



AM/FM STILL POPULAR, PODCAST LISTENING INCREASED 93% SINCE 2017, MTM FINDS

Source: CARTT

Date: 01/20/2022

OTTAWA – CBC’s Media Technology Monitor announced today the release of two reports on anglophone radio and podcast listening habits.

“Radio is one of the longest standing technologies and continues to be used by the majority of the Canadian population,” an MTM press release says.

“As technology develops, radio has shifted to newer media and is now readily available through our online devices in addition to the traditional AM/FM receiver. Podcasting has also become a sizable piece of the audio market with widespread availability.”

Key findings from the radio report include that radio is still an important medium for both news and entertainment, with “nearly four in five anglophones listening to AM/FM through a traditional radio receiver,” according to the press release.

The report indicates that even though AM/FM content is widely available online, most listen via traditional receivers with cars being the most common place to do so among anglophones and with the highest listenership being among those aged 50-64.

The MTM podcasting report meanwhile shows more than one-third of anglophones listen to podcasts. “This is a medium that is still growing, as listening has increased by 93% since 2017,” says the press release.

The MTM report further shows smartphones are the most common device used to listen to podcasts and that Spotify has seen growth as a podcast provider.

The podcasting report also indicates listeners “are nearly twice as likely to discover content from friends, family, or colleagues than they are to cite any other method of discovering content,” the release says.