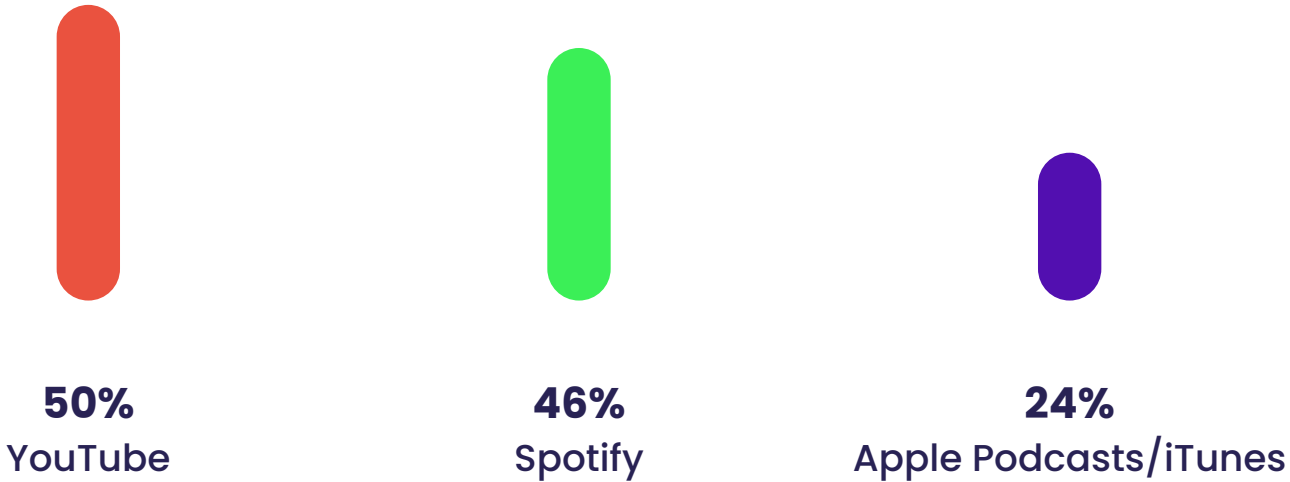
New Episode RSS Downloads By Players



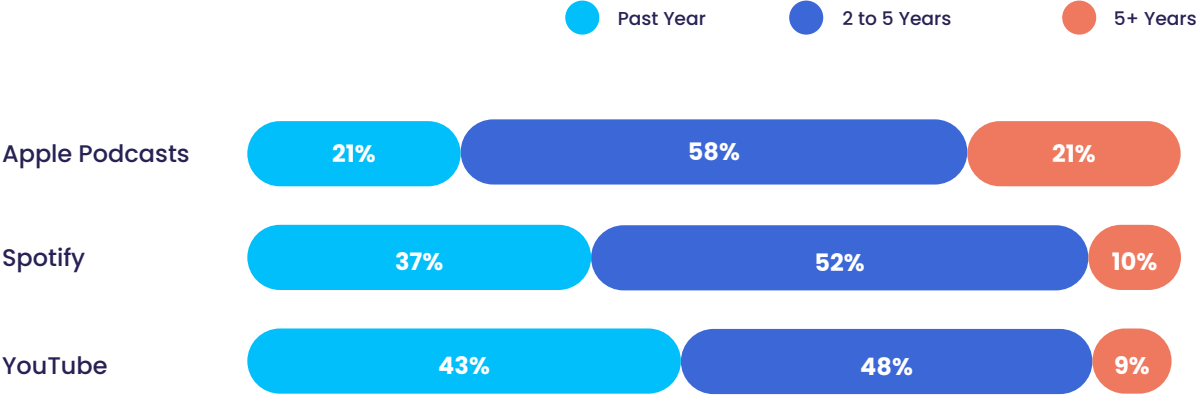
New Episode: Episode downloaded in the same month it was published.
iOS unspecified App is displayed separately as their downloads do not all necessarily belong to Apple Podcast. These downloads also include alternative podcast players used on iOS devices.
Analysis is based on the networks measured in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

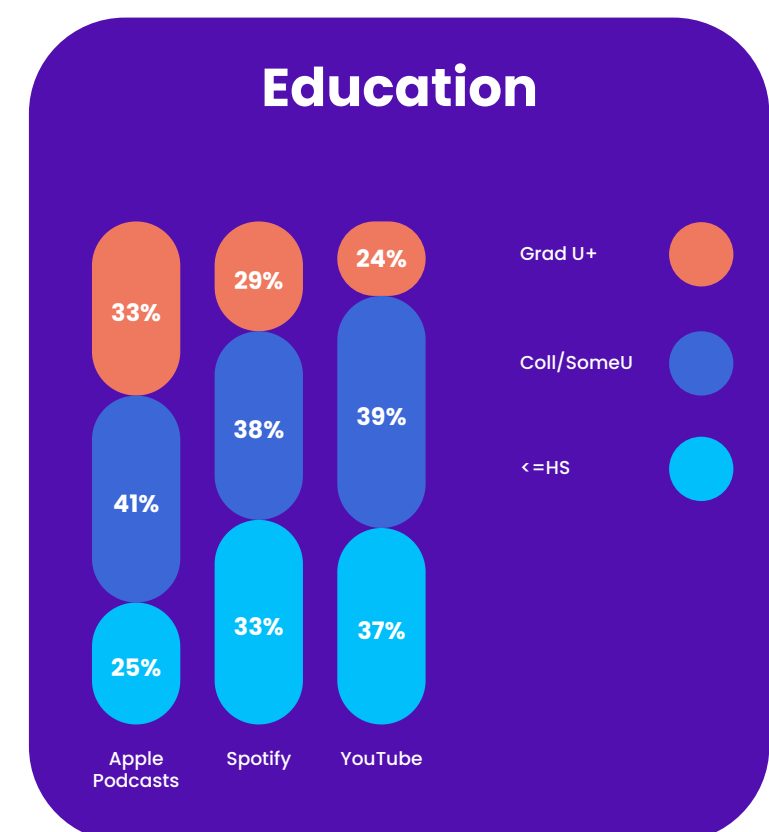
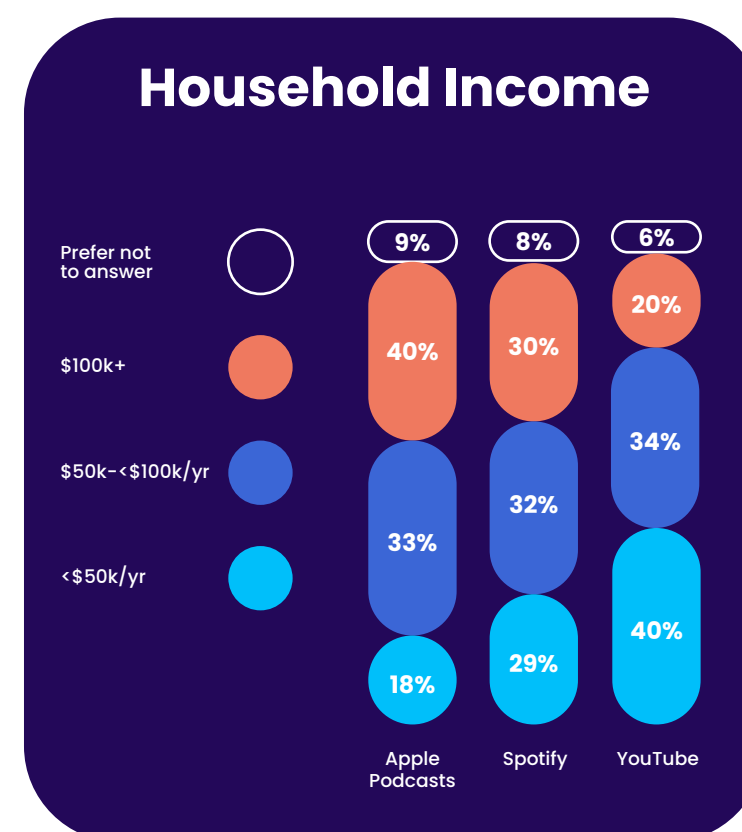
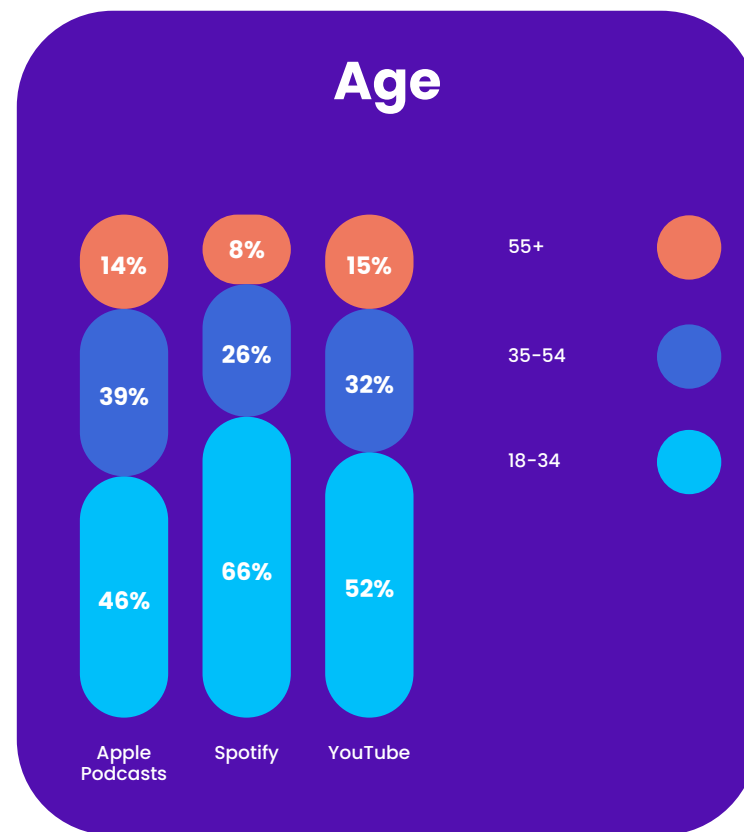
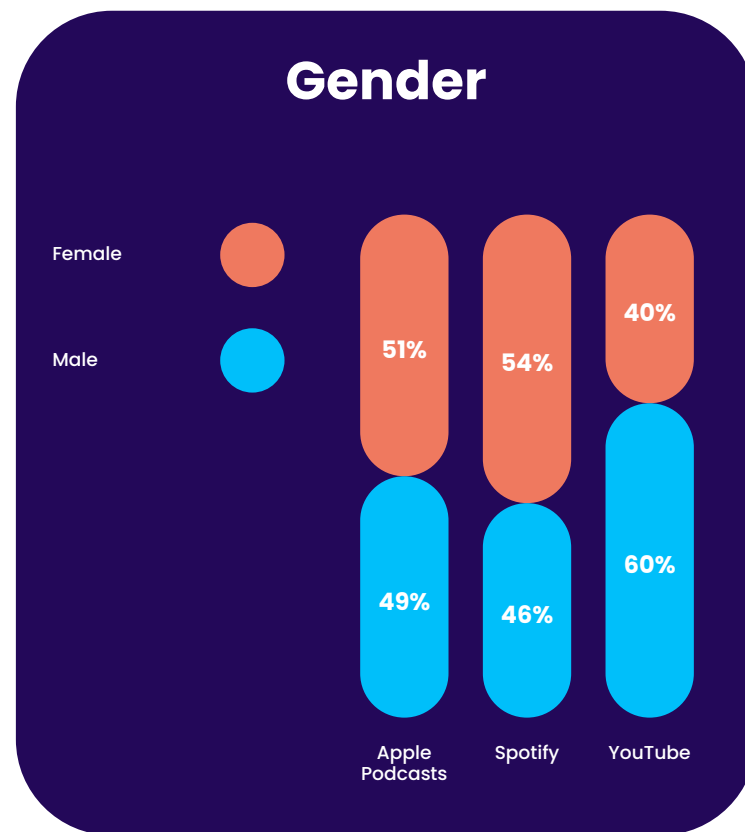


Canadian Podcast Listener 2023
% of monthly podcast listeners 18+

Listening

by Platform

Differences



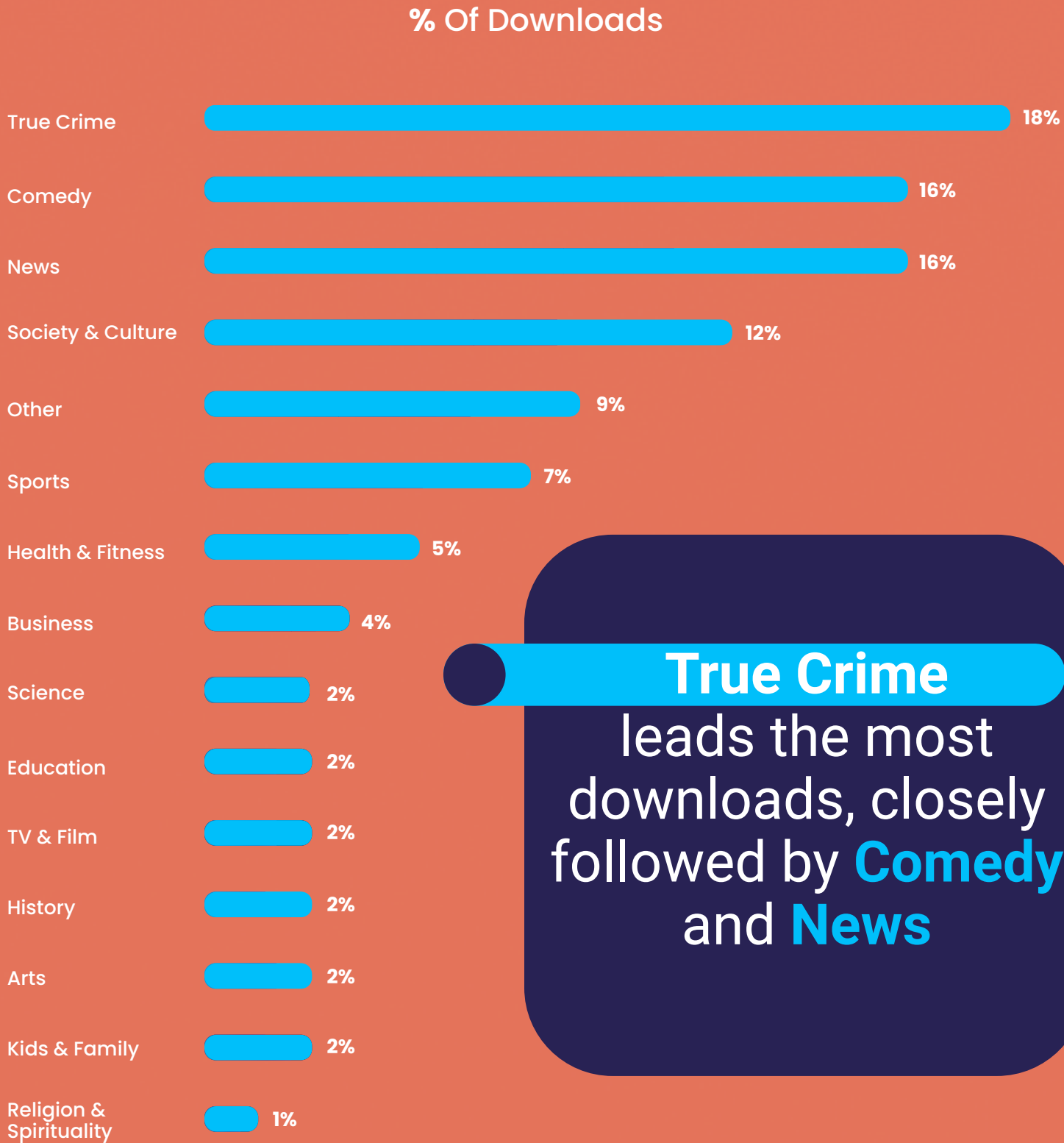
YouTube is more male and have a lower household income

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



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



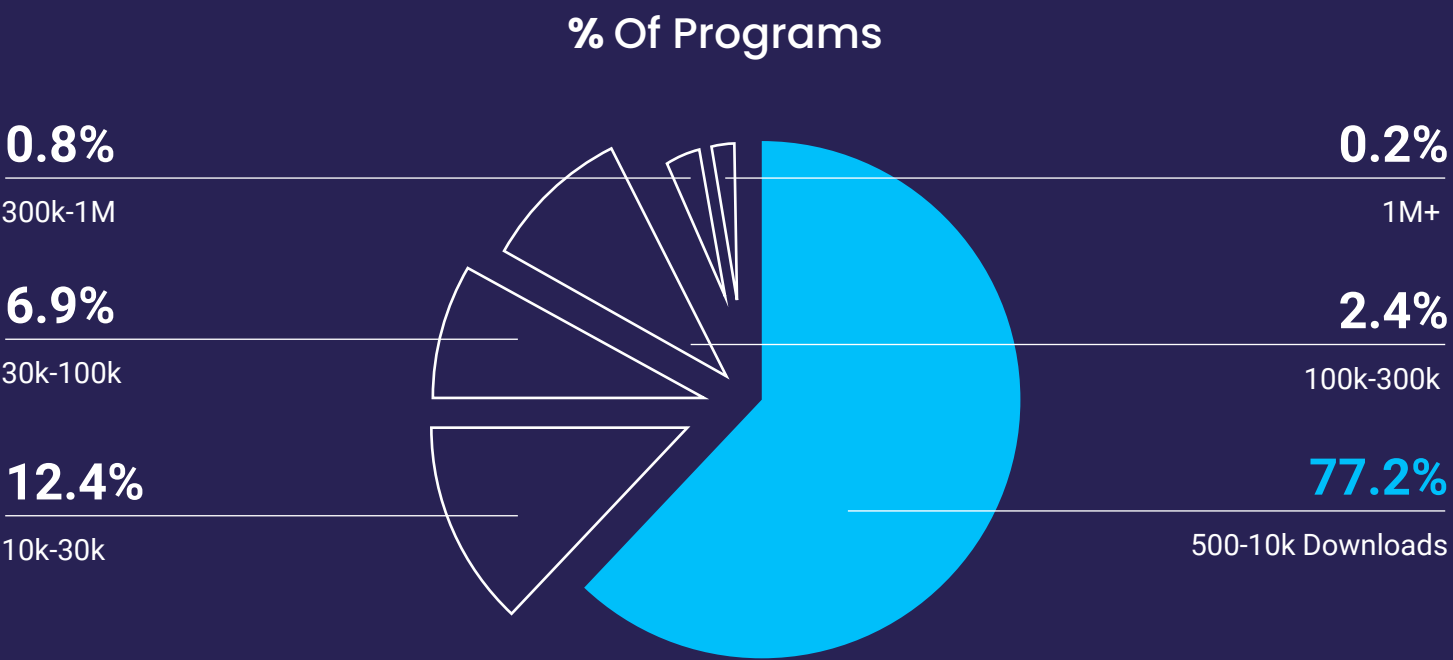
Sports and News genres release episodes more frequently



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



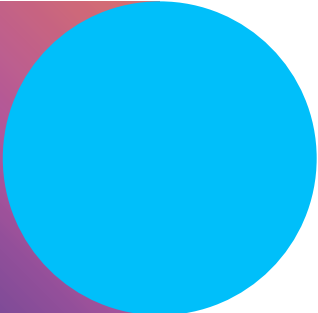
Podcasts that receive
<10k downloads represent 10%
of total downloads

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



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

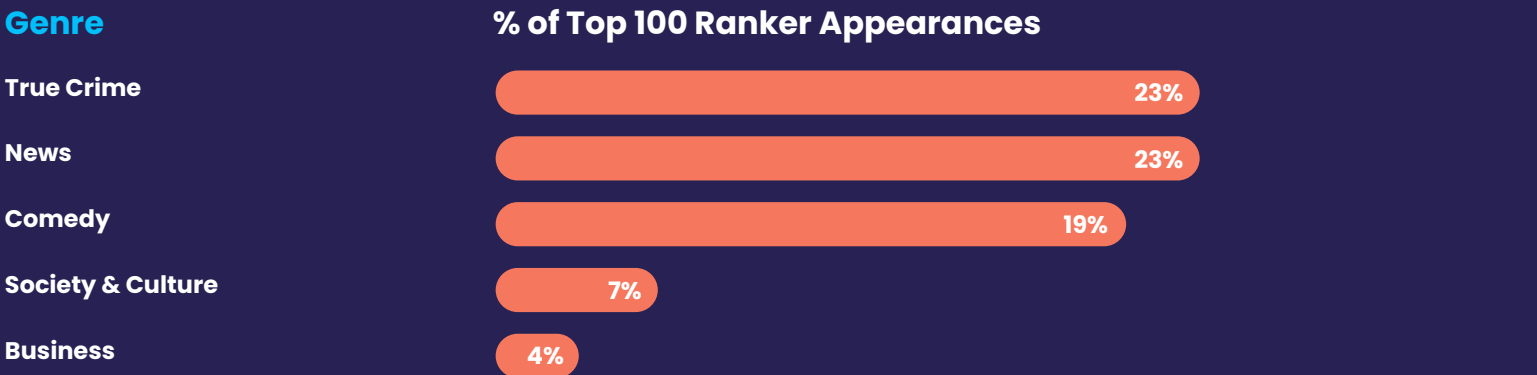
| Genre | | Podcast | Podcast Network |
|-------------------|---|-------------------------------|-----------------|
| Comedy |  | La journée (est encore jeune) | Radio Canada |
| History |  | Aujourd'hui l'histoire | Radio Canada |
| News |  | Le Radiojournal | Radio Canada |
| Science |  | En 5 minutes | 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.

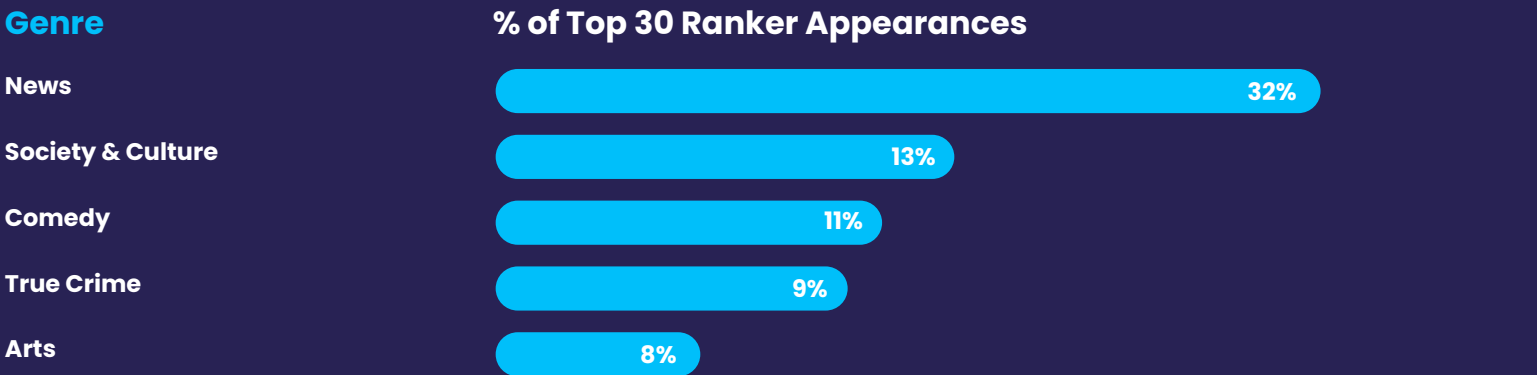


TOP GENRES

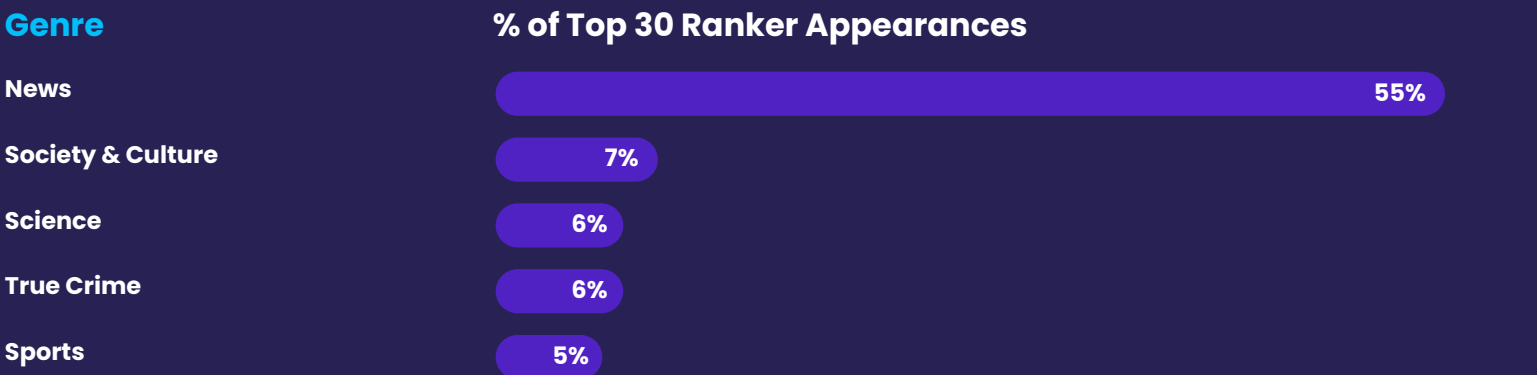
Top Overall



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
(Benoît 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.

View the Podcast Rankers at www.TritonRankers.com.

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





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





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