

 THE INFINITE DIAL® 2021

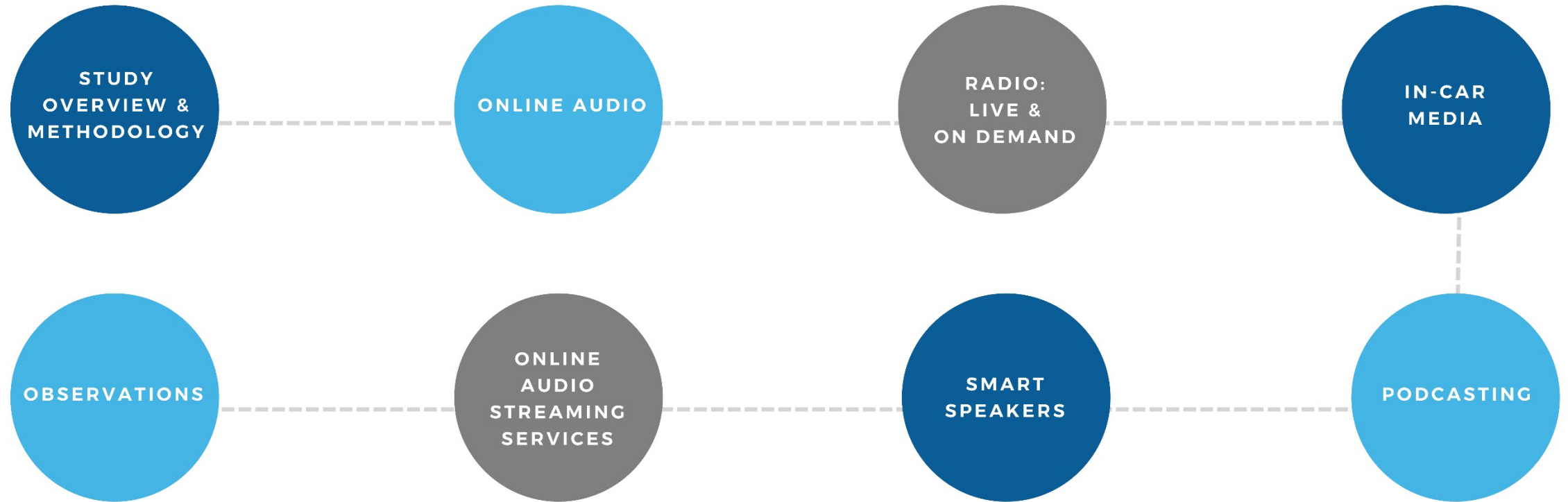
# The Infinite Dial 2021 Australia

#InfiniteDial



#InfiniteDial

# Presentation Outline



# Study Overview

- ▶ Infinite Dial Australia explores the penetration of online digital audio in Australia, as well as the online platforms and technologies that Australians are using
- ▶ The Infinite Dial is the longest-running survey of digital media consumer behaviour in America
- ▶ The Infinite Dial Australia report mirrors the Infinite Dial U.S. reports, which have been undertaken annually since 1998 by Edison Research, and cover a wide range of online digital media topics
- ▶ This is the fifth annual Infinite Dial Australia report
- ▶ This study is designed to allow for direct comparisons between the Australian and U.S. markets

## Study Methodology

- ▶ In the first quarter of 2021, Edison Research conducted a national telephone survey of 1,001 Australians age 10+
- ▶ For comparison to U.S. Infinite Dial, this presentation shows data among those age 12+
- ▶ Data weighted to national 12+ population figures



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# Online Audio



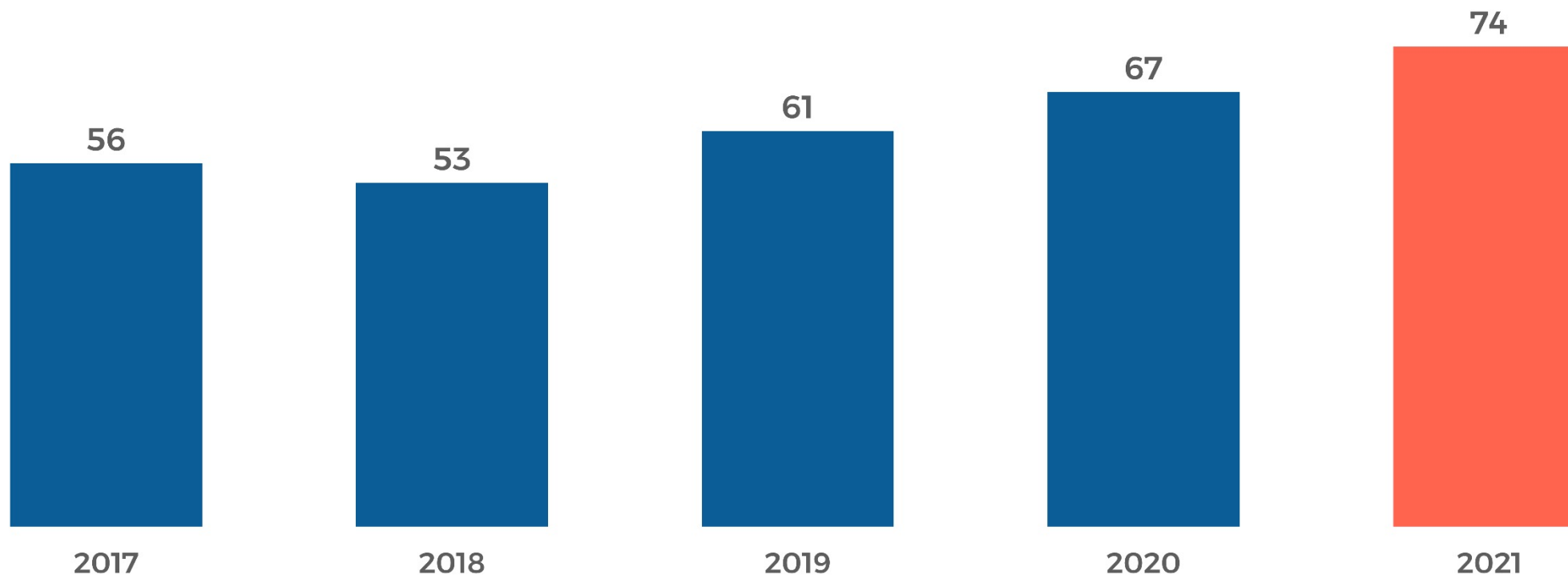
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# Monthly Online Audio Listening

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM/DAB+ RADIO STATIONS ONLINE AND/OR LISTENING TO AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET INCLUDING PODCASTS AND STREAMING SERVICES

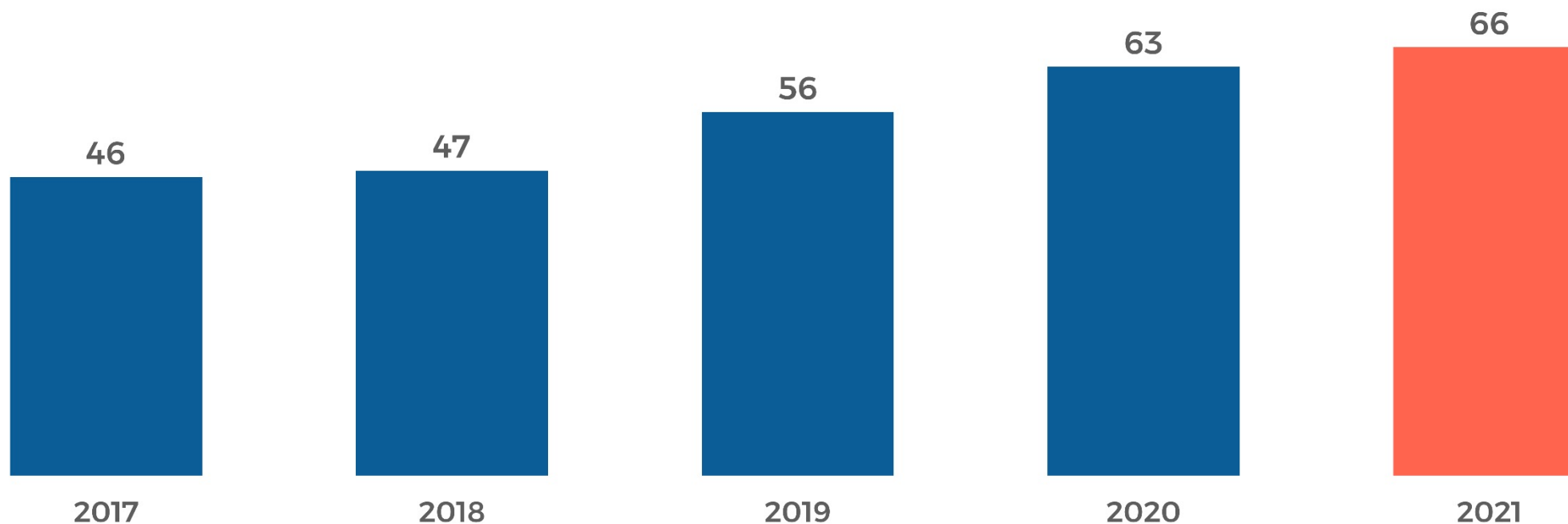


# Weekly Online Audio Listening

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM/DAB+ RADIO STATIONS ONLINE  
AND/OR LISTENING TO AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET  
INCLUDING PODCASTS AND STREAMING SERVICES

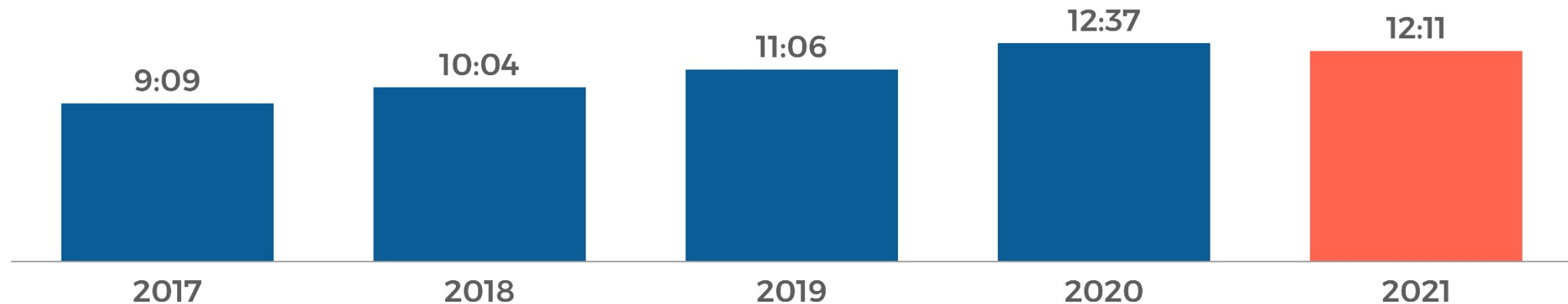


# Average Time Spent Listening to Online Audio

BASE: AUSTRALIAN 12+ WEEKLY ONLINE AUDIO LISTENERS

HOURS: MINUTES IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM/DAB+ RADIO STATIONS ONLINE  
AND/OR LISTENING TO AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET  
INCLUDING PODCASTS AND STREAMING SERVICES

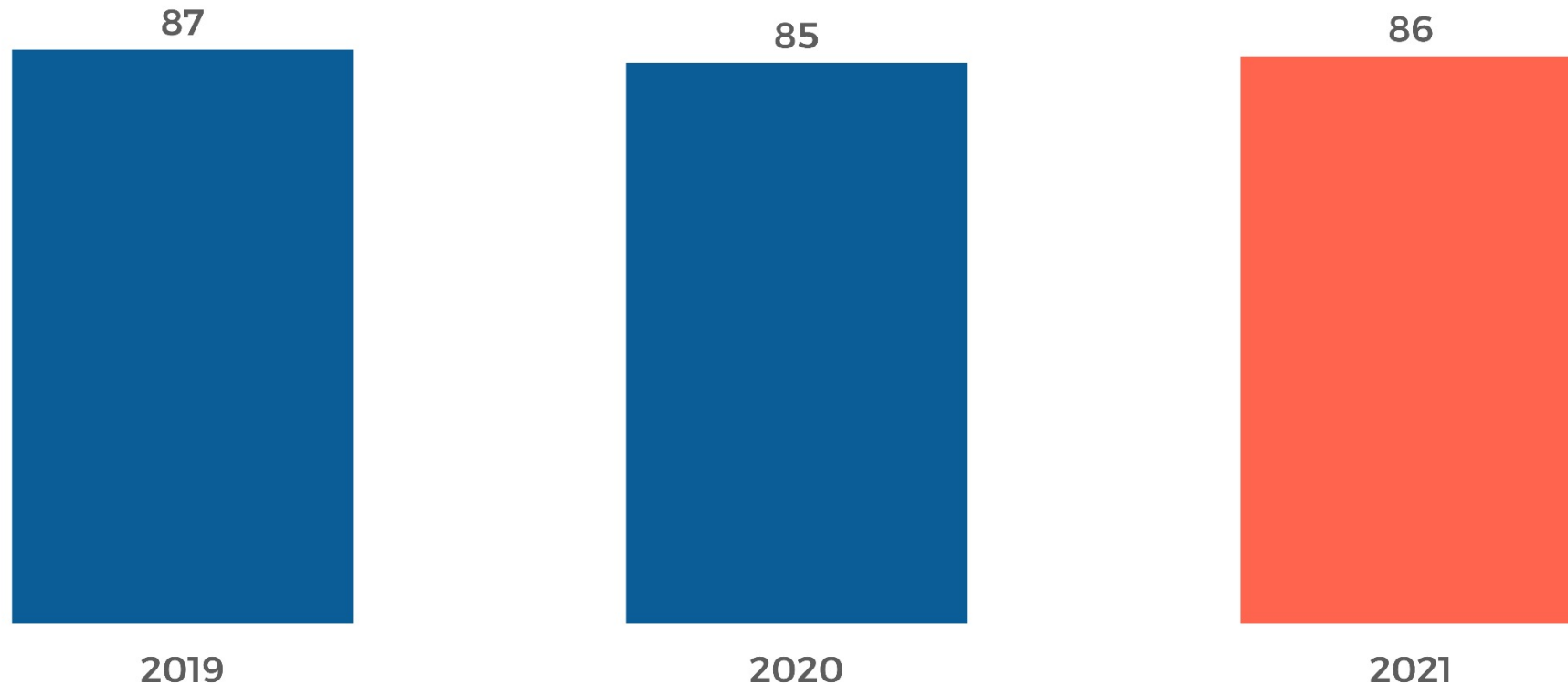


# Radio: Live & On Demand

# Listening to Radio Content in Last Month – Live & On Demand

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO OVER-THE-AIR OR ONLINE AM/FM/DAB+ RADIO FOR AT LEAST 15 MINUTES IN LAST MONTH OR CATCH-UP PODCASTS AT LEAST ONCE A MONTH

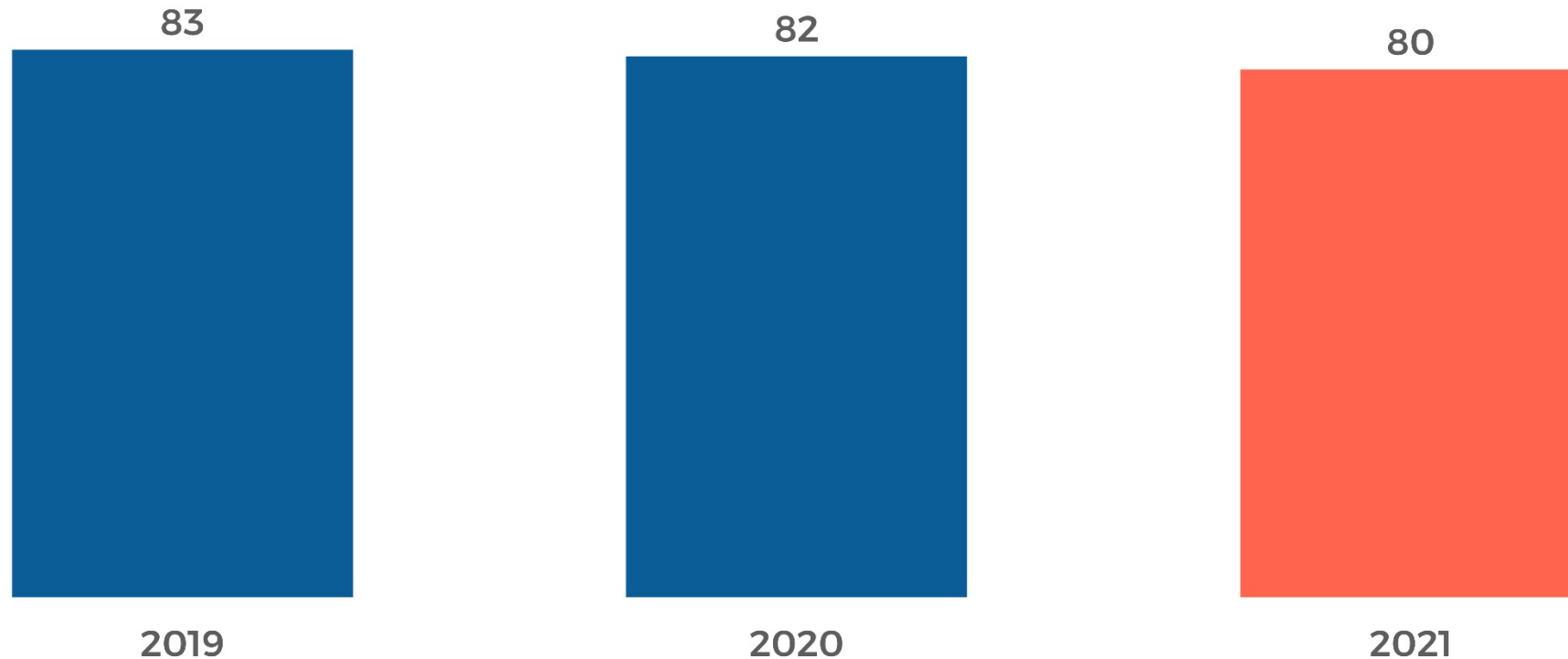




# Listening to Radio Content in Last Week – Live & On Demand

TOTAL AUSTRALIAN POPULATION 12+

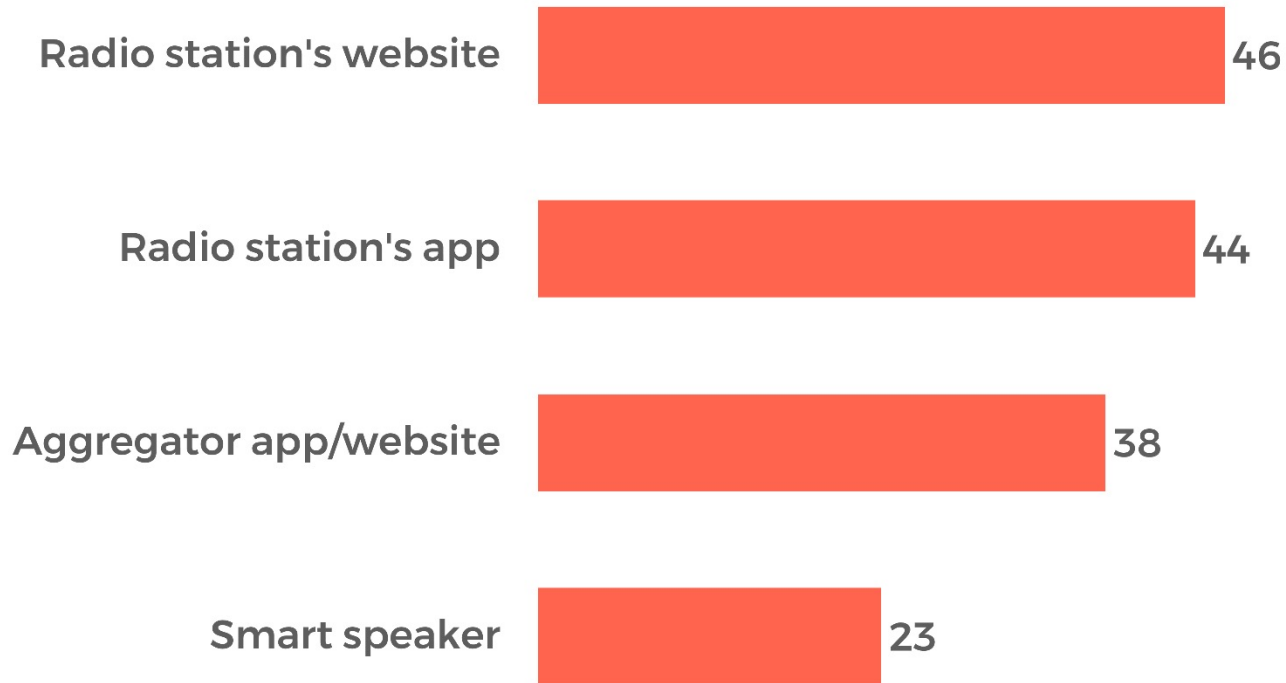
% LISTENED TO OVER-THE-AIR OR ONLINE AM/FM/DAB+ RADIO FOR AT LEAST 15 MINUTES IN LAST WEEK OR CATCH-UP PODCASTS AT LEAST ONCE A WEEK



# Sources Used to Listen to Online AM/FM/DAB+ Radio

AUSTRALIAN AGE 12+ AND LISTENED TO AM, FM, OR DAB+ RADIO STATIONS THROUGH THE INTERNET

% USING SOURCE TO LISTEN TO AM/FM/DAB+ RADIO



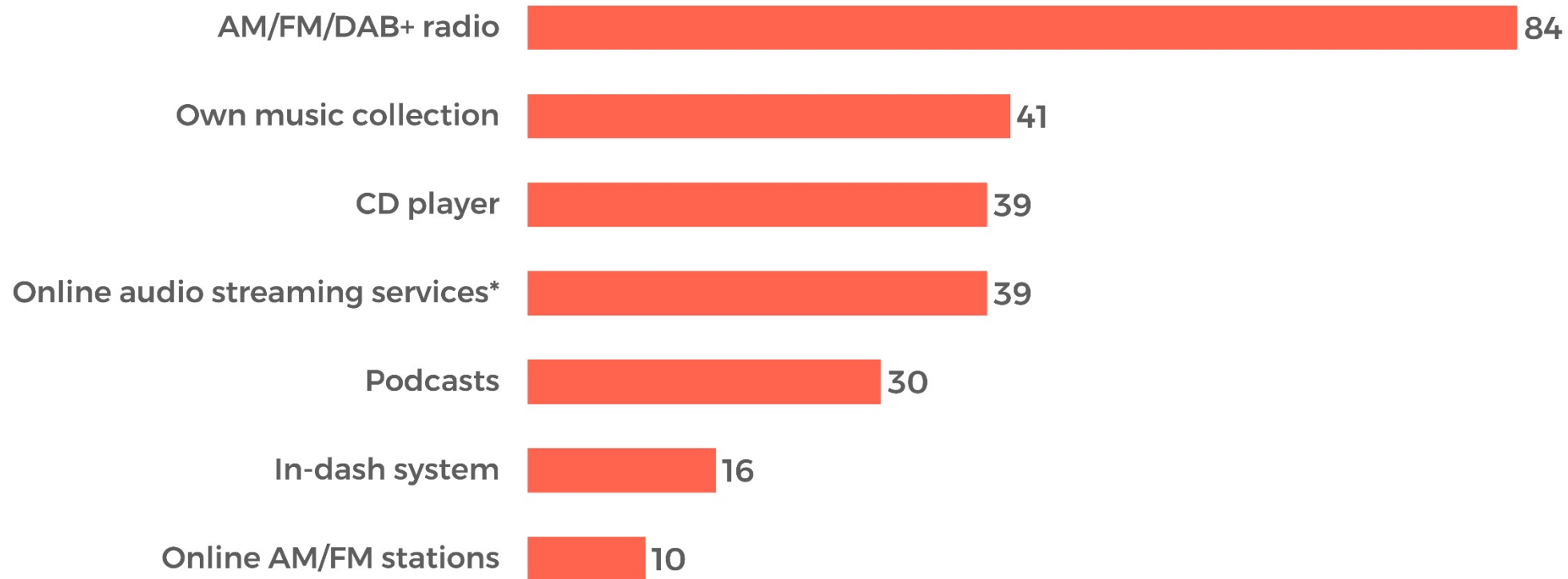
 THE INFINITE DIAL® 2021

# In-Car Media

# Audio Sources Used in Car

BASE: AUSTRALIAN AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 88%

% USING AUDIO SOURCE IN CAR

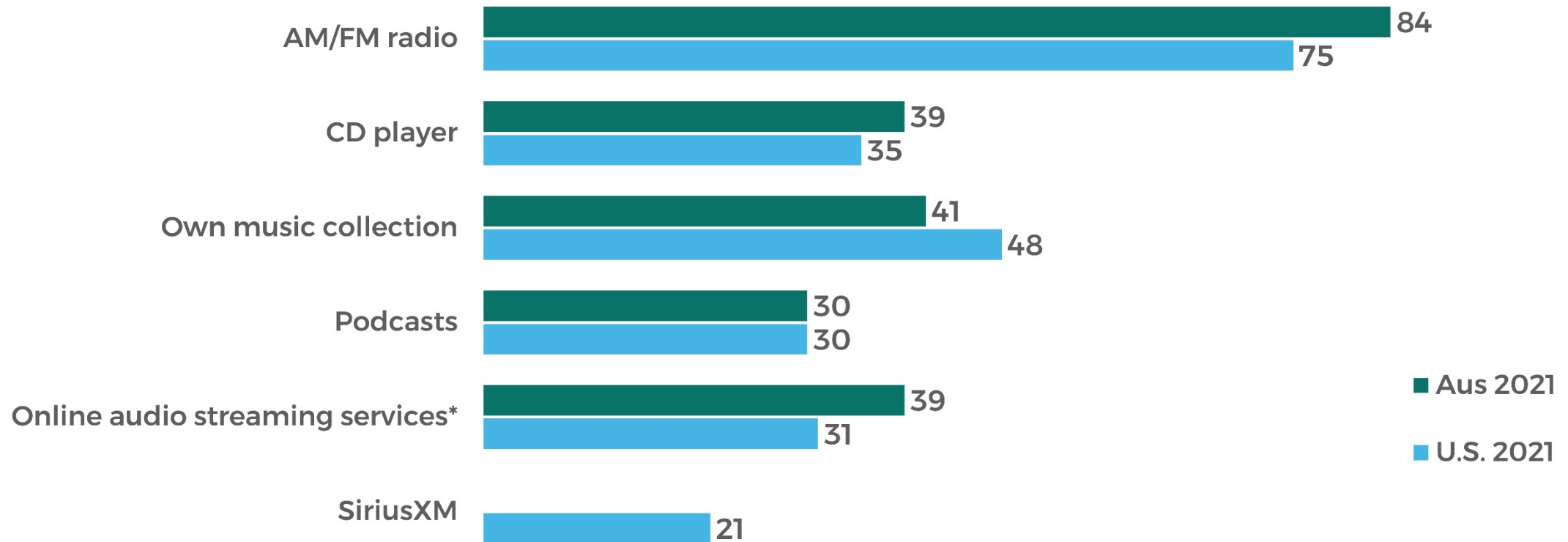


\*SUCH AS SPOTIFY, YOUTUBE, OR APPLE MUSIC

# Audio Sources Used in Car

BASE: AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH

% USING AUDIO SOURCE IN CAR

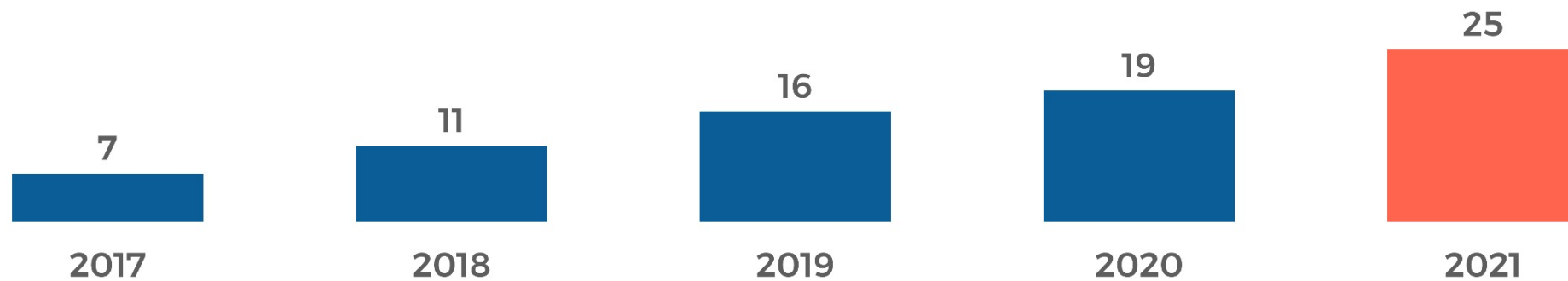


\*SUCH AS SPOTIFY, YOUTUBE, OR APPLE MUSIC

# In-Dash Systems that can Receive Info/Entertainment over the Internet

BASE: AUSTRALIAN AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 88%

% OWNING IN-DASH SYSTEM THAT RECEIVES INFORMATION/ENTERTAINMENT OVER THE INTERNET



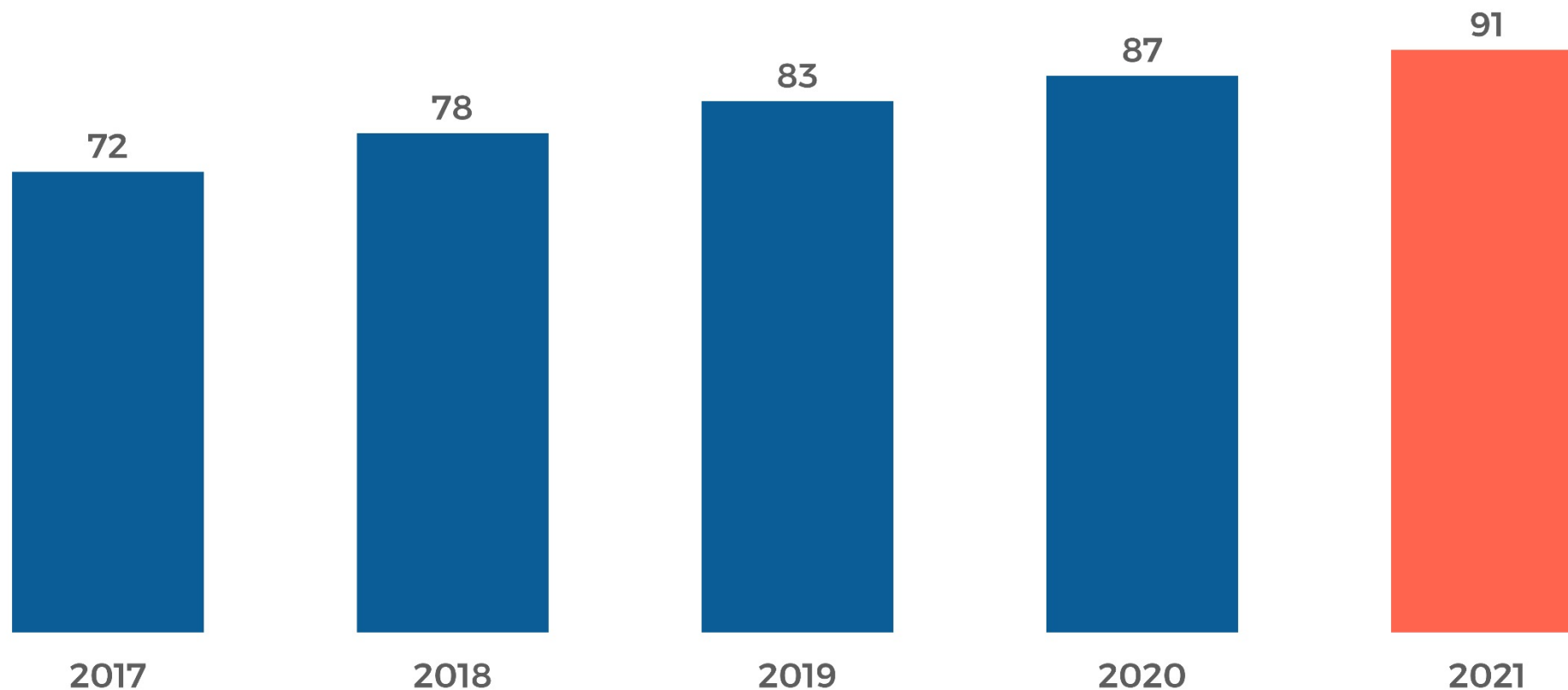


# Podcasting

# Podcasting Awareness

TOTAL AUSTRALIAN POPULATION 12+

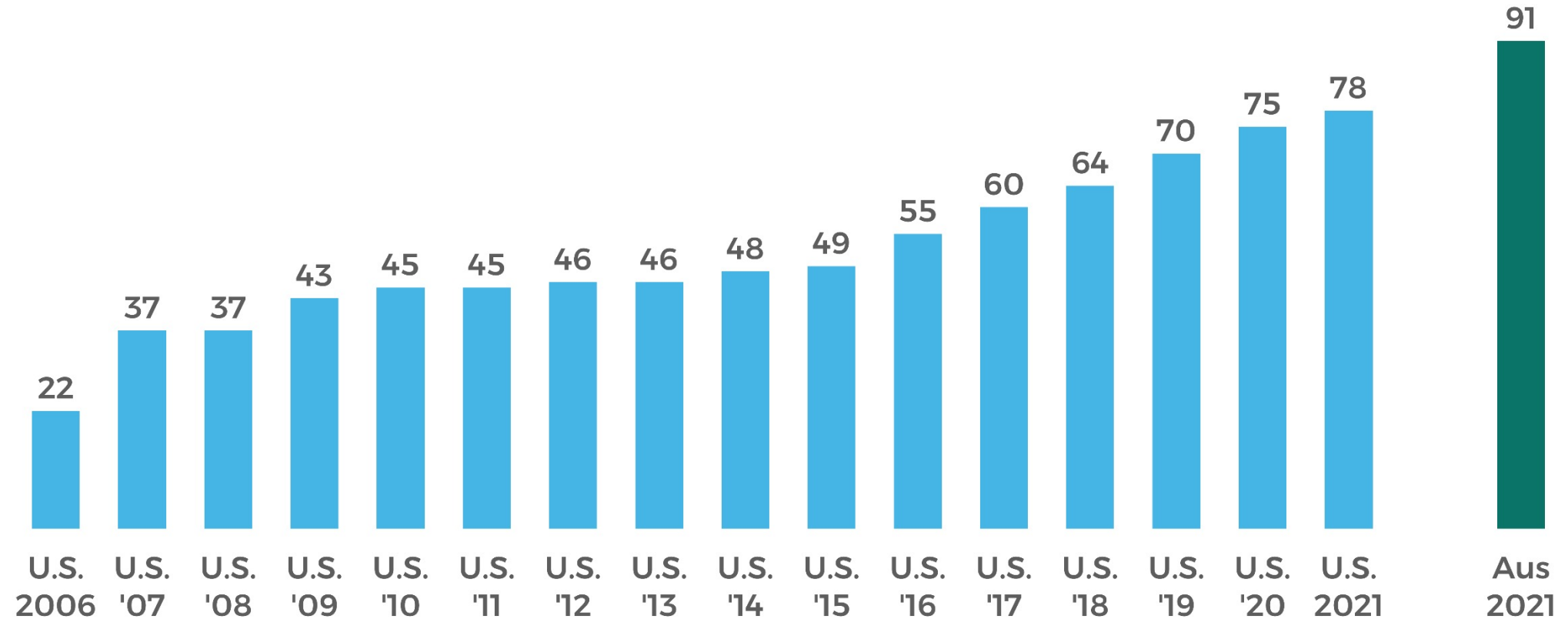
% AWARE OF PODCASTING



# Podcasting Awareness

POPULATIONS 12+

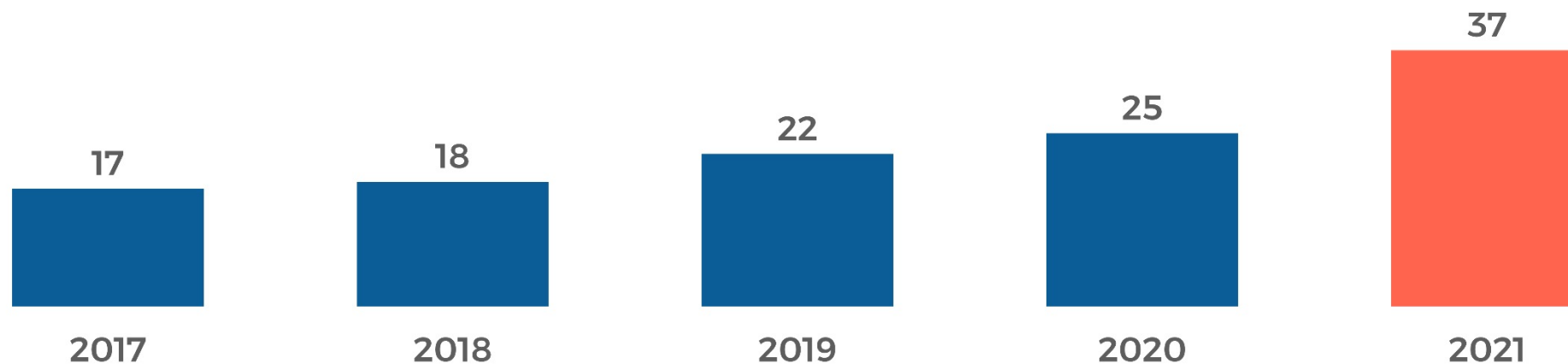
% AWARE OF PODCASTING



# Monthly Podcast Listening

TOTAL AUSTRALIAN POPULATION 12+

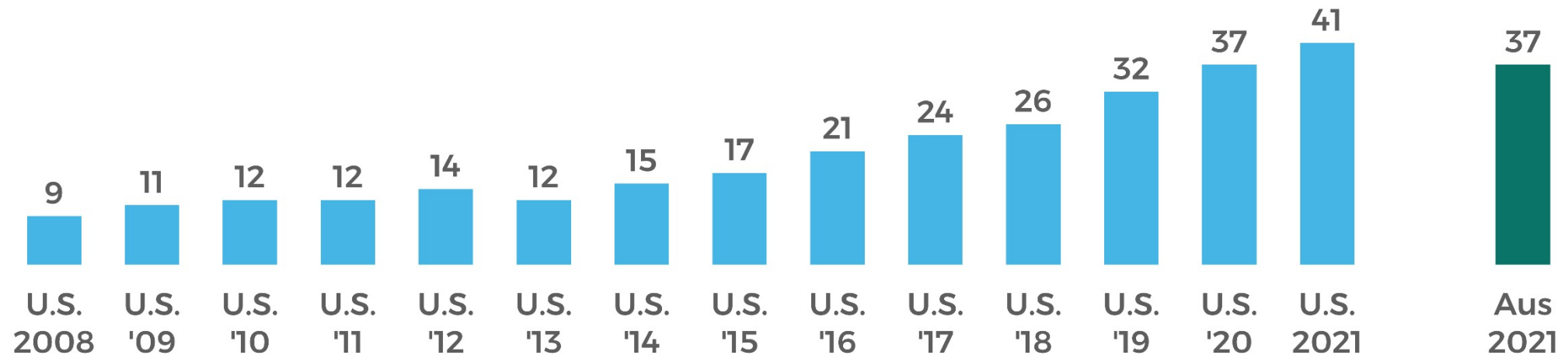
% LISTENED TO A PODCAST IN LAST MONTH



# Monthly Podcast Listening

POPULATIONS 12+

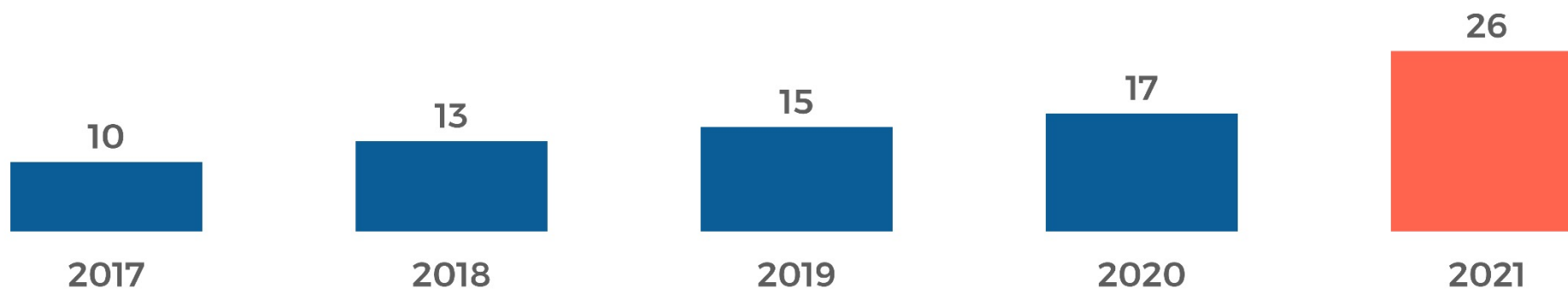
% LISTENED TO A PODCAST IN LAST MONTH



# Weekly Podcast Listening

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK

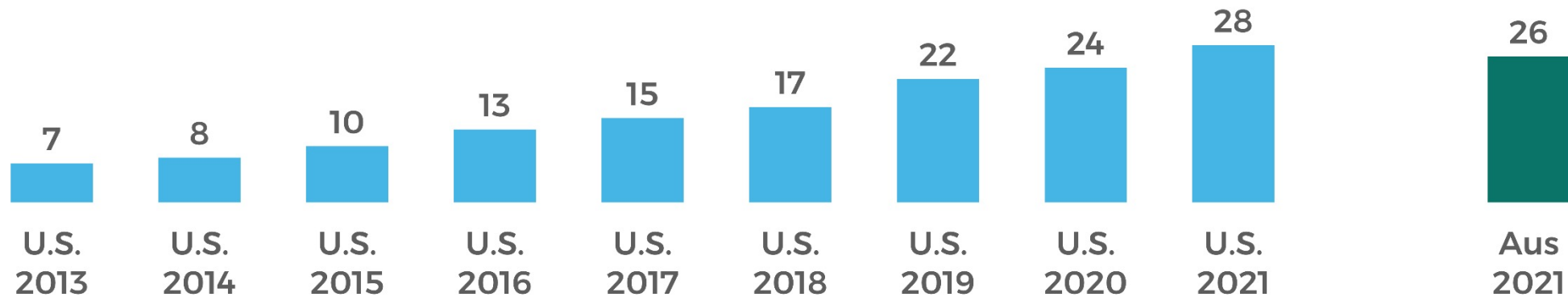




# Weekly Podcast Listening

POPULATIONS 12+

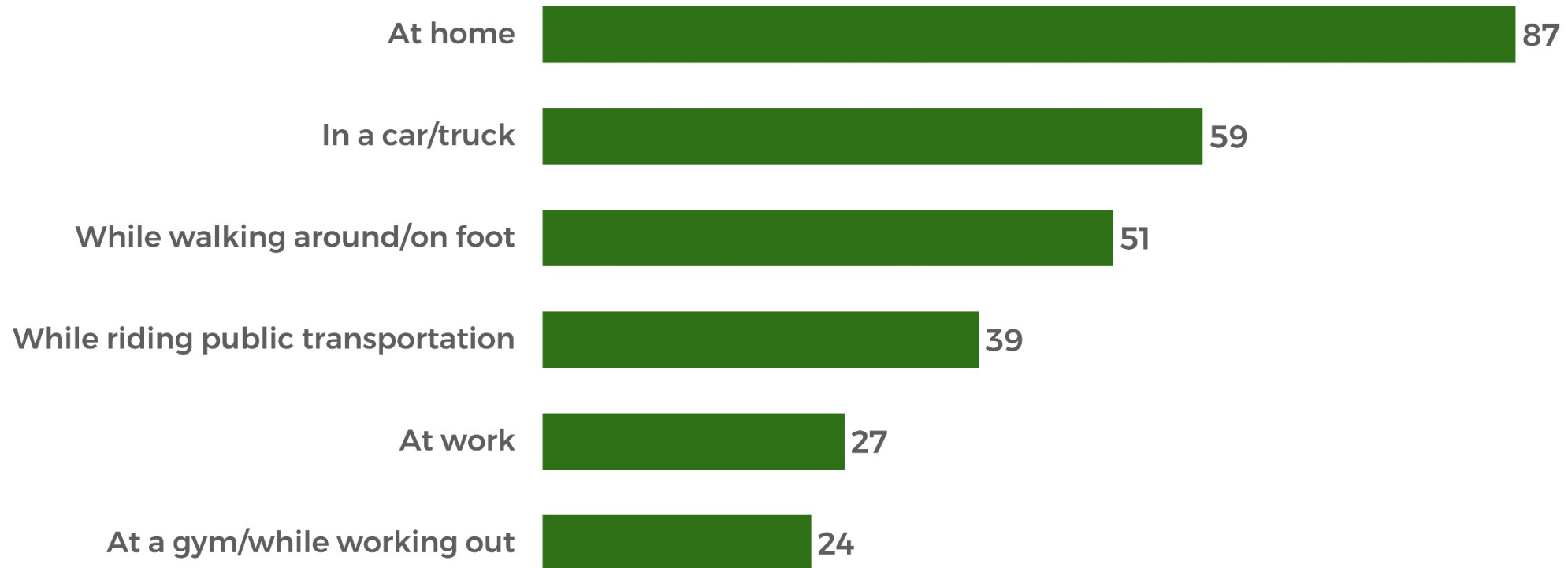
% LISTENED TO A PODCAST IN LAST WEEK



# Podcast Listening Locations

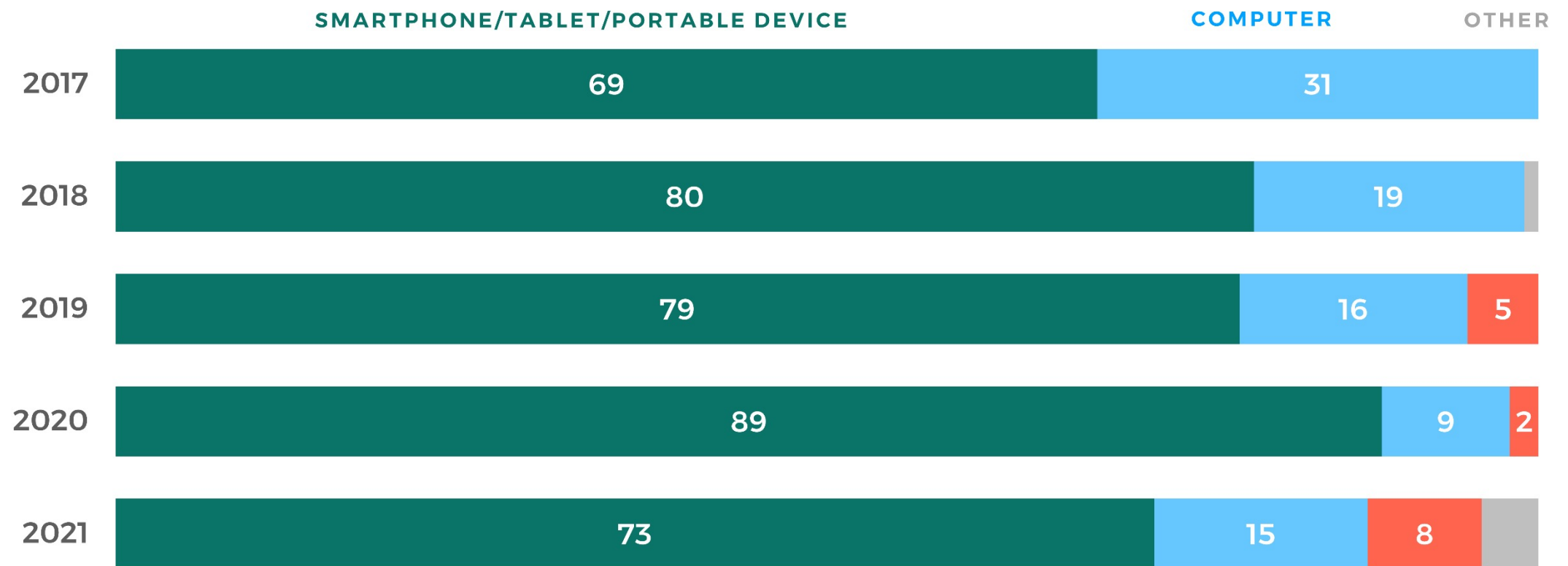
BASE: AUSTRALIAN 12+ AND LISTENED TO PODCAST IN LAST MONTH; 37%

% LISTENED TO A PODCAST IN LOCATION



# Device Used Most Often to Listen to Podcasts

BASE: AUSTRALIAN 12+ AND LISTENED TO PODCAST IN LAST MONTH; 37%

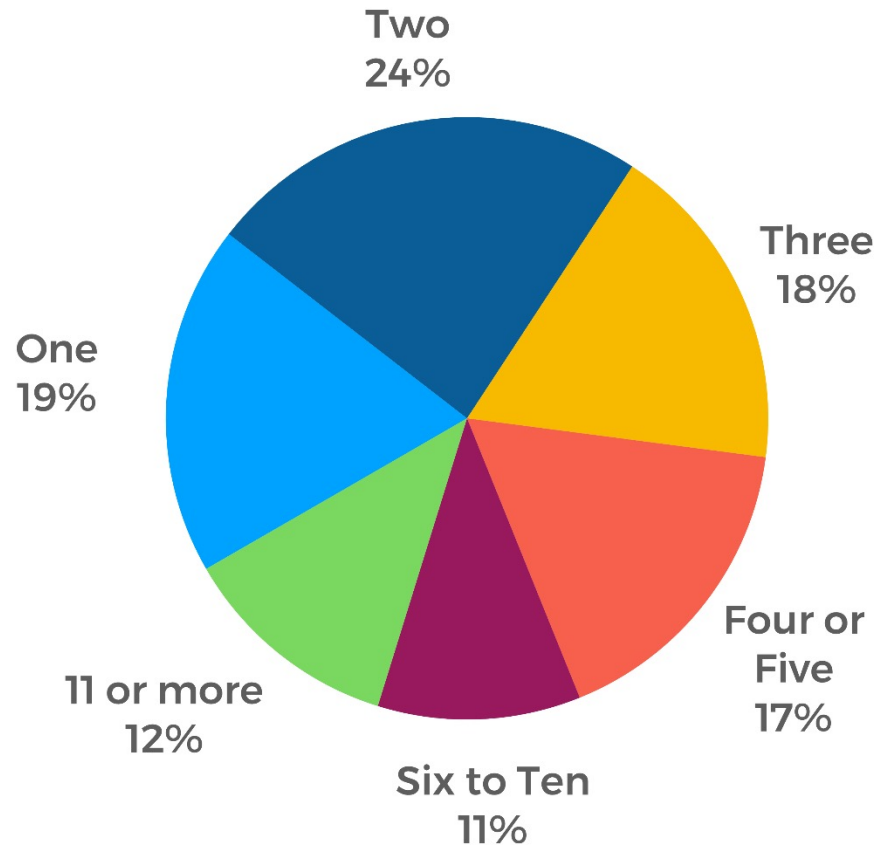


IN-CAR  
ENTERTAINMENT  
SYSTEM

#InfiniteDial

# Number of Podcasts Listened to in Last Week

BASE: AUSTRALIAN 12+ AND LISTENED TO PODCAST IN LAST WEEK; 26%



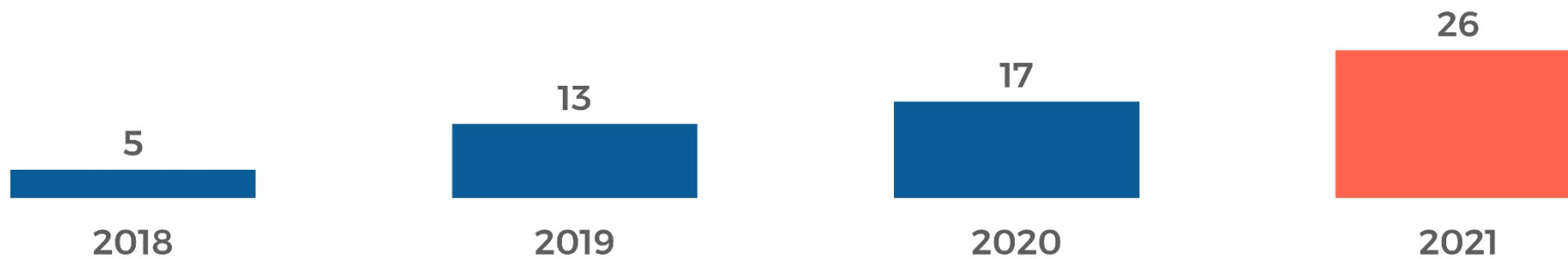
Australian weekly podcast listeners averaged  
**five podcasts**  
in the last week

# Smart Speakers

# Smart Speaker Ownership

TOTAL AUSTRALIAN POPULATION 12+

% OWNING A SMART SPEAKER

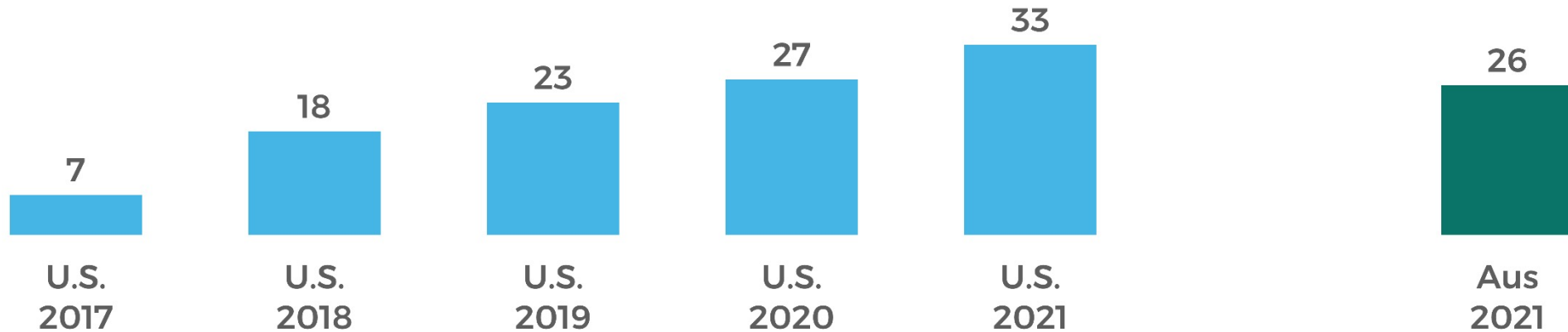




# Smart Speaker Ownership

POPULATIONS 12+

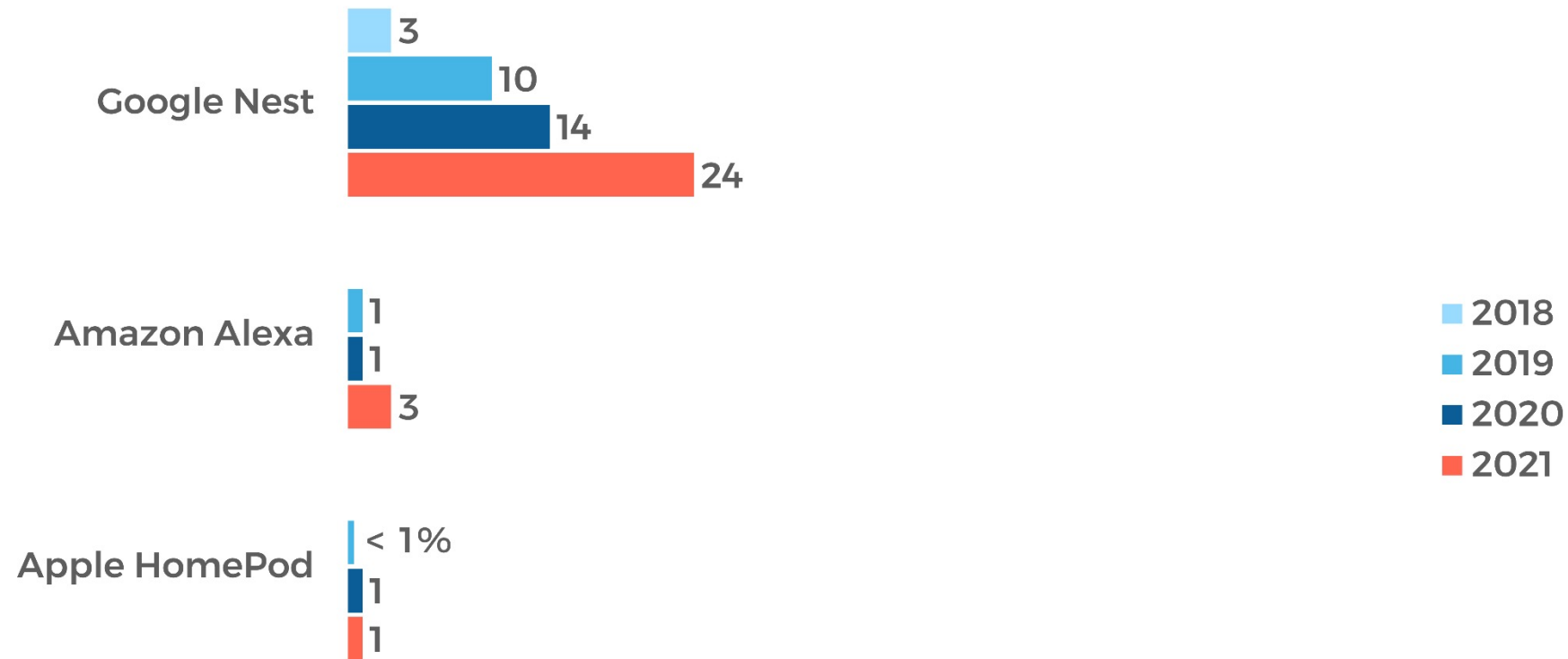
% OWNING A SMART SPEAKER



# Smart Speaker Ownership

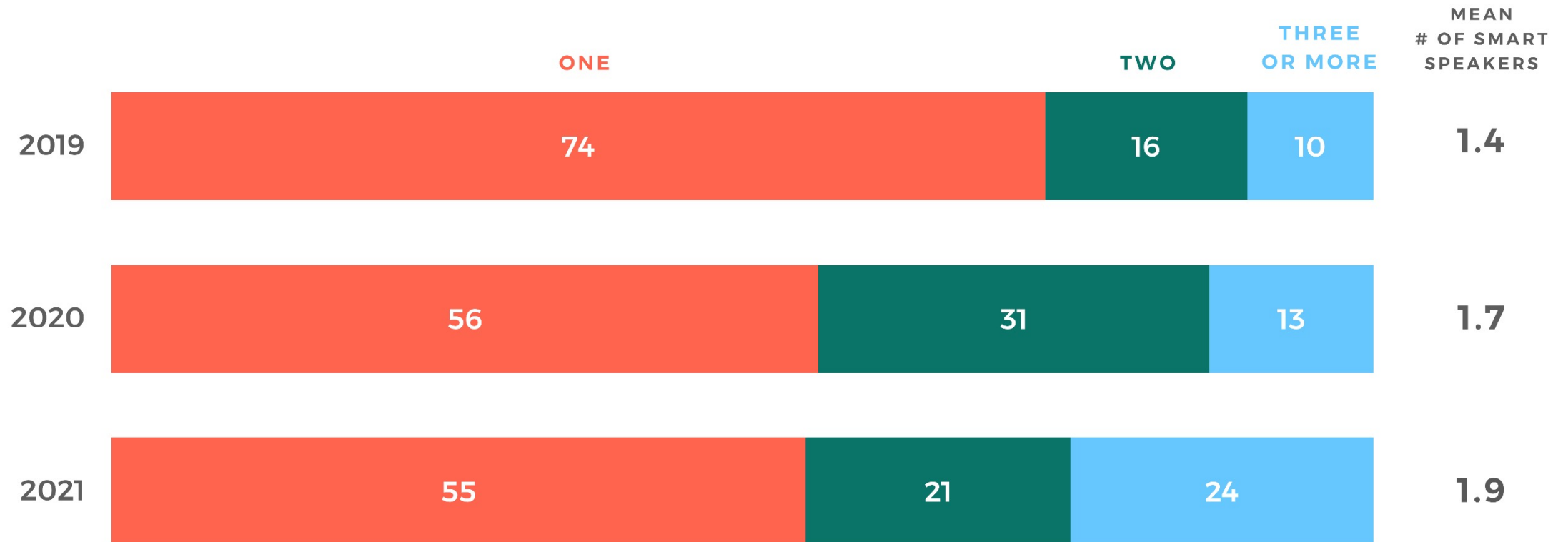
TOTAL AUSTRALIAN POPULATION 12+

% OWNING SMART SPEAKER BRAND



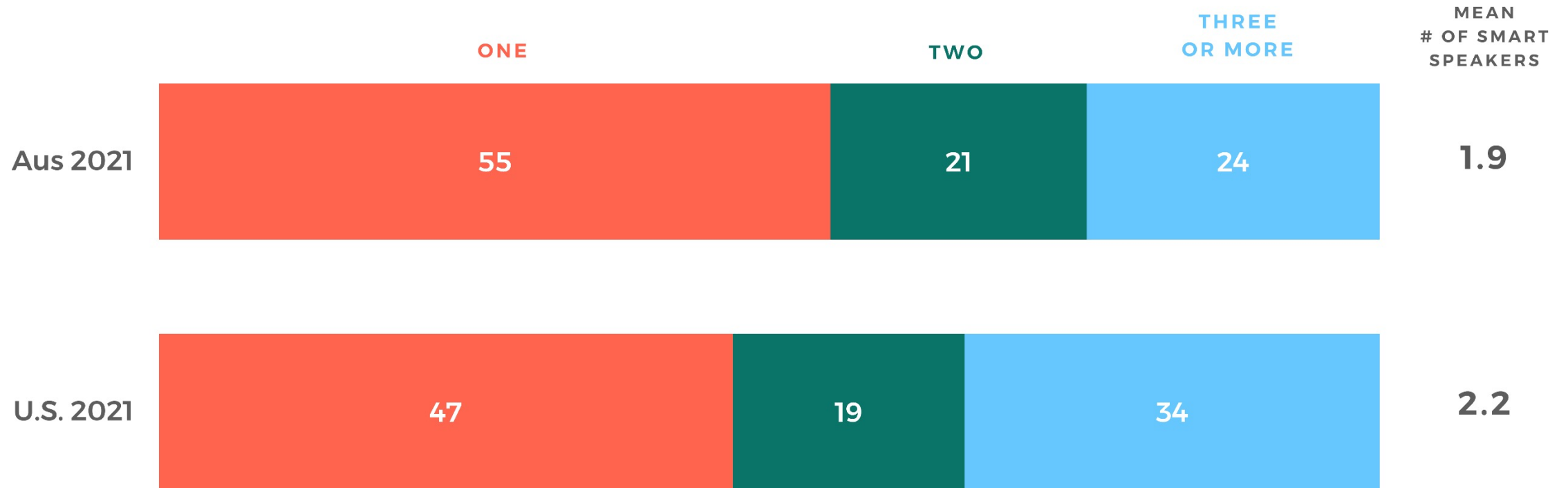
# Number of Smart Speakers in Household

BASE: AUSTRALIAN 12+ WHO OWN A SMART SPEAKER



# Number of Smart Speakers in Household

BASE: AGE 12+ WHO OWN A SMART SPEAKER

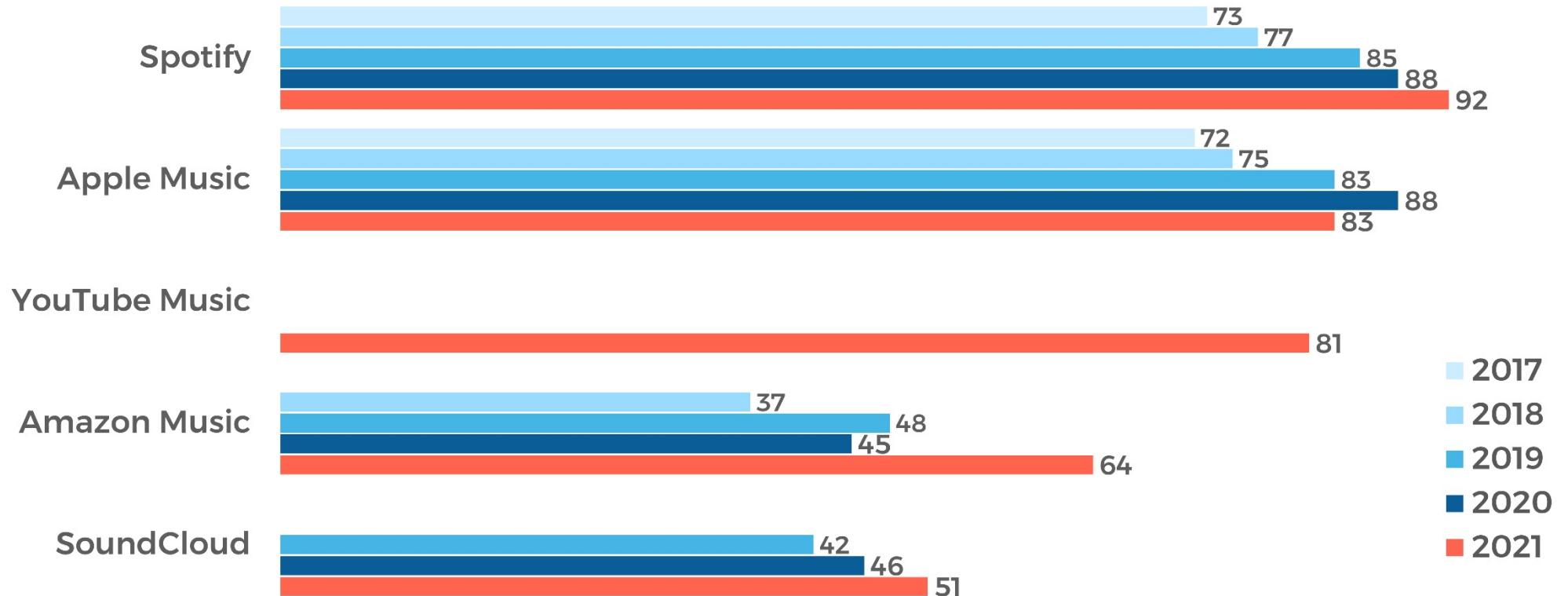


# Online Audio Streaming Services

# Awareness of Online Audio Streaming Services

TOTAL AUSTRALIAN POPULATION 12+

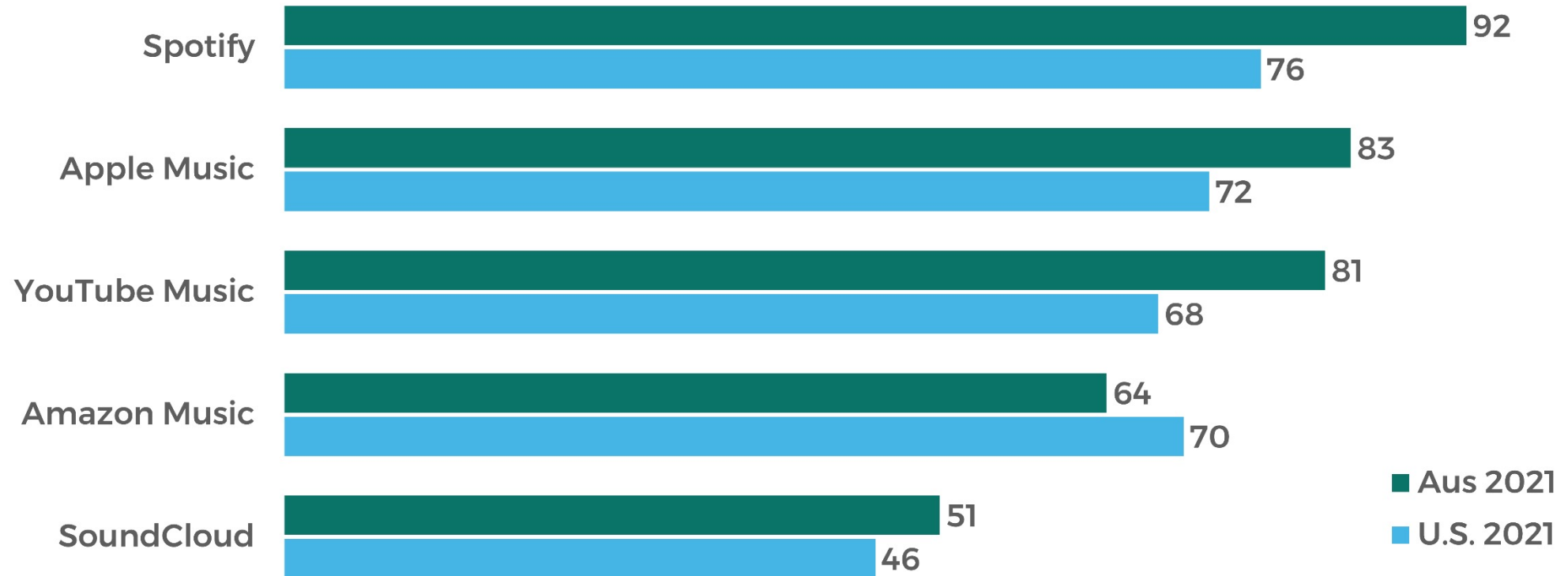
% AWARE OF ONLINE AUDIO STREAMING SERVICE



# Awareness of Online Audio Streaming Services

POPULATIONS 12+

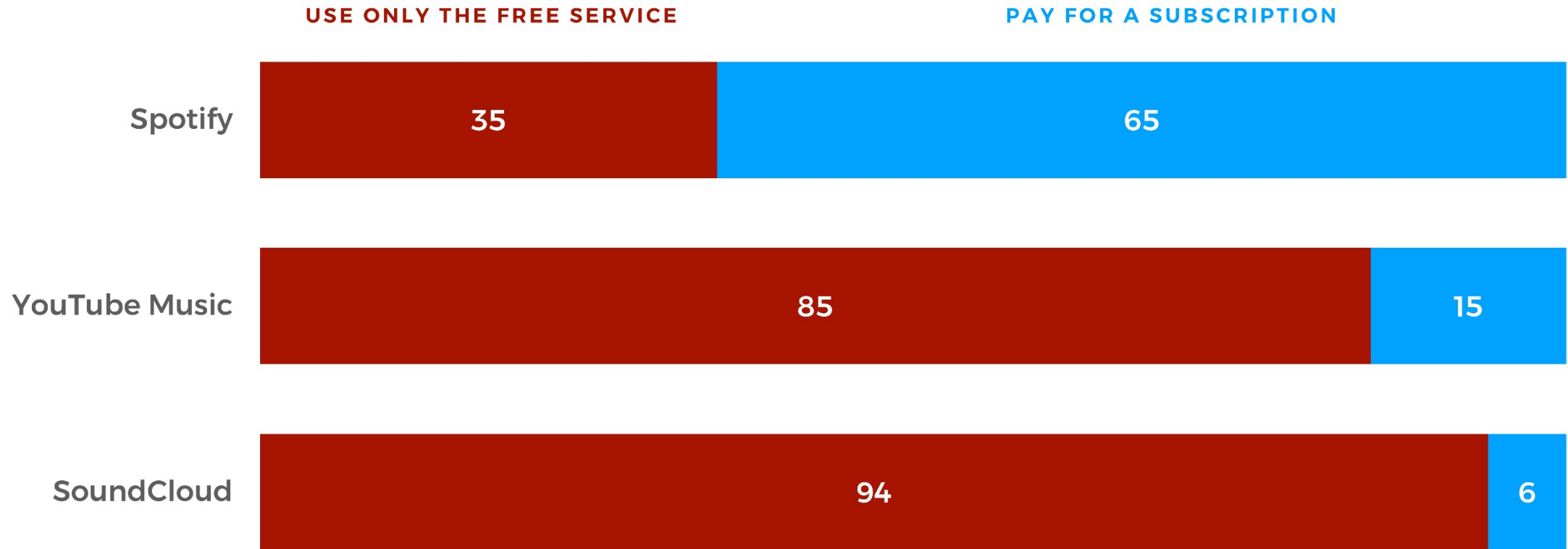
% AWARE OF ONLINE AUDIO STREAMING SERVICE





# Free vs. Paid Subscriptions to Online Audio Streaming Services

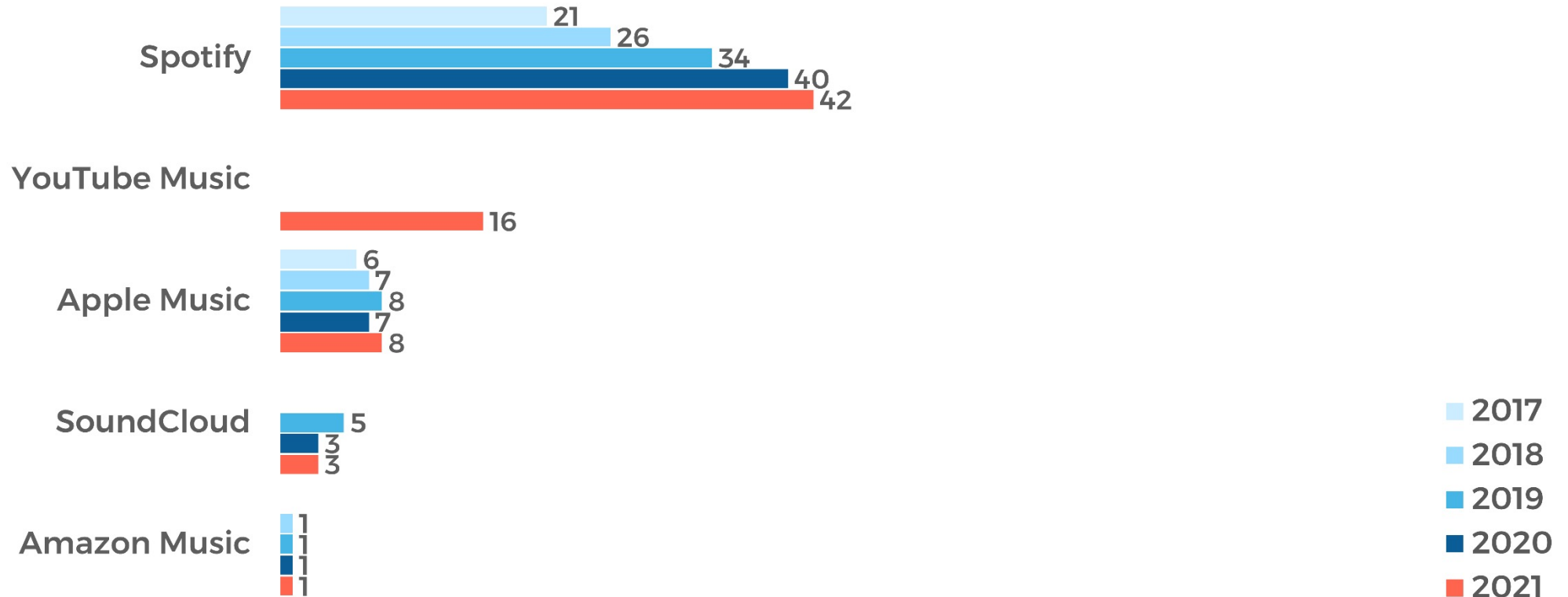
BASE: AUSTRALIAN 12+ AND LISTENED TO ONLINE AUDIO STREAMING SERVICE IN LAST MONTH



# Weekly Listening to Online Audio Streaming Services

TOTAL AUSTRALIAN POPULATION 12+

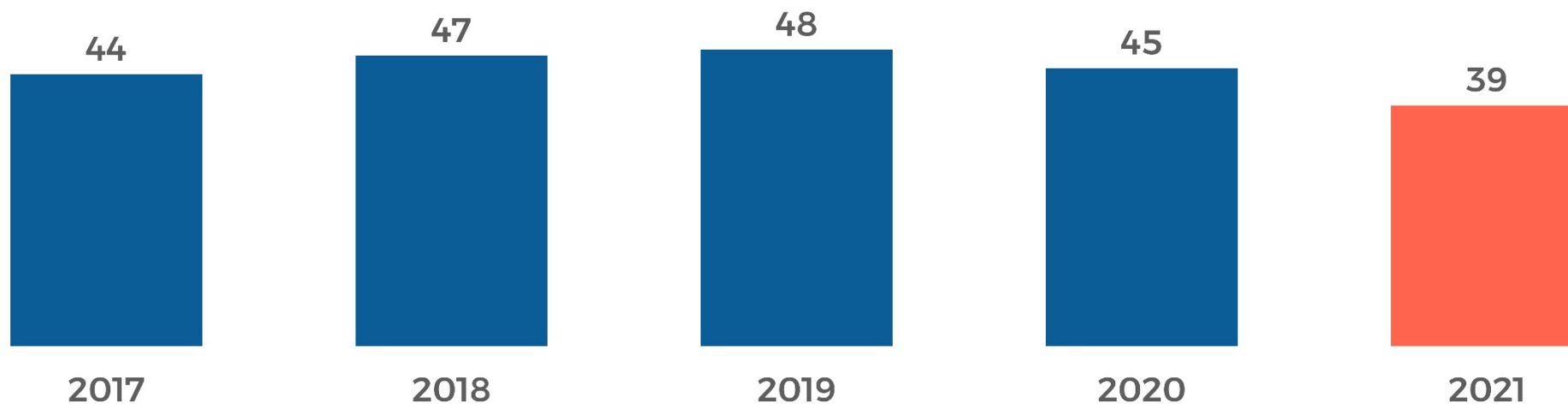
% LISTENED TO ONLINE AUDIO STREAMING SERVICE IN LAST WEEK



# Weekly Usage of YouTube for Music or Music Video

TOTAL AUSTRALIAN POPULATION 12+

% USED YOUTUBE FOR MUSIC OR MUSIC VIDEOS IN LAST WEEK



## Observations

- Despite the disruptions of 2020, or more likely on account of the disruptions, digital audio options grew at a significant pace

## Observations

- Podcasts make a big leap forward in Australia, now just mere months behind the figures we see in the USA and Canada

## Observations

- Smart Speakers also have a big year, likely propelled at least in part by people staying in their homes more
- Coming soon – the Smart Audio Report Australia

## Observations

- Despite the advancements in digital usage and the disruptions of the last year, broadcast radio and its content continues to serve enormous numbers of Australians each week and month



## Observations

- Spotify continues to set the pace among digital-only audio brands in Australia

 THE INFINITE DIAL® 2021

# The Infinite Dial® 2021 Australia

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