

important to understand which of these trends is going to remain as a habit fully formed.”

“We saw a slight dip during the first few weeks of the work-at-home restrictions, but they were made up for in the draw to news and health information podcasts,” said Arif Noorani, executive producer at CBC Podcasts, the largest podcast producer in Canada. “Since that time, we’ve seen a return to normal in our other genres because of the release of new seasons of highly anticipated shows. It’s resulted in a net gain compared with pre-pandemic times.”