



RADIO STAYS RELEVANT DESPITE GROWTH OF PODCASTS

Source: Media in Canada

Date: 01/28/2022

The latest data release from Media Technology Monitor shows that podcasting has the potential to carry its momentum into further audience growth, but that radio still has a place in the listening habits of many Canadians.

Over one-third of English speakers regularly listen to podcasts, a figure that has grown by 97% over the last five years and which MTM points out still has plenty of room to grow.

Smartphones are far and away the most common device used for podcast listening. Despite Spotify's recent investments into its podcasting platform, pure podcast apps – like Apple Podcasts, Google Podcasts and Stitcher – remain the most popular source of content.

Listeners are most likely to hear about new podcasts via word of mouth from friends and family, more than twice as likely as any other content discovery method, including targeted ads or a podcast provider's own recommendation engine.

However, the rise of podcasts does not mean that terrestrial radio has been left behind. Nearly four-fifths of English speakers still regularly listen to AM or FM radio through a traditional radio receiver, despite the availability of digital listening options. And despite the fact that most cars come equipped with Bluetooth connections for a smartphone, the car is still the most popular place to listen to terrestrial radio, followed by listening in the home.

If a buyer finds themselves in a position where they have to decide between radio and podcast ads, the decision could come down to which audience they are trying to reach. Listenership for traditional radio is highest among those between the ages of 50 and 64, and also goes up among Francophones and those with higher household incomes.