



TRITON[™]
D I G I T A L

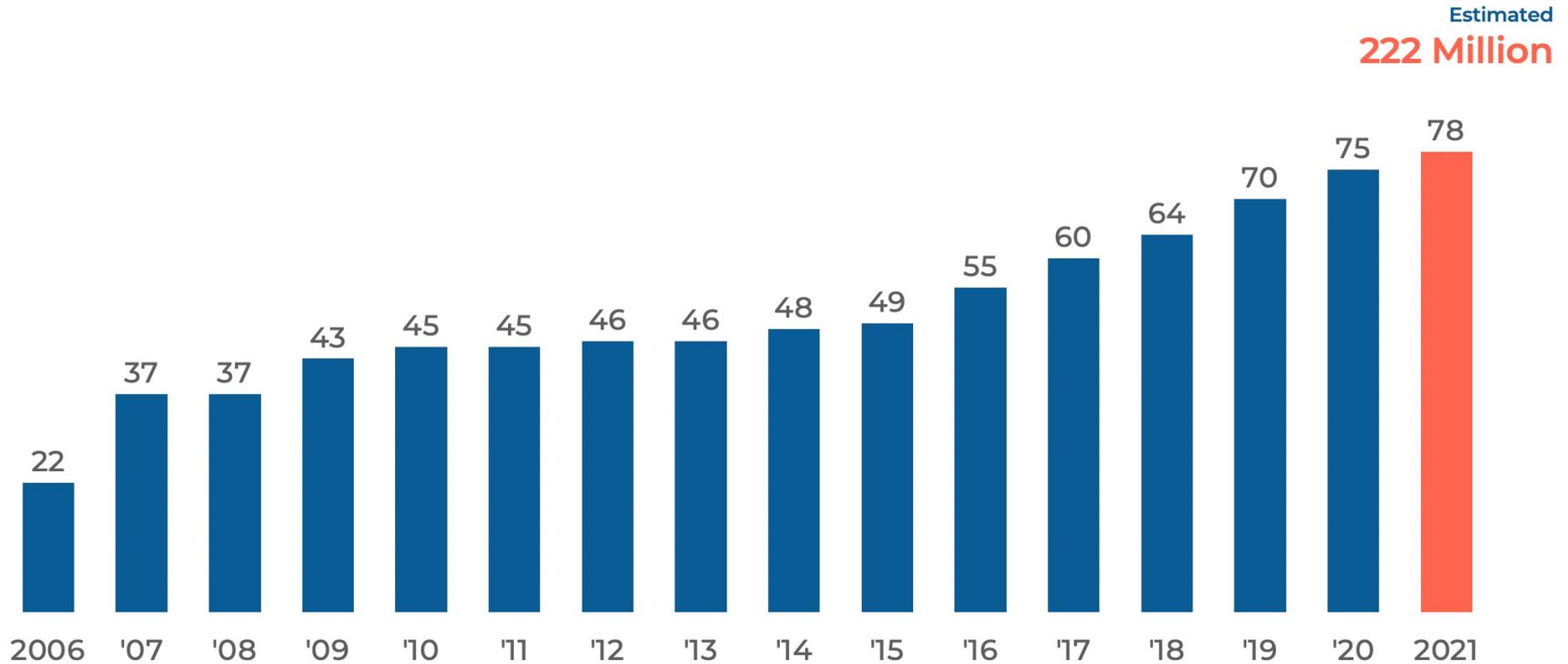
The Podcast Data Kit

Insights & Trends from The Infinite Dial 2021[®]

Podcasting Familiarity

Total U.S. Population 12+

% Familiar with Podcasting



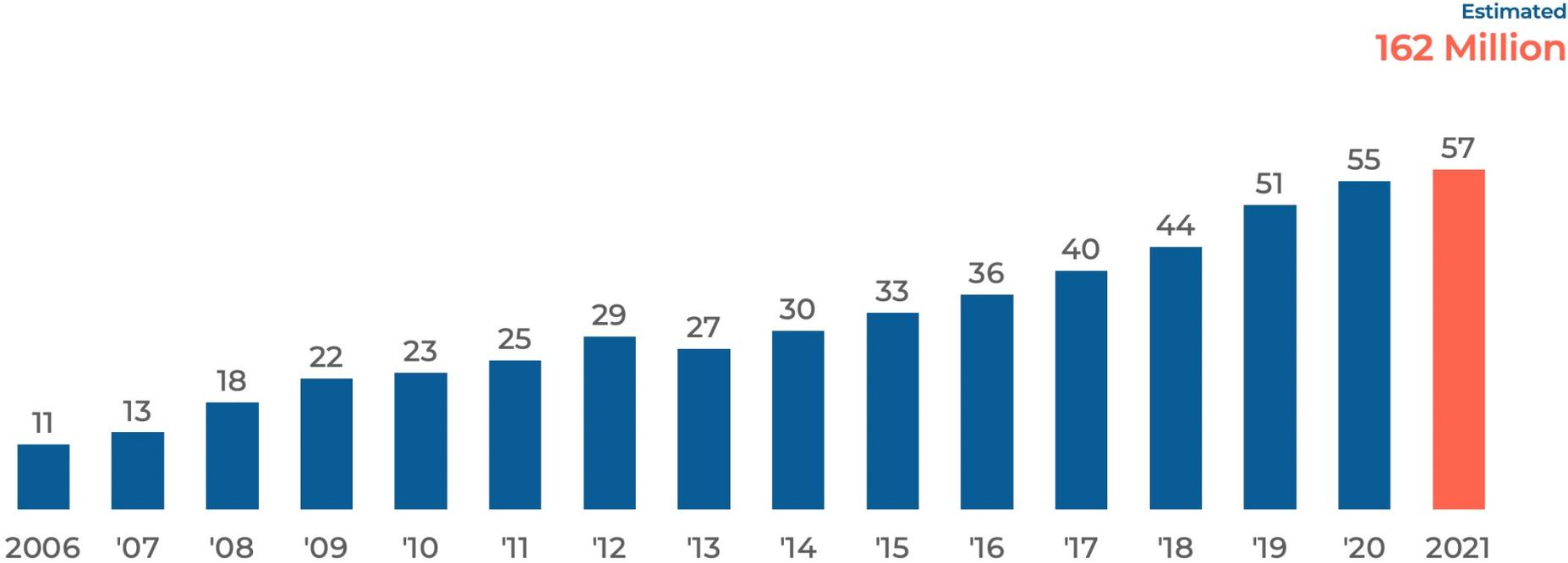
Source: Infinite Dial 2021 by Edison Research & Triton Digital®



Podcasting Listening

Total U.S. Population 12+

% Ever Listening to a Podcast



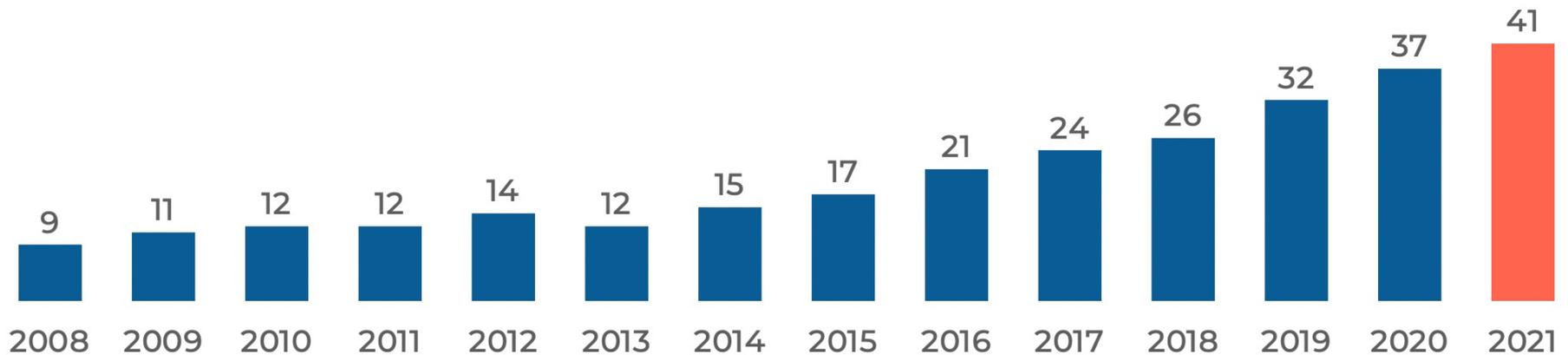
Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Monthly Podcast Listening

Total U.S. Population 12+

% Listened to a Podcast in the Last Month

Estimated
116 Million



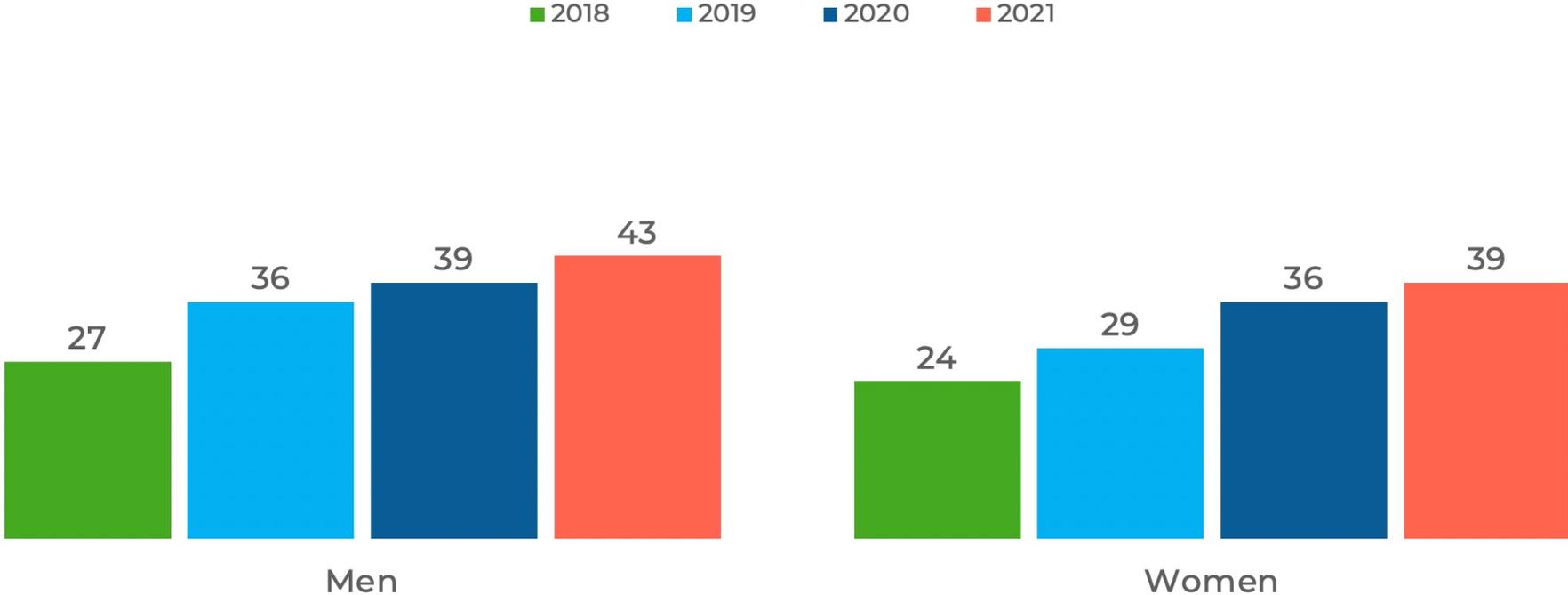
Source: Infinite Dial 2021 by Edison Research & Triton Digital®



Monthly Podcast Listening

U.S. Population

% Listened to a Podcast in the Last Month

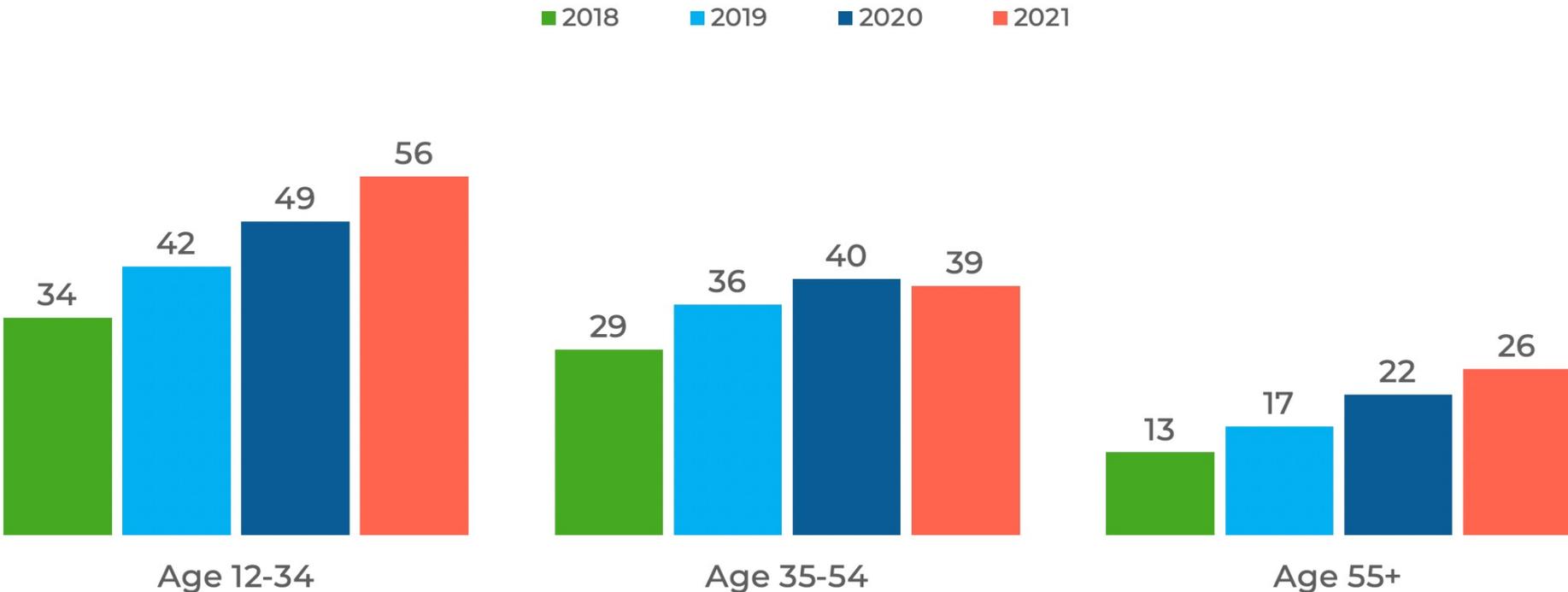


Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Monthly Podcast Listening

U.S. Population

% Listened to a Podcast in the Last Month

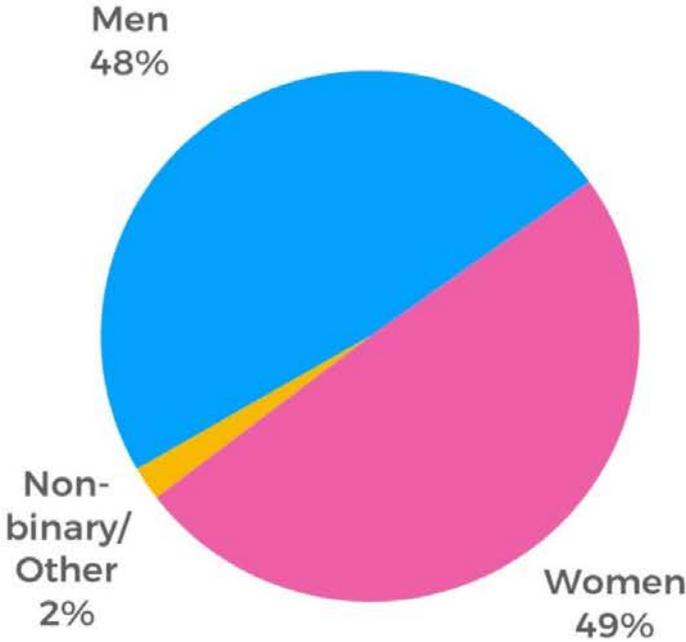


Source: Infinite Dial 2021 by Edison Research & Triton Digital®

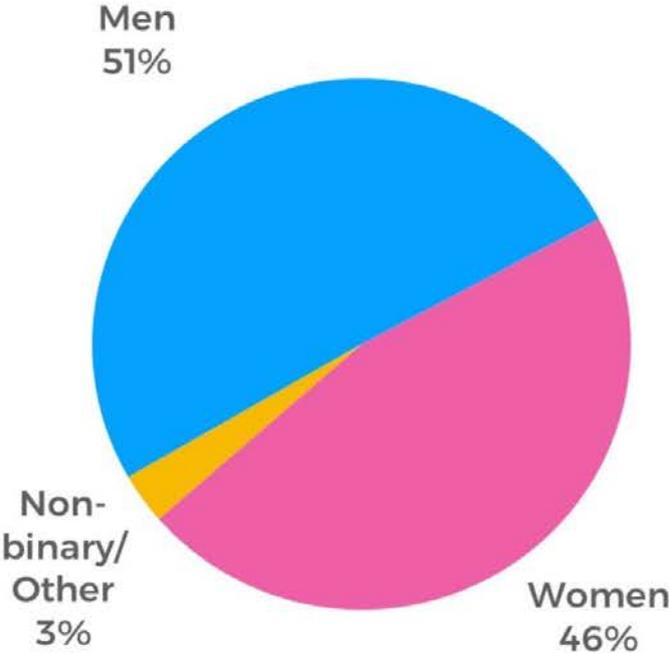
Gender of Monthly Podcast Listeners

Base: U.S. Age 12+ and Listened to podcast in last Month

U.S. POPULATION 12+



MONTHLY PODCAST CONSUMERS 12+



Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Age of Monthly Podcast Listeners

Base: U.S. Age 12+ and Listened to podcast in last Month



Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Ethnicity of Monthly Podcast Listeners

Base: U.S. Age 12+ and Listened to podcast in last Month

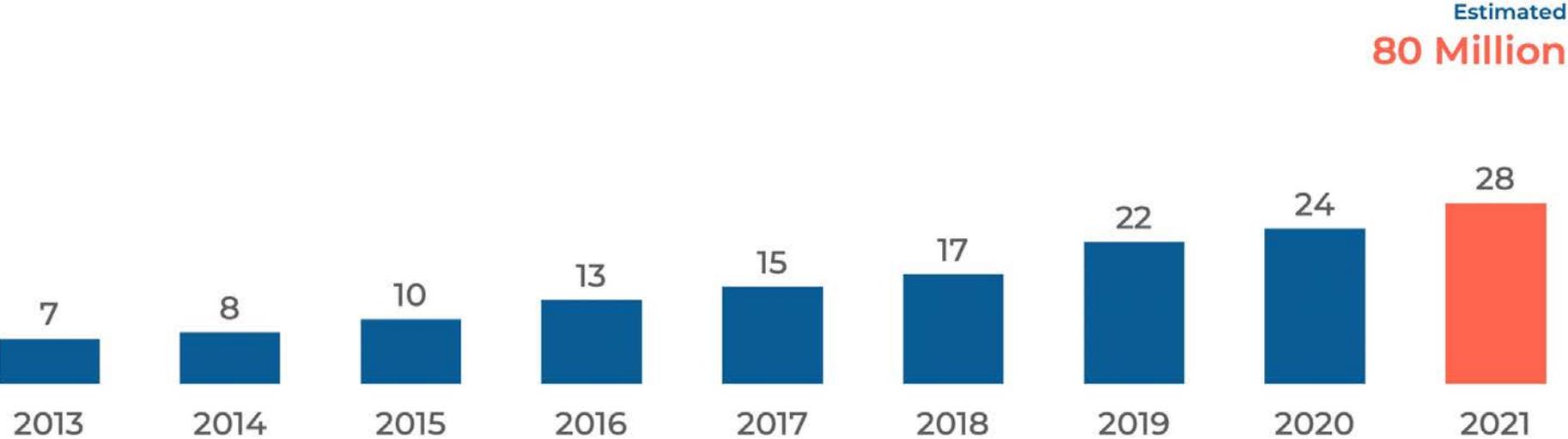


Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Weekly Podcast Listening

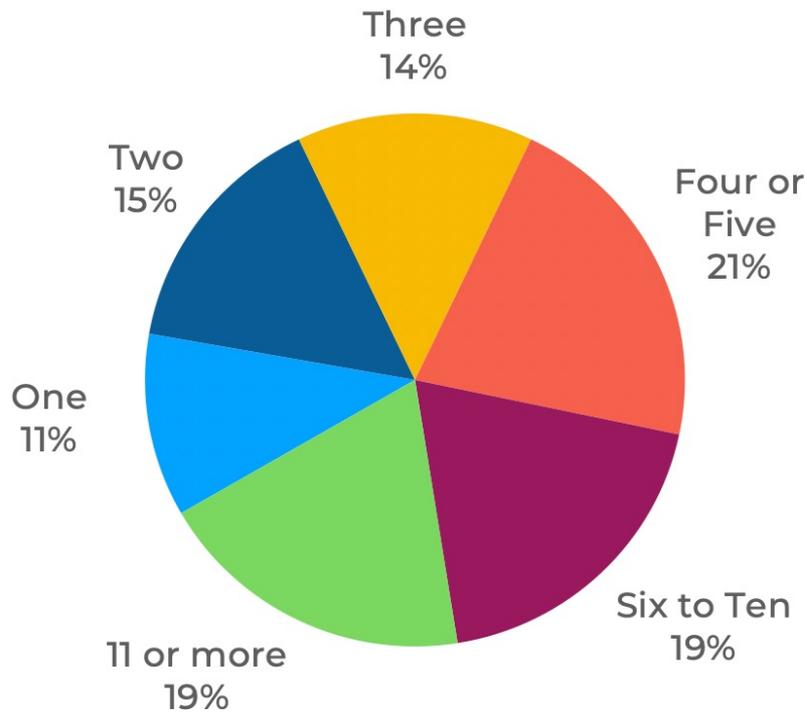
Total U.S. Population 12+

% listened to a podcast in last week



Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Base: Total U.S. Population 12+ and Listened to podcast in last week

Number of Podcasts Listened to in Last Week



U.S. weekly podcast listeners averaged
Eight podcasts
in the last week

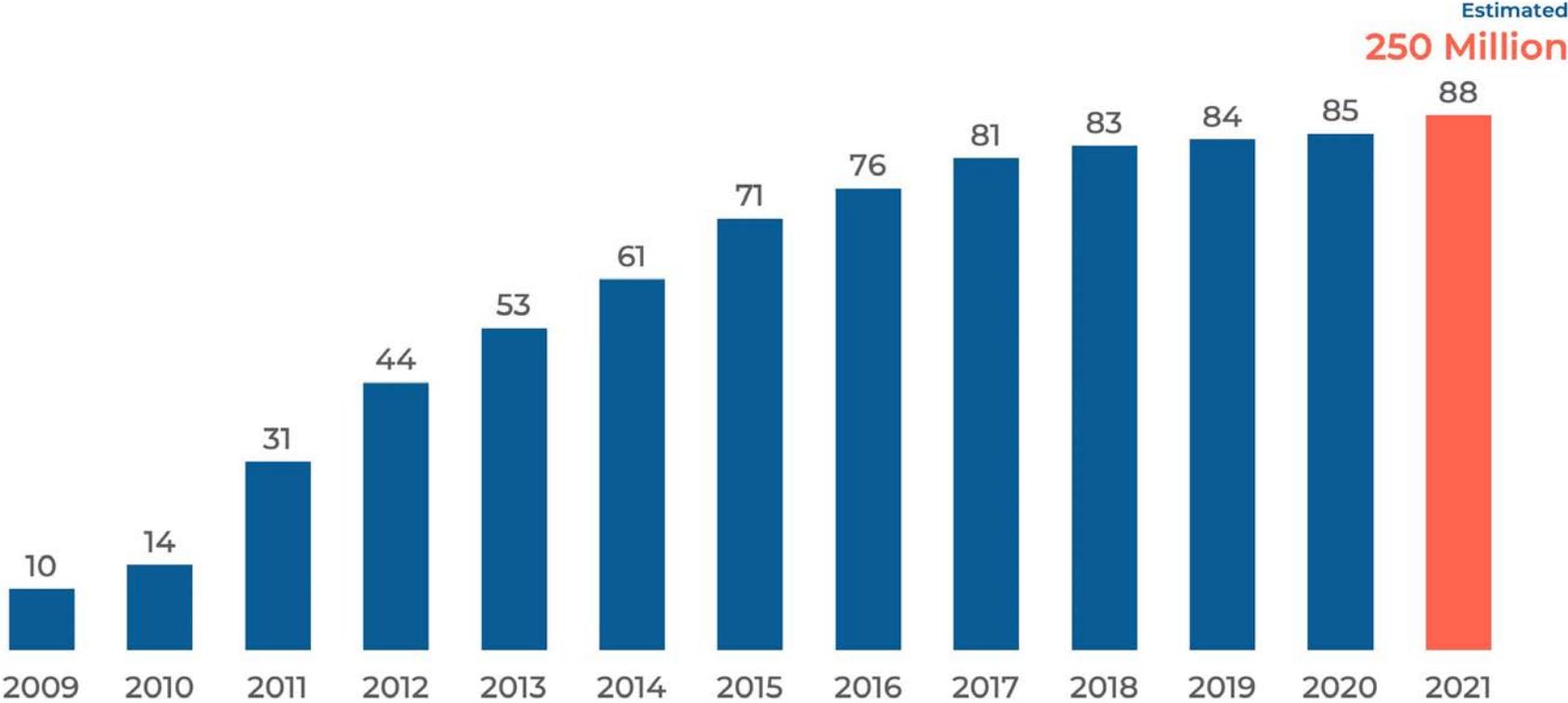
U.S. weekly podcast listeners averaged

5.1 podcast shows

in the last week

Smartphone Ownership

Total U.S. Population 12+
% Owning a Smartphone

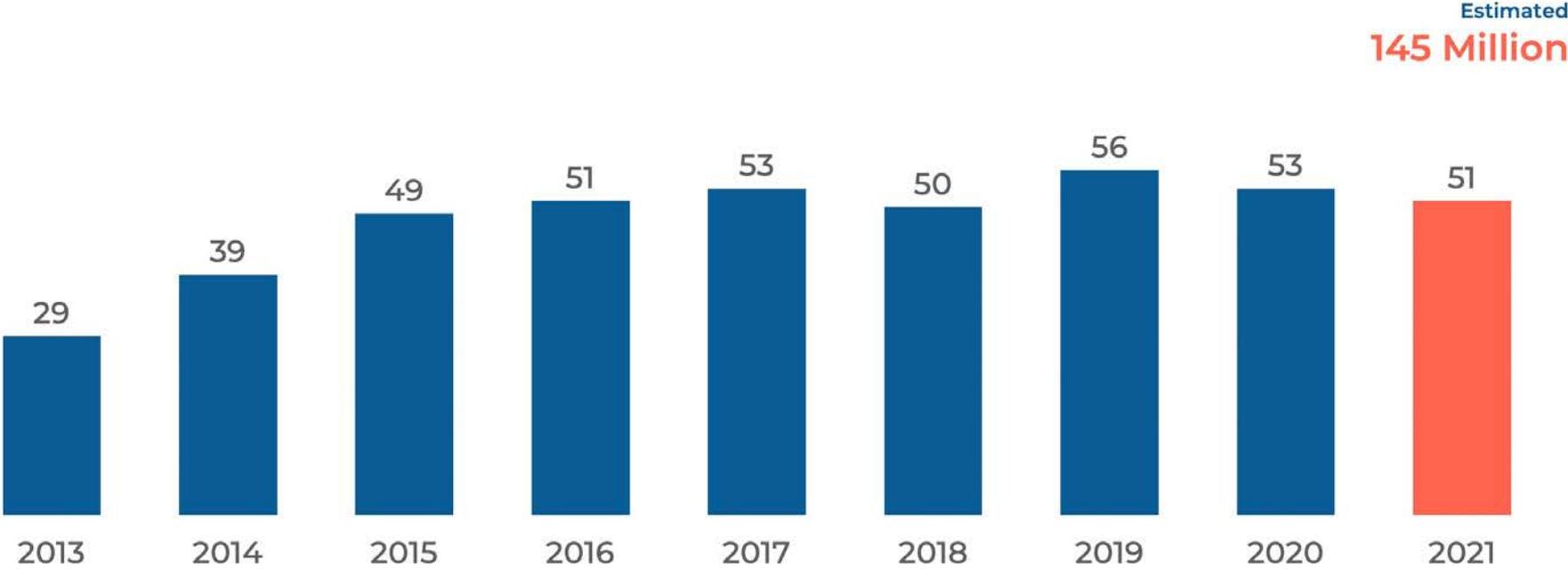


Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Tablet Ownership

Total U.S. Population 12+

% Owning a Tablet

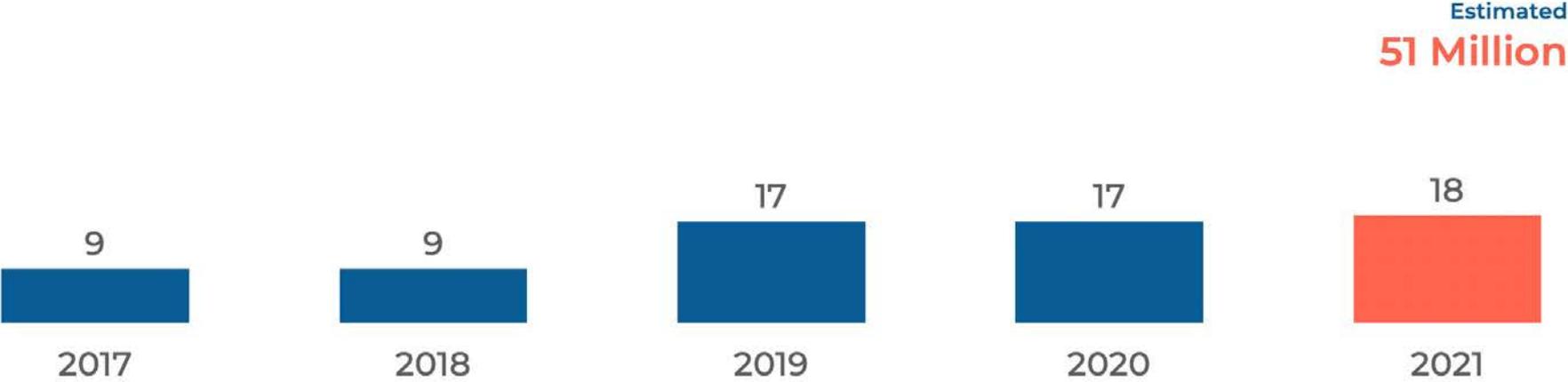


Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Internet-Connected Watch Ownership

Total U.S. Population 12+

% Owning an Internet-Connected Watch

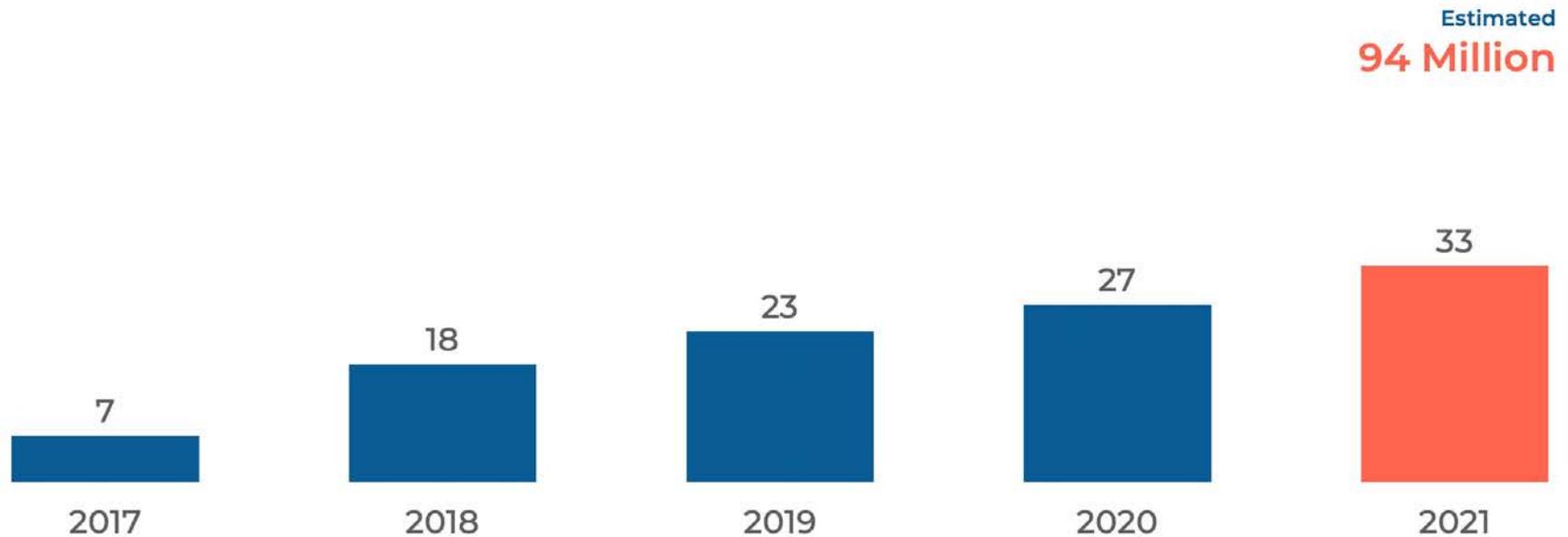


Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Smart Speaker Ownership

Total U.S. Population 12+

% Owning a Smart Speaker



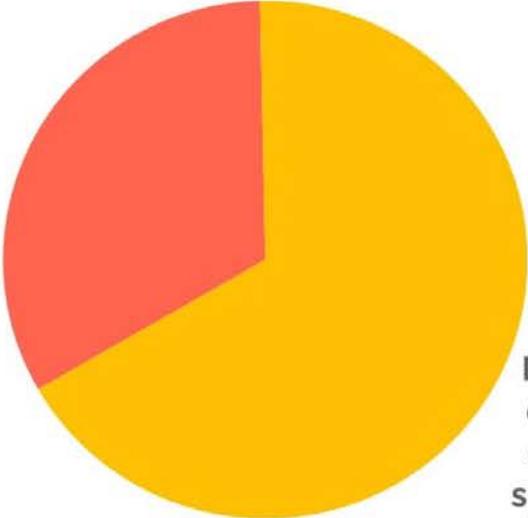
Smart Speaker Ownership

Total U.S. Population 12+

% Owning a Smart Speaker

U.S. POPULATION 12+

Own a smart speaker
33%

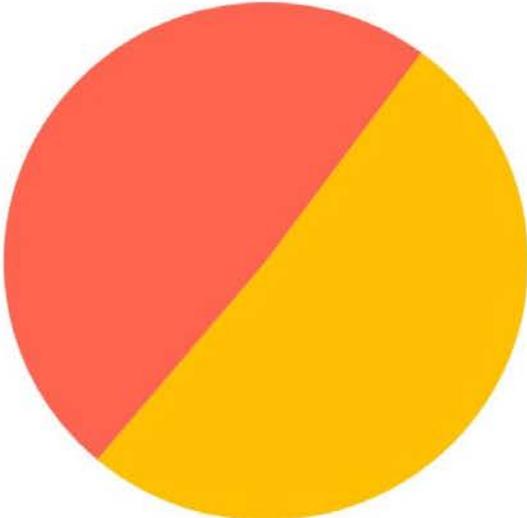


Do not own a smart speaker
67%

WORK FROM HOME

(BASE: EMPLOYED FULL-TIME OR PART-TIME AND WORK FROM HOME; 11%)

Own a smart speaker
49%

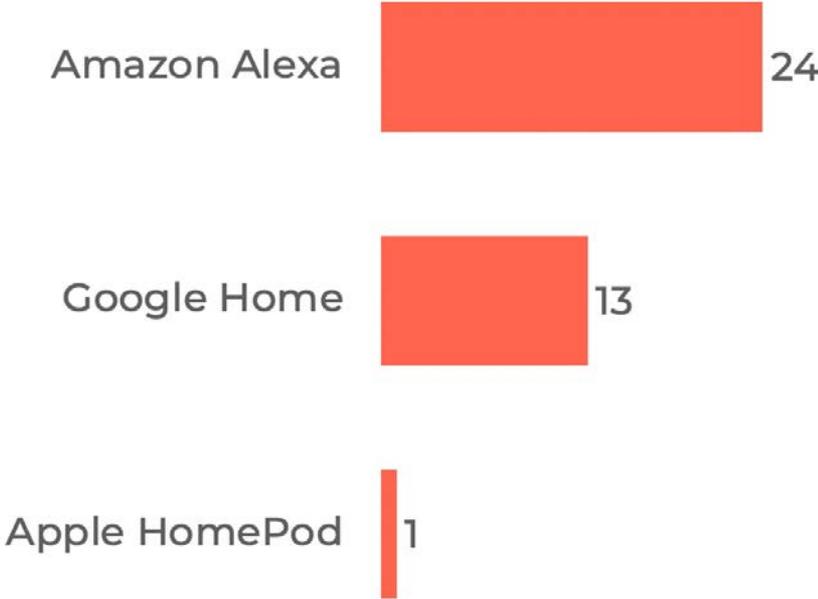


Do not own a smart speaker
51%

Smart Speaker Ownership

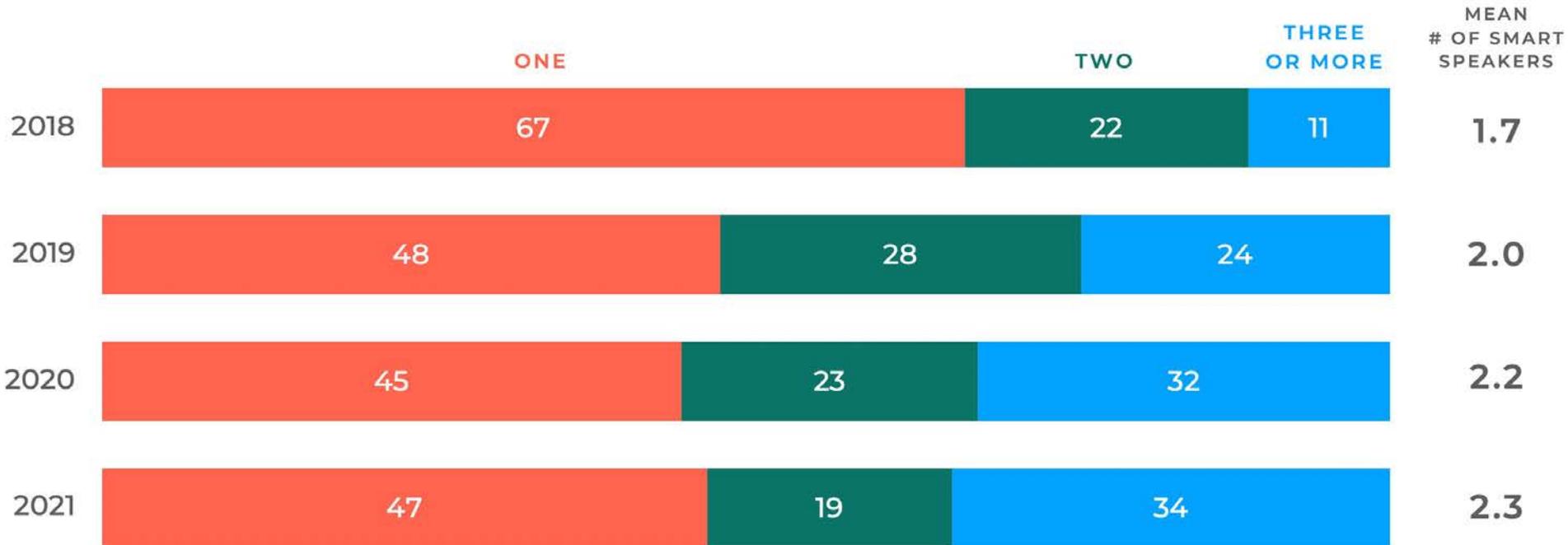
Total U.S. Population 12+

% Owning a Smart Speaker



Source: Infinite Dial 2021 by Edison Research & Triton Digital®

Number of Smart Speakers in Household



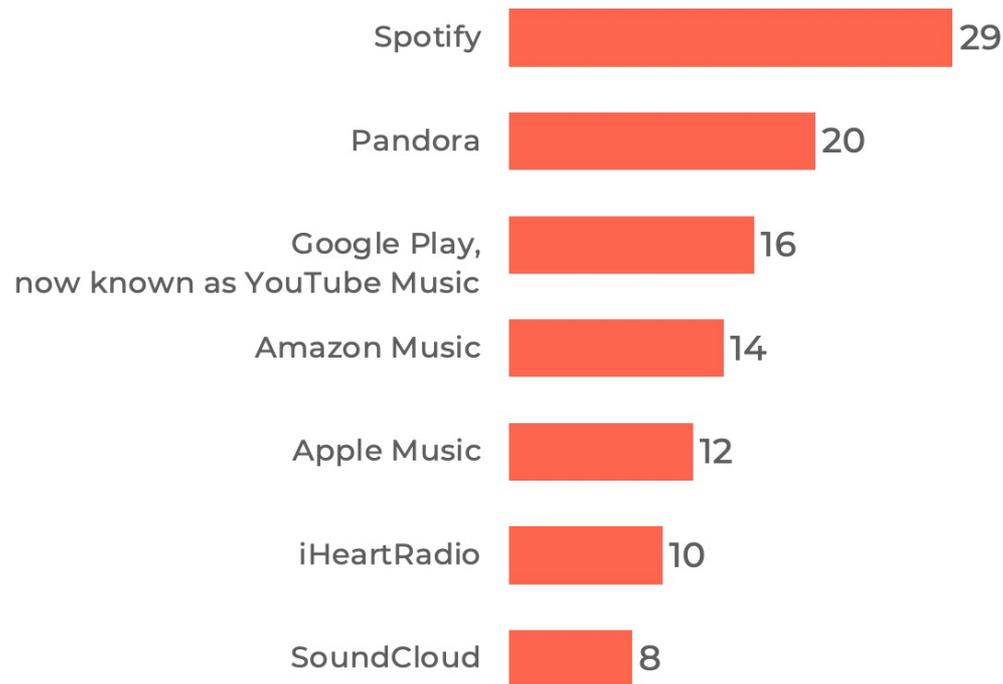
Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Base: U.S. Smart Speaker Owners



Audio Brands Listened to in Last Month

Total U.S. Population 12+

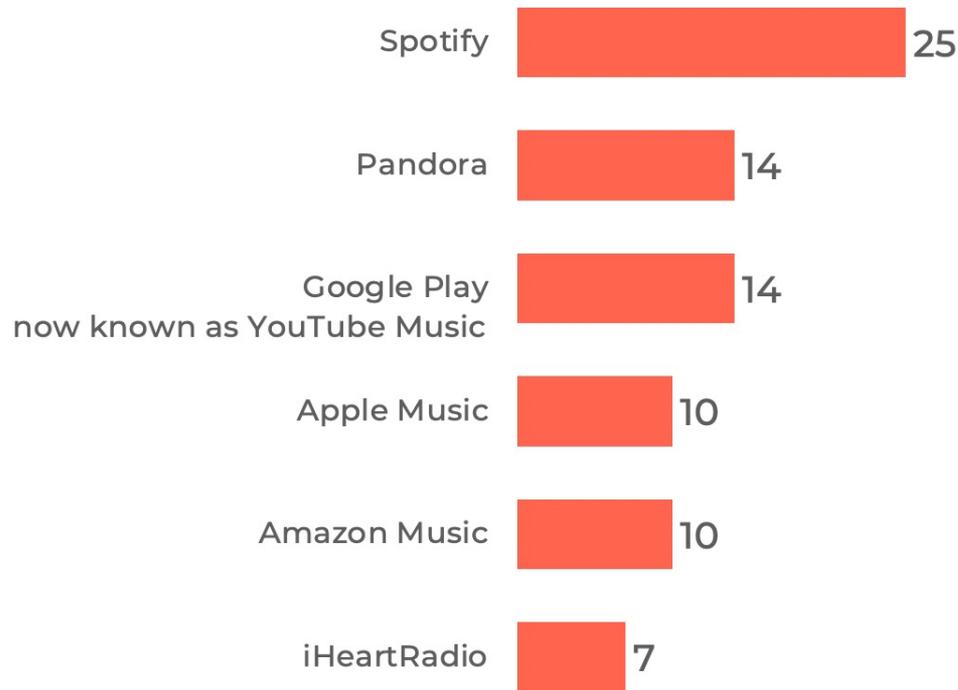
% Listened to Audio Brand in Last Month



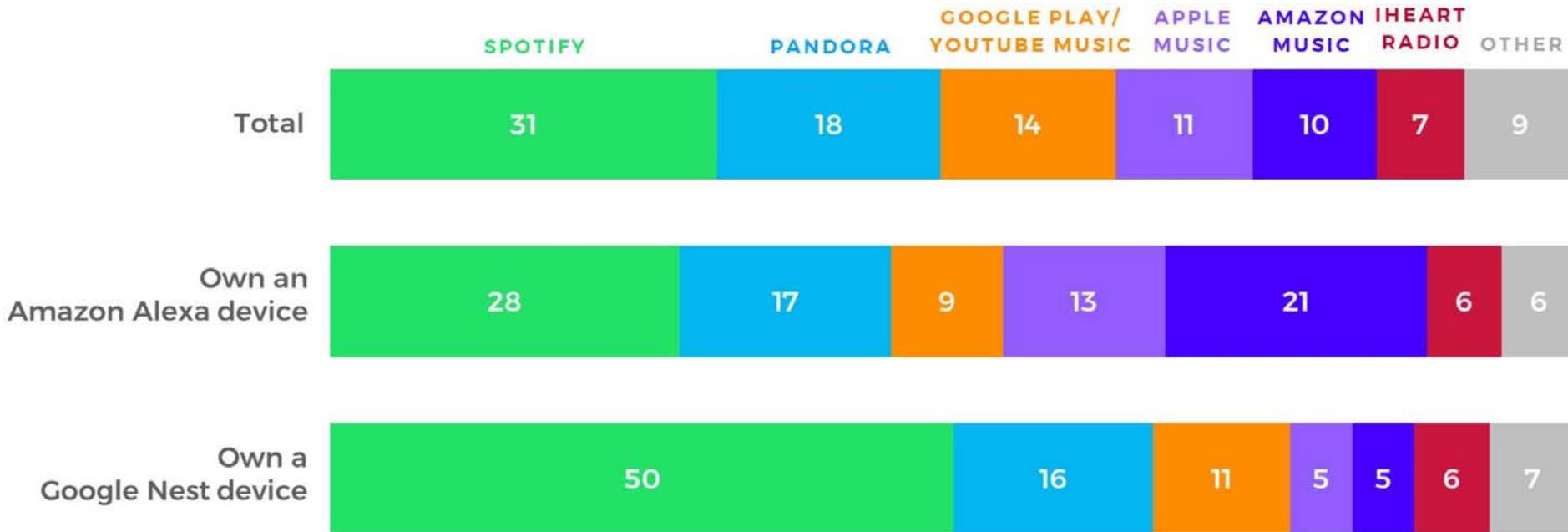
Audio Brands Listened to in Last Week

Total U.S. Population 12+

% Listened to Audio Brand in Last Week



Audio Brands Used Most Often



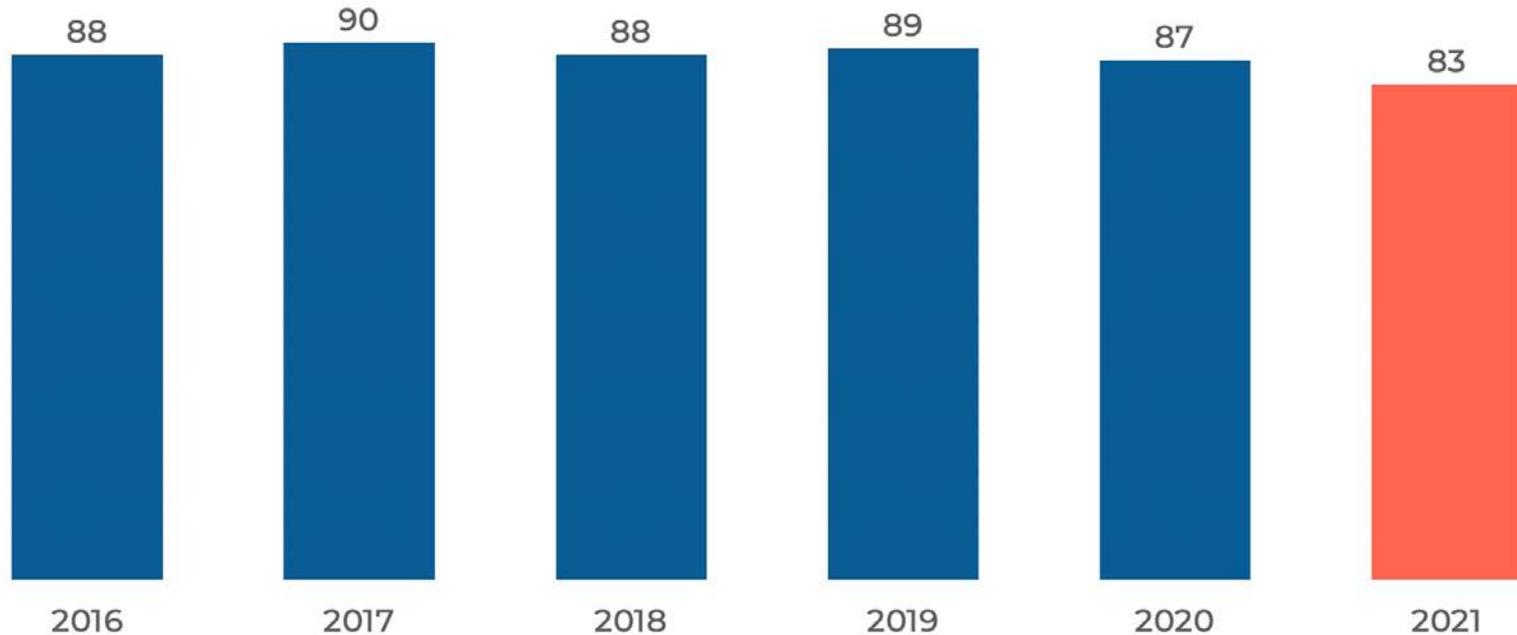
Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Base: U.S. Age 12+ and currently ever use Any Online Audio Brand



Driven/Ridden in Car in Last Month

Base: U.S. Age 18+

% driving or riding in car/vehicle in last month



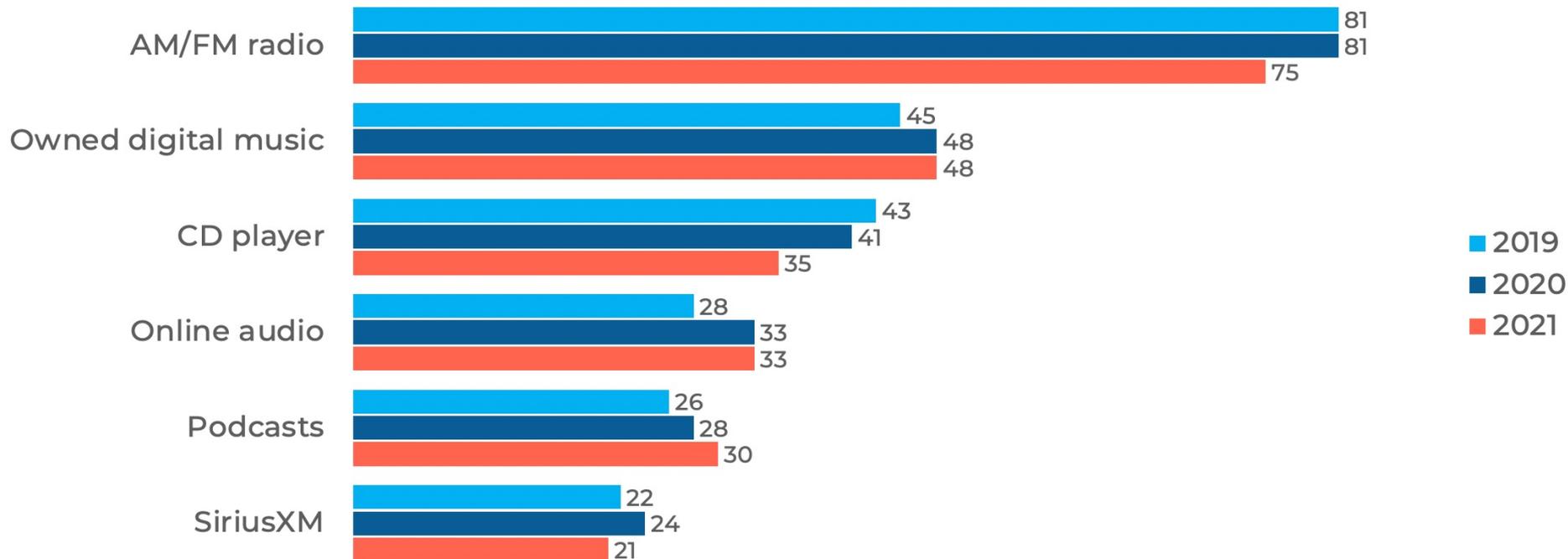
Source: Infinite Dial 2021 by Edison Research & Triton Digital®



Audio Sources Currently Ever Used in Car

Base: U.S. Age 18+ and Has Driven/Ridden in Car in last month; 83%

% using audio source in car



In-Dash Information and Entertainment Systems

Base: U.S. Age 18+ and Has Driven/Ridden in Car in last month; 83%

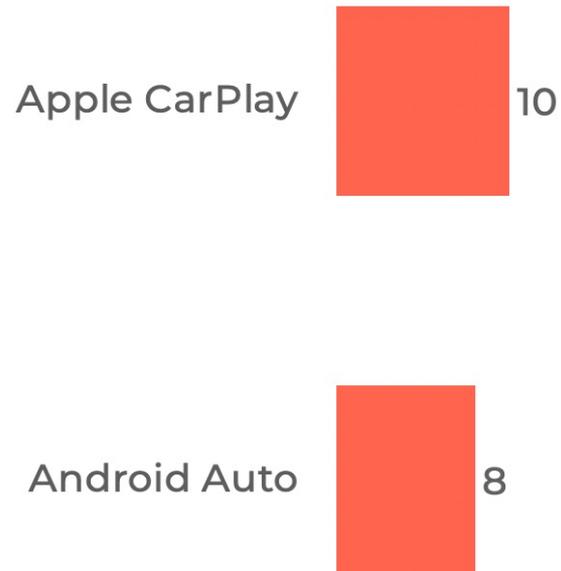
% owning in-dash information and entertainment system in car



Integrated Mobile Operating Systems in Primary Vehicle

Base: U.S. Age 18+, Driven/Ridden in Car in last month, 83%

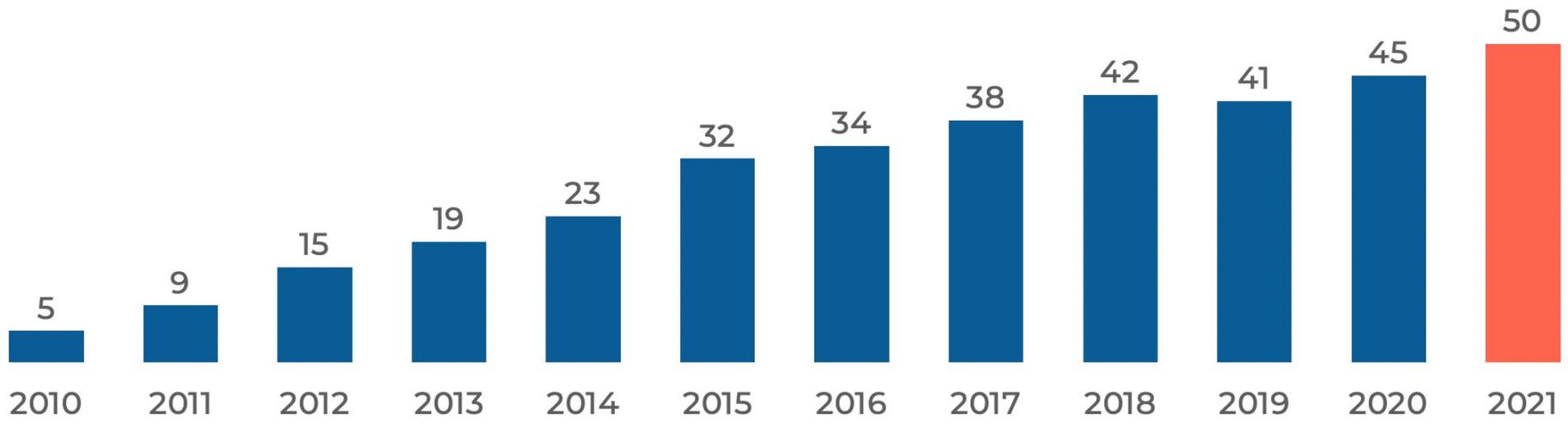
% Have system in primary vehicle



Online Audio Listening in Car Through a Cell Phone

Total U.S. Population 12+

% Ever Listened to online audio In a car through a cell phone



Source: Infinite Dial 2021 by Edison Research & Triton Digital®

About Triton Digital

Triton Digital® is the global technology and services leader to the digital audio and podcast industry. Operating in more than 80 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading online audio measurement service and Podcast Metrics, one of the first IAB certified podcast measurement services in the industry. With unparalleled integrity, excellence, teamwork, and accountability, Triton remains committed to connecting audio, audience, and advertisers to continuously fuel the growth of the global online industry.

For more information, visit www.TritonDigital.com.

To learn more about our technology and services, [contact us here](#).



Thank You

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