



THE INFINITE DIAL® 2025



Executive Summary // TL;DR

Australia's Audio Affection Grows Stronger with Radio Leading the Charge, as Online Listening Surges.

- 🎧 Commercial Radio reaches 15 million Australians weekly.
- 🎧 4x more Australians listen to Commercial Radio than ad-supported Spotify.
- 🎧 One in three Australians aged 25-54 stream radio each week, up 6.5% from 2024.
- 🎧 More than half (52%) of Australians consume podcasts monthly, up 8% year-on-year.
- 🎧 Radio remains the dominant in-car audio choice, with 84% listening each month.
- 🎧 More than one-in-four Australians now stream radio in their car.
- 🎧 Four-in-ten Australians now own at least one smart speaker, up 43% in the past two years.

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Overview and Methodology

The Infinite Dial Australia 2025 explores Australians' audio consumption across AM/FM, DAB+, and digital platforms, alongside broader trends in online media usage and technology adoption.

Now in its ninth year, the study is modelled on Edison Research's U.S. Infinite Dial (est. 1998), the longest-running study of digital media behaviour globally.

Enables direct comparisons across Australia, New Zealand, UK and the U.S.

National survey of 1,543 Australians aged 10+, conducted in Q1 2025 (fieldwork 25 March - 21 April 2025).
- 1,240 interviews online | 303 interviews via telephone.

Data weighted to national 10+ population figures.

Channel Definitions

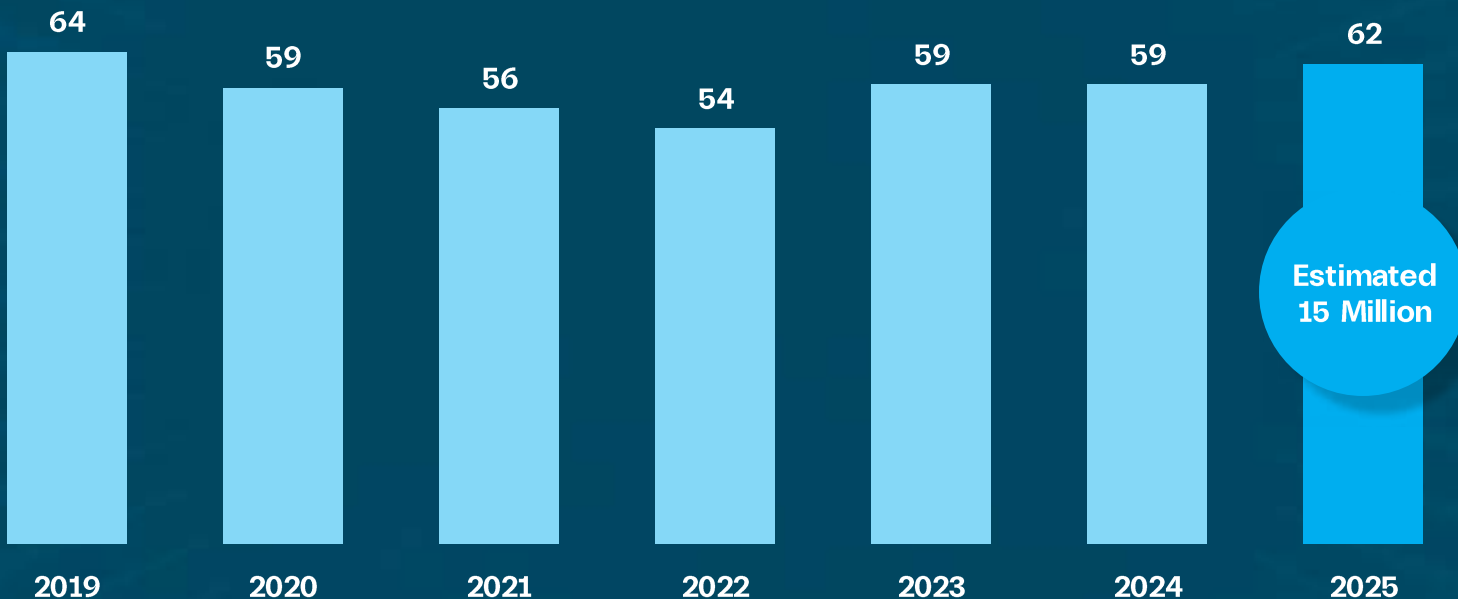
Total Audio	All Broadcast & Streaming Radio, Ad Supported and Subscription Music platforms and Podcasting
Total Radio	All Broadcast and Streaming radio available on any device
Broadcast Radio	Live radio listened to on AM, FM and DAB+ devices
Live Streaming Radio	All Radio delivered online and accessible on connected devices like computers, smartphones and smart speakers
Ad-Supported Music Streaming	Online music streaming platforms provided free but carry advertising
Subscription Music Streaming	Online music streaming platforms; paid and ad-free
Streaming Audio	Live Streaming radio and Music Streaming Services
Online Audio	Live Streaming radio, Music Streaming & Podcasts

COMMERCIAL = AD SUPPORTED CHANNELS

Key Findings



Commercial Radio's Resilience



% listened to Commercial radio in the last week, including Broadcast and Streaming.
Total Australian Population 10+.

Ad-Supported Audio: Challenges & Opportunities



Surge in Weekly Live Streaming Radio

Adults 25-54



Oh, My Pod!

UNITED STATES



DRIVING TUNES

The Top Audio Sources in Cars

84%

Total Radio

50%

Music
Streaming*

36%

Podcasts

29%

CDs

21%

Downloaded
Music

ON THE ROAD TO EVOLUTION:

The Growth of In-Car Streaming Radio



RISEING TREND:

The Growth of Smart Speaker Ownership



UNITED STATES

AUSTRALIA



A woman with long brown hair, wearing an orange cardigan, is sitting at a wooden table. She is leaning forward with her chin resting on her hand, looking at a small black smart speaker on the table. The background is a bright, out-of-focus indoor space. A large blue circle is overlaid on the right side of the image, containing the text 'Total Radio Trends'.

Total Radio Trends

Radio's Resilience

94%

Listen to total audio

(All broadcast & streaming radio, ad supported and subscription music platforms and podcasting)

78%

Listen to total radio (Broadcast + streaming)

62%

Listen to total commercial radio

(Broadcast + streaming)

31%

Listen to ad-supported music streaming

17%

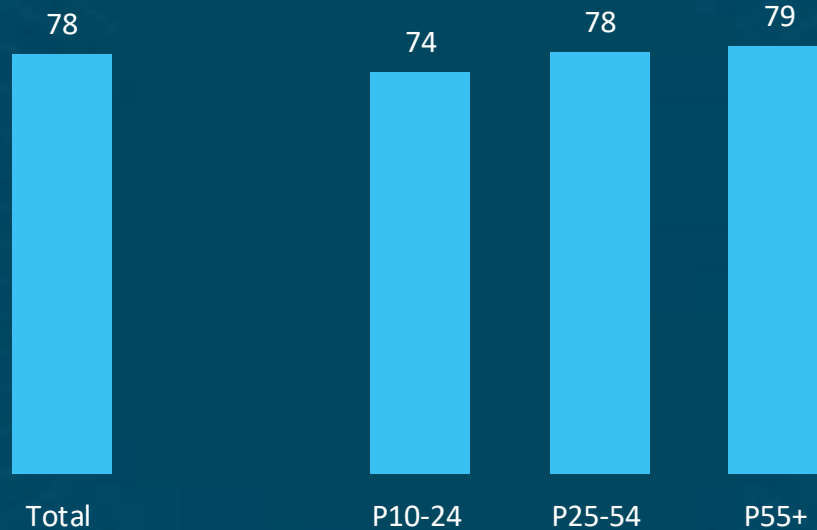
Listen to ad-supported Spotify

Broadcast Resilient as Streaming Grows



% Listening to AM/FM/DAB+ Radio in the last week. Total Australian Population 10+.

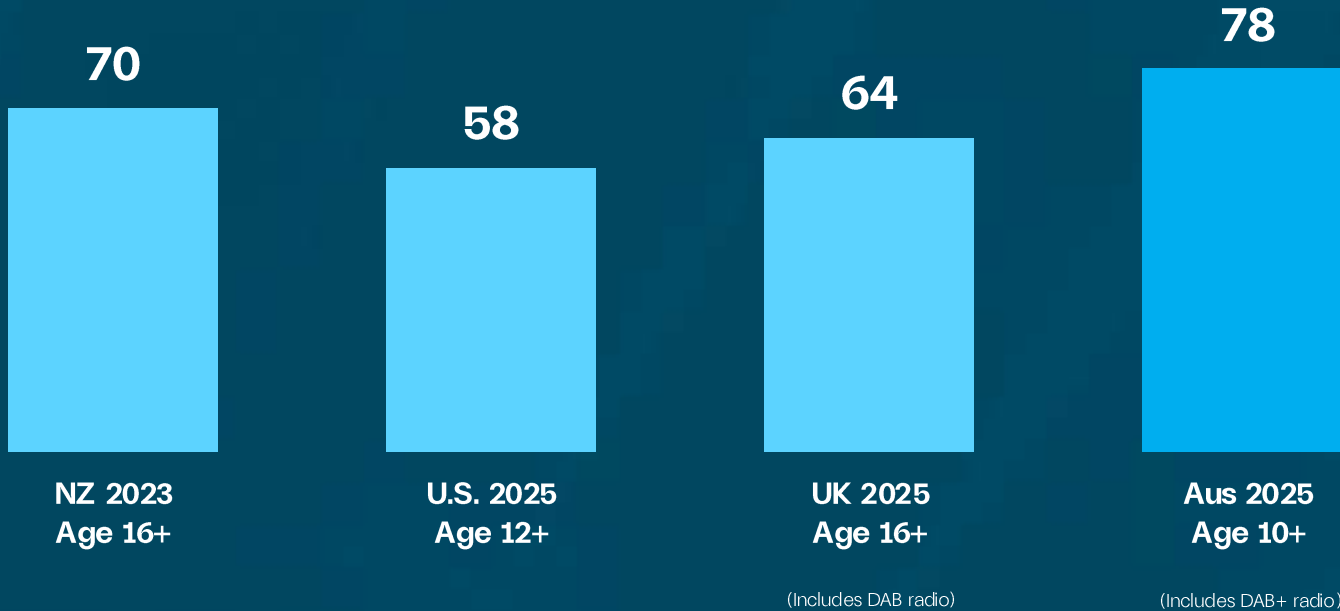
Radio's Broad Appeal



% listened to Total Radio (AM/FM/DAB+) in the last week. Total Radio includes Broadcast and Streaming. Total Australian Population 10+.

On Top Down Under

Australian Radio reaches 34% more of the population than the U.S.

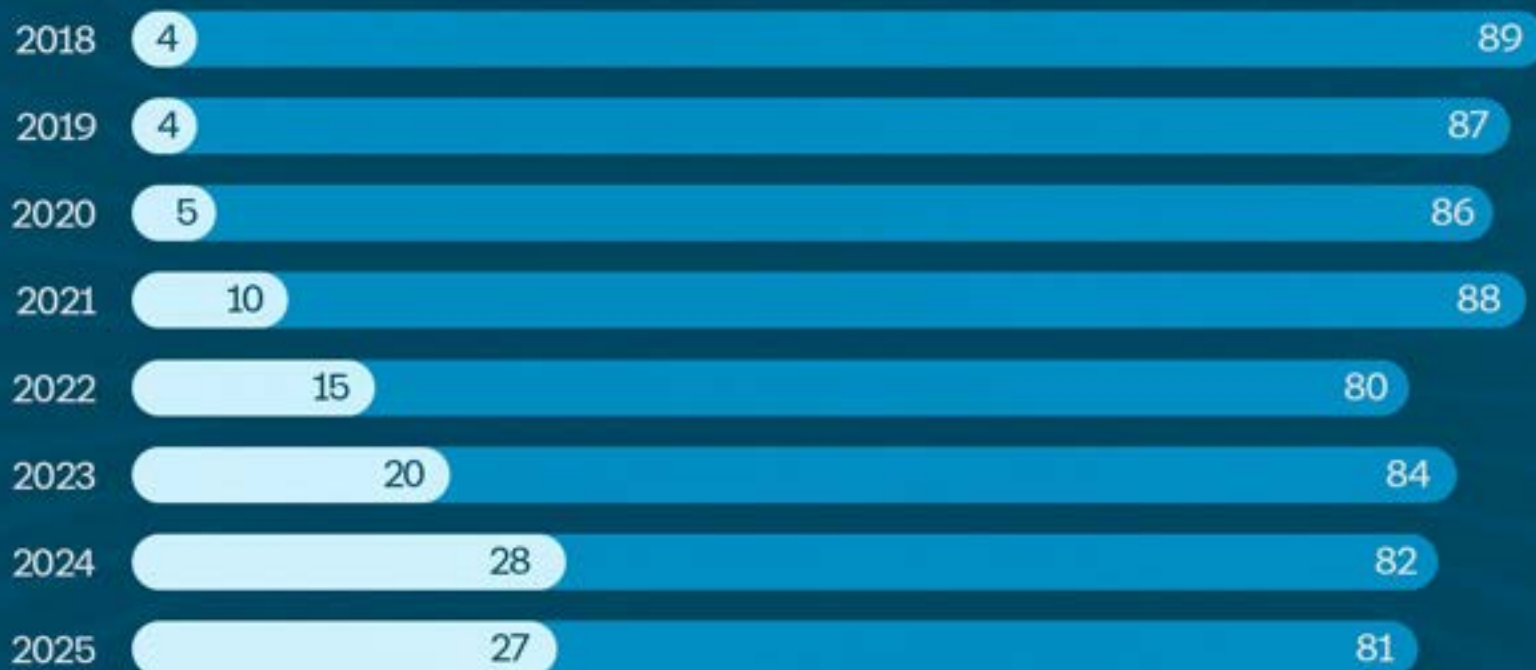


% listened to AM/FM radio in the last week. Total populations.
Includes both over-the-air and online.



In-car Audio

Audio Sources Used in Car



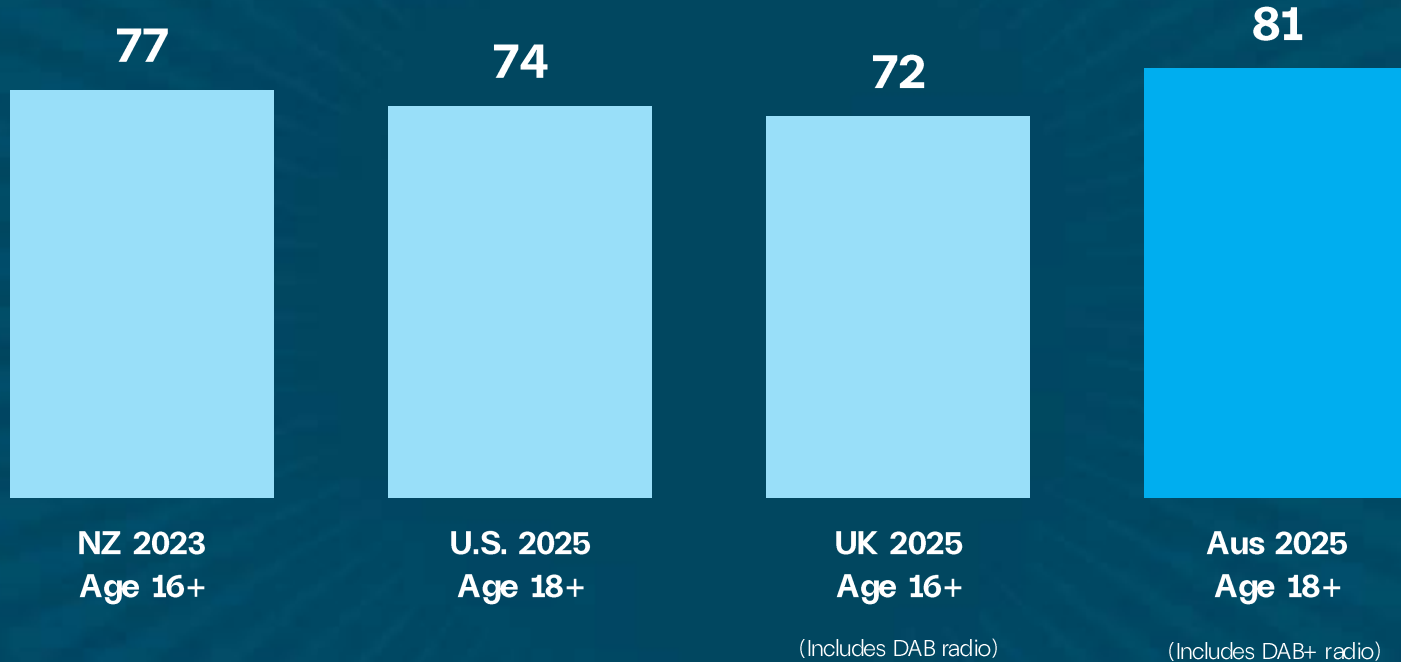
In-car Online AM/FM/DAB+



In-car AM/FM/DAB+

AM/FM/DAB+ Radio Usage in Car

% ever use AM/FM/DAB+ radio in car



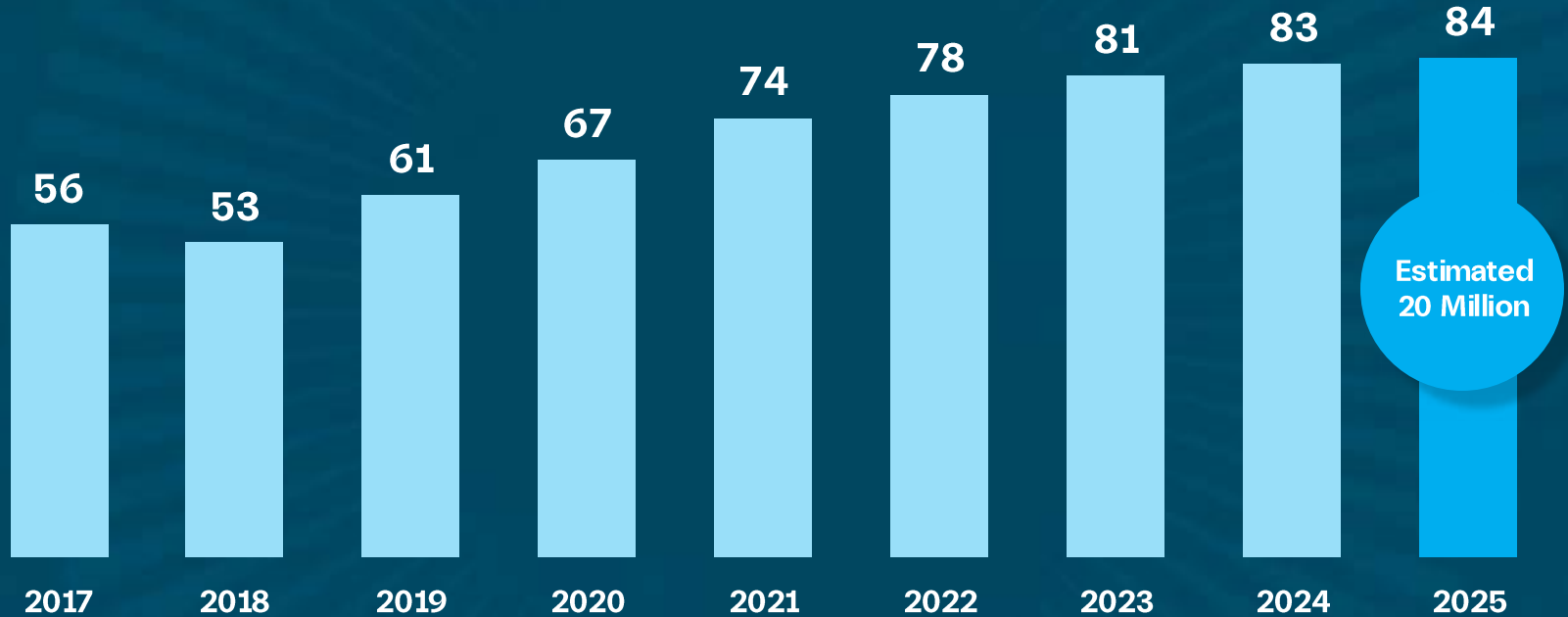
AU Base: 18+ and Has Driven/Ridden in Car in last month: 86%

Streaming



Monthly Streaming Audio Listening

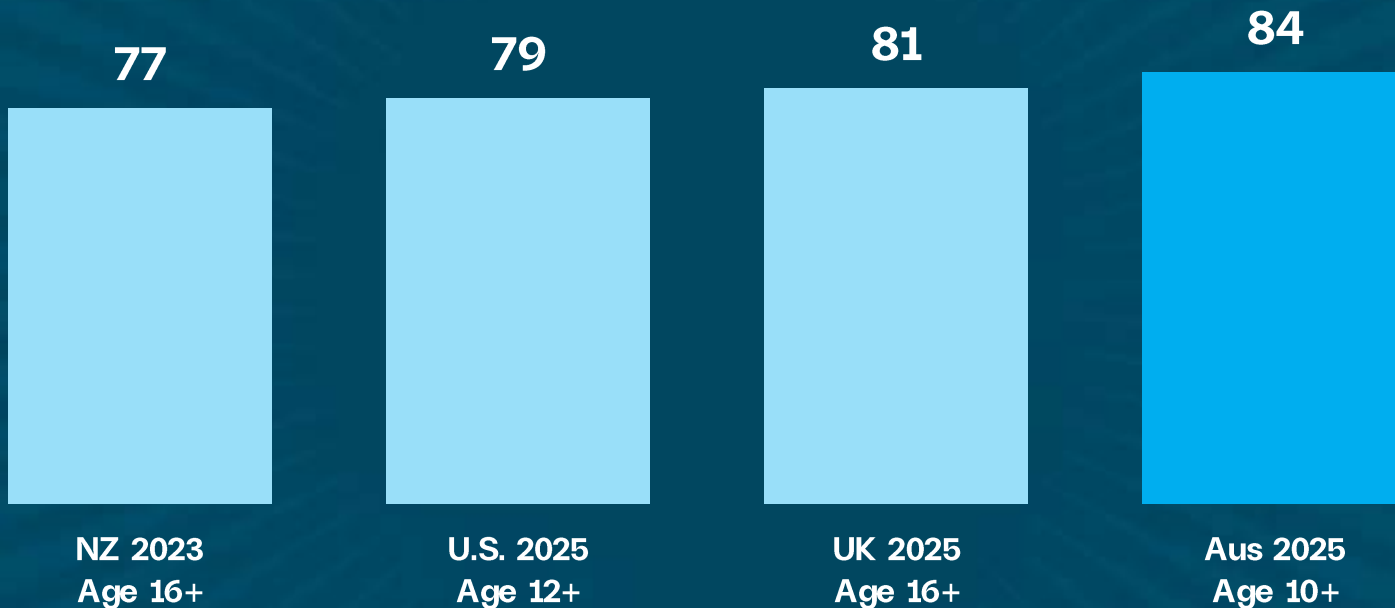
% listened to online audio in last month



Online Audio = Listening to AM/FM/DAB+ radio stations online and/or listening to music streaming services. Base: Total Australian Population 10+

Monthly Online Audio Listening

% 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. Total Populations

Podcasting



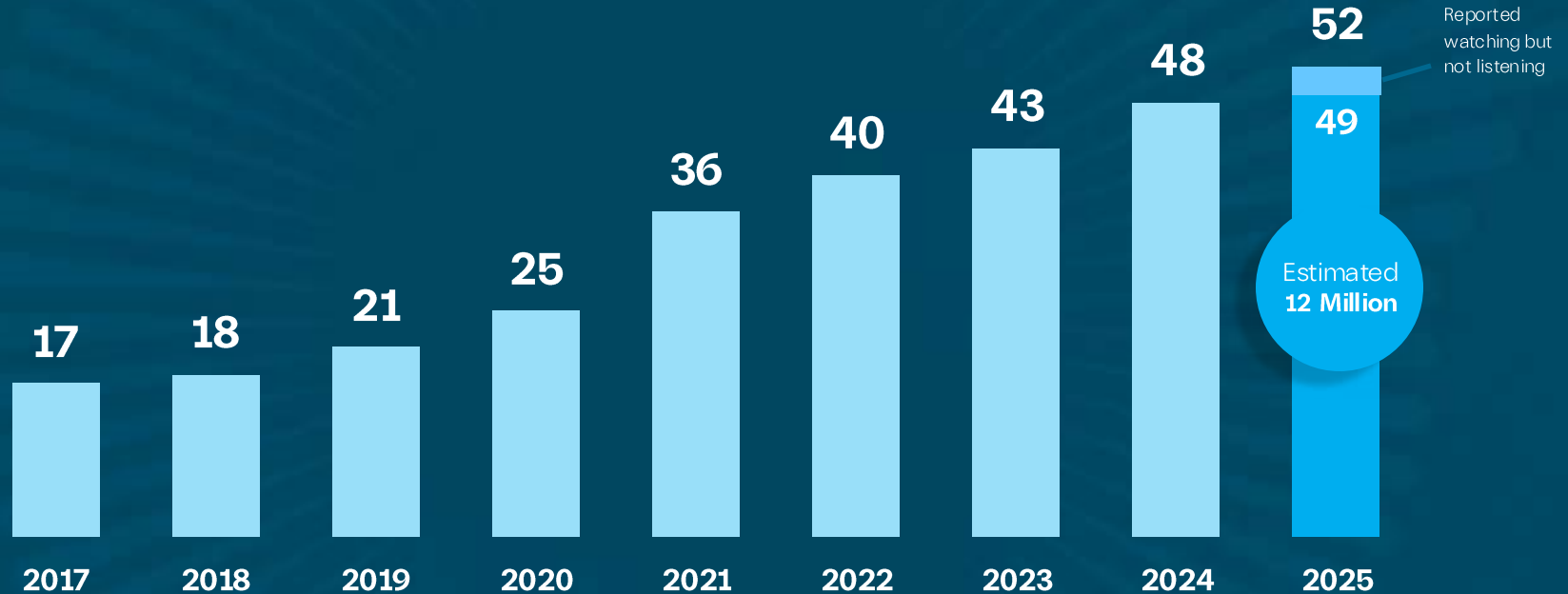
Monthly Podcast Consumption

Half of all Australians now listening to podcasts



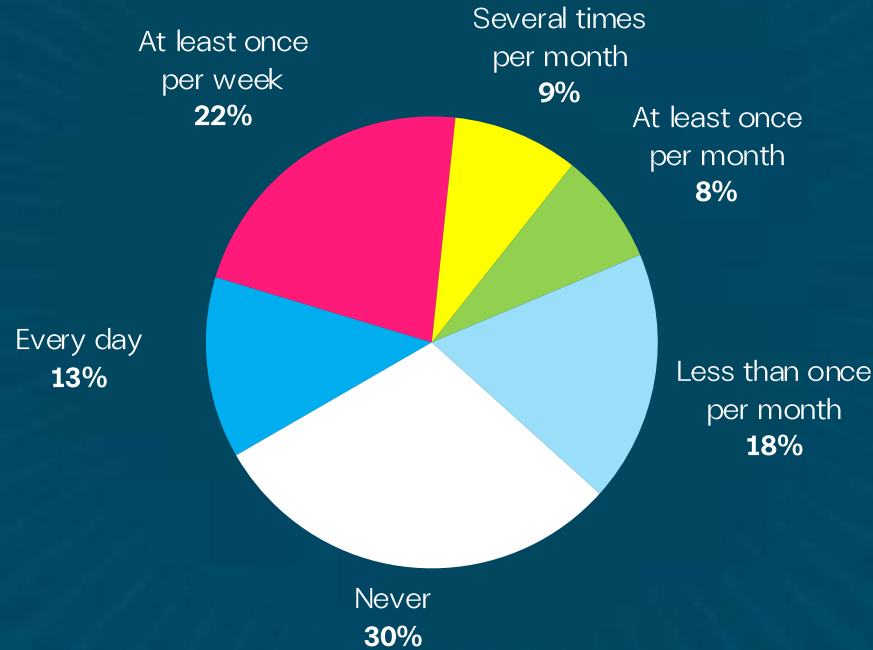
Monthly Podcast Listening

% Listened to a podcast in last month



Frequency of Listening to Podcasts

"How often do you listen to podcasts?"



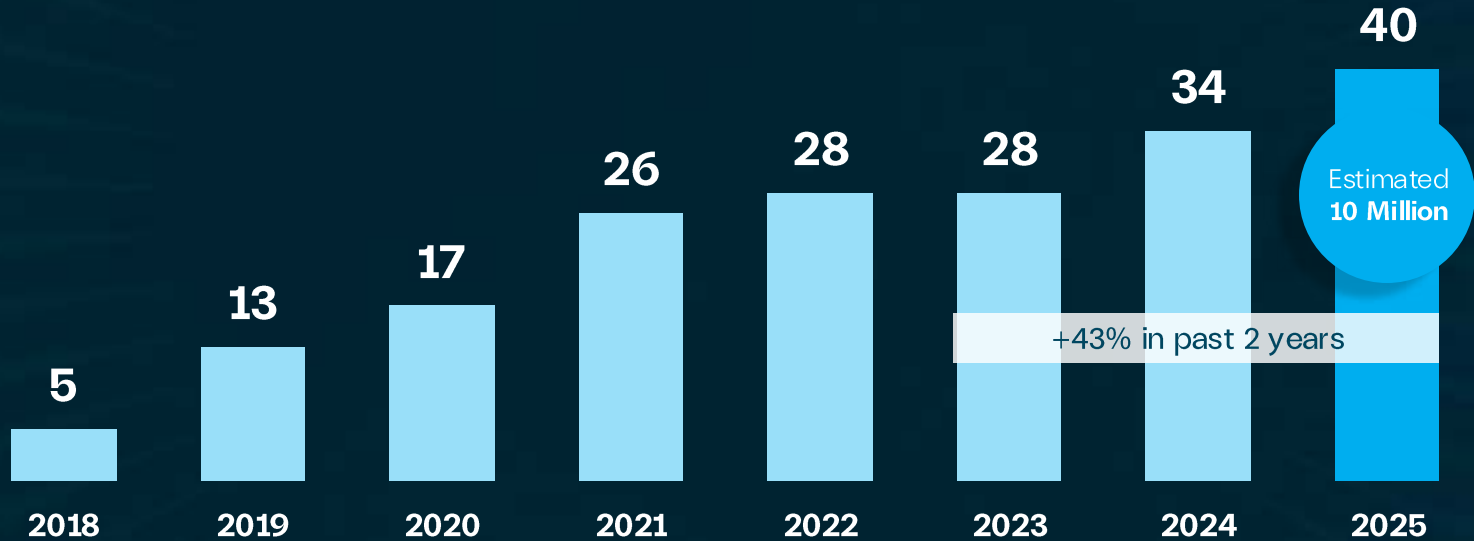
Total Australian Population 10+

Smart Speakers

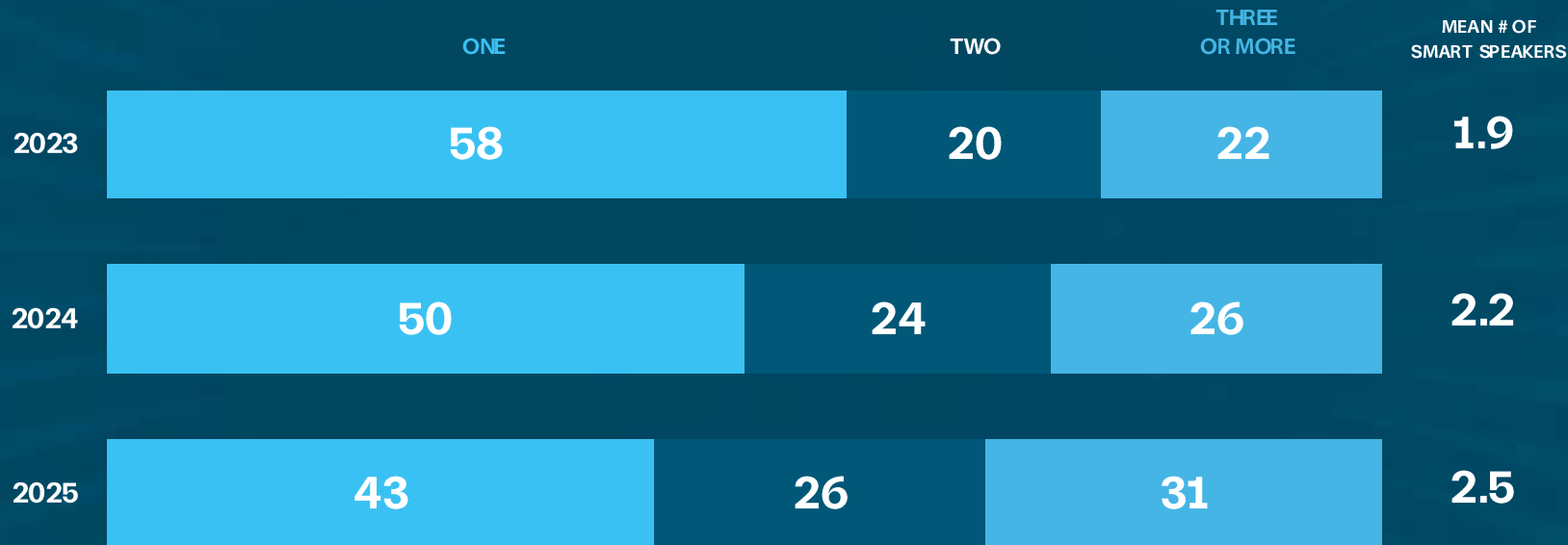


Smart Speaker Ownership

% owning A Smart Speaker



Number of Smart Speakers in Household



Base: Australians age 10+ who own a smart speaker



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