TRITON
DIGITAL™

CANADIAN
PODCAST REPORT

2025

A YEAR IN REVIEW
podcast listening **landscape** & **trends**

Introduction

Podcasting has established itself as a dynamic platform for storytelling, conversations, news, and entertainment. With a steadily growing listener base and an expanding range of content across various formats, the podcast ecosystem continues to thrive.

Triton Digital is excited to present its third annual Canadian Podcast Report, covering the period from April 2024 to March 2025. This comprehensive report offers an in-depth look at the Canadian podcast landscape, complementing our monthly ranking reports available at TritonRankers.com. It provides valuable insights into listening habits, popular content genres, audience demographics, and other key aspects. Our analysis includes shows and podcast networks measured using Triton's IAB Tech Lab-certified Podcast Metrics service, which aggregates server log data from Triton's Omny Studio platform and other leading industry hosts.

Additionally, the report incorporates findings from the Canadian Podcast Listener study by Signal Hill Insights, supported by Ulster Media. The report segments performance into categories such as Top Overall, Top Canadian-Made English, and Top Canadian-Made French podcasts, reflecting the rich diversity of the Canadian audio market.

As we move into the latter half of 2025, Triton Digital remains committed to deepening our collaboration with the podcast community. Our goal is to continuously enhance the quality and relevance of our insights, supporting creators, advertisers, and listeners alike in driving innovation and growth within Canada's vibrant podcasting ecosystem. Together, we look forward to shaping the future of Canadian podcasting through data-driven strategies and shared success.

TritonDigital.com
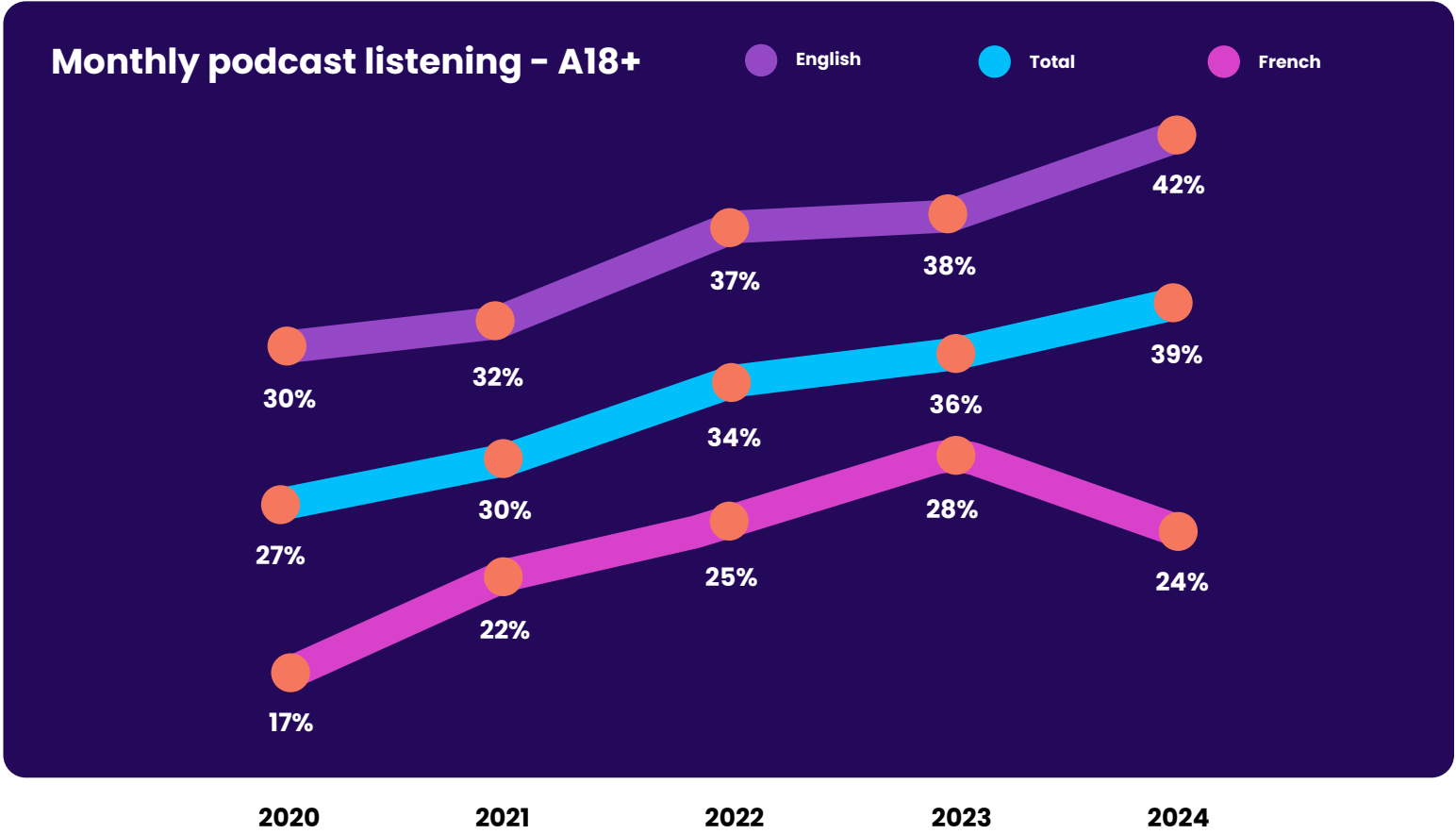@Triton_Digital

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CANADIAN PODCAST LISTENING LANDSCAPE

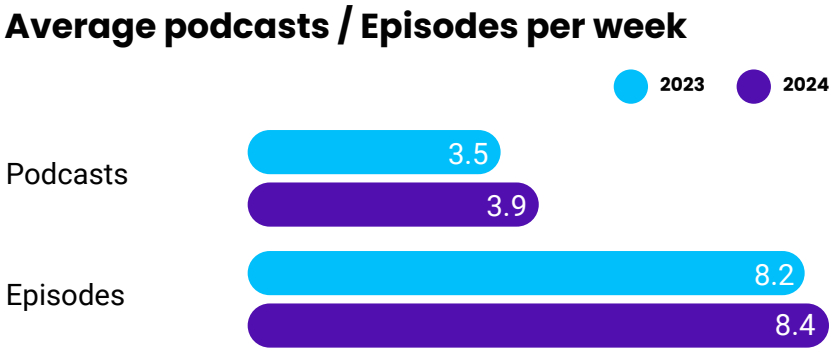How Canadians listen to podcasts:
trends and **behaviours**

Podcast listening on the rise in Canada

New insights into audience growth and listening habits. Podcast listening is up, led by Anglophones, with a 4 point increase since 2023.

Monthly podcast listening – A18+

● English   ● Total   ● French

English: 30%, 32%, 37%, 38%, 42%
Total: 27%, 30%, 34%, 36%, 39%
French: 17%, 22%, 25%, 28%, 24%

2020   2021   2022   2023   2024

Weekly podcast and episode consumption has seen a slight increase compared to 2023, driven by increased listening among Francophone audiences.

Average podcasts / Episodes per week

● 2023   ● 2024

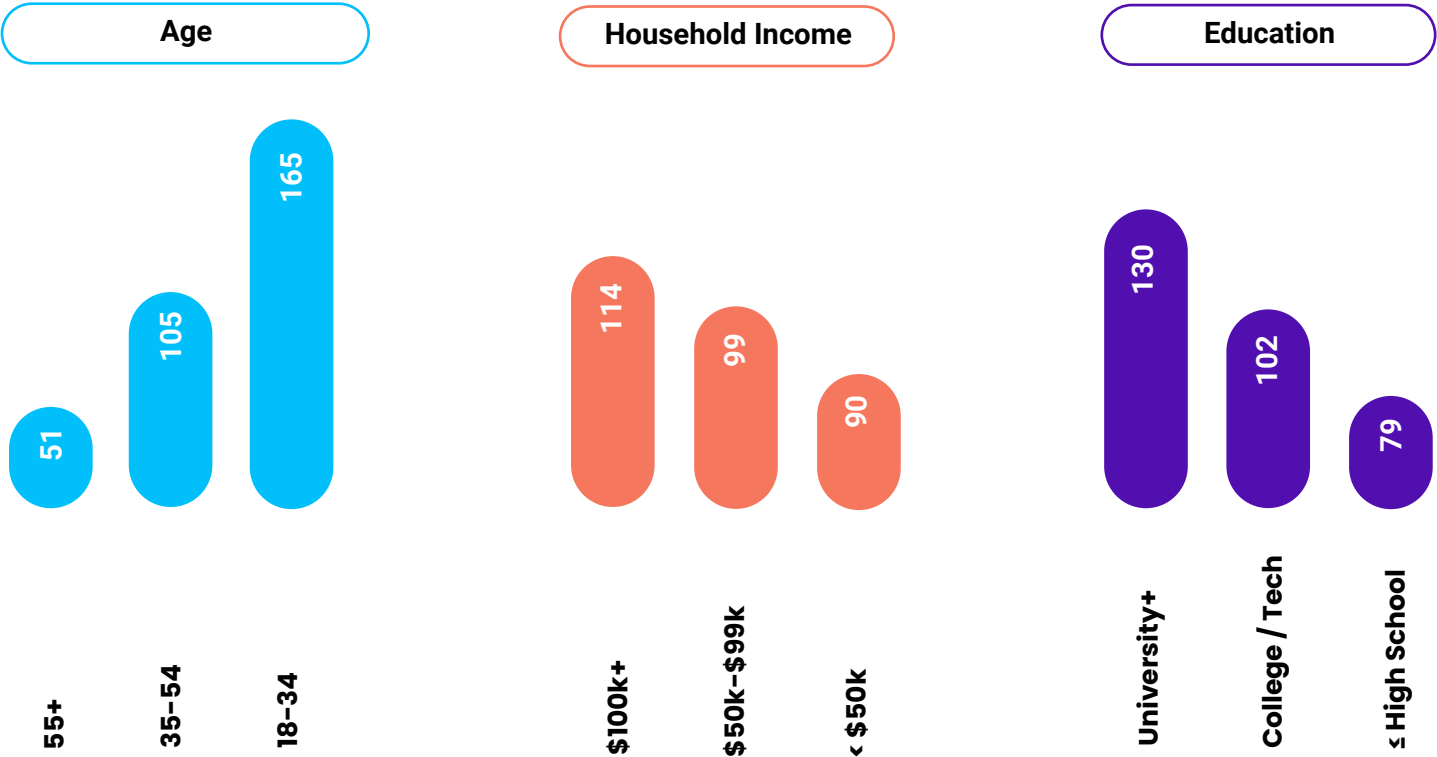Podcasts: 3.5 (2023), 3.9 (2024)
Episodes: 8.2 (2023), 8.4 (2024)

Source: The Canadian Podcast Listener 2024.

The monthly podcast listener is **younger**, more **educated** and more **affluent** compared to the Canadian population

Monthly podcast listeners, indexed to Canadian adult population

Age

55+	35-54	18-34
51	105	165

Household Income

$100k+	$50k-$99k	< $50k
114	99	90

Education

University+	College / Tech	≤ High School
130	102	79

Gender breakdown of monthly podcast listeners in 2024

54%	46%
Male	**Female**

ULSTER MEDIA | SignalHill Insights

Downloads by **device**

Mobile devices continue to lead in downloads

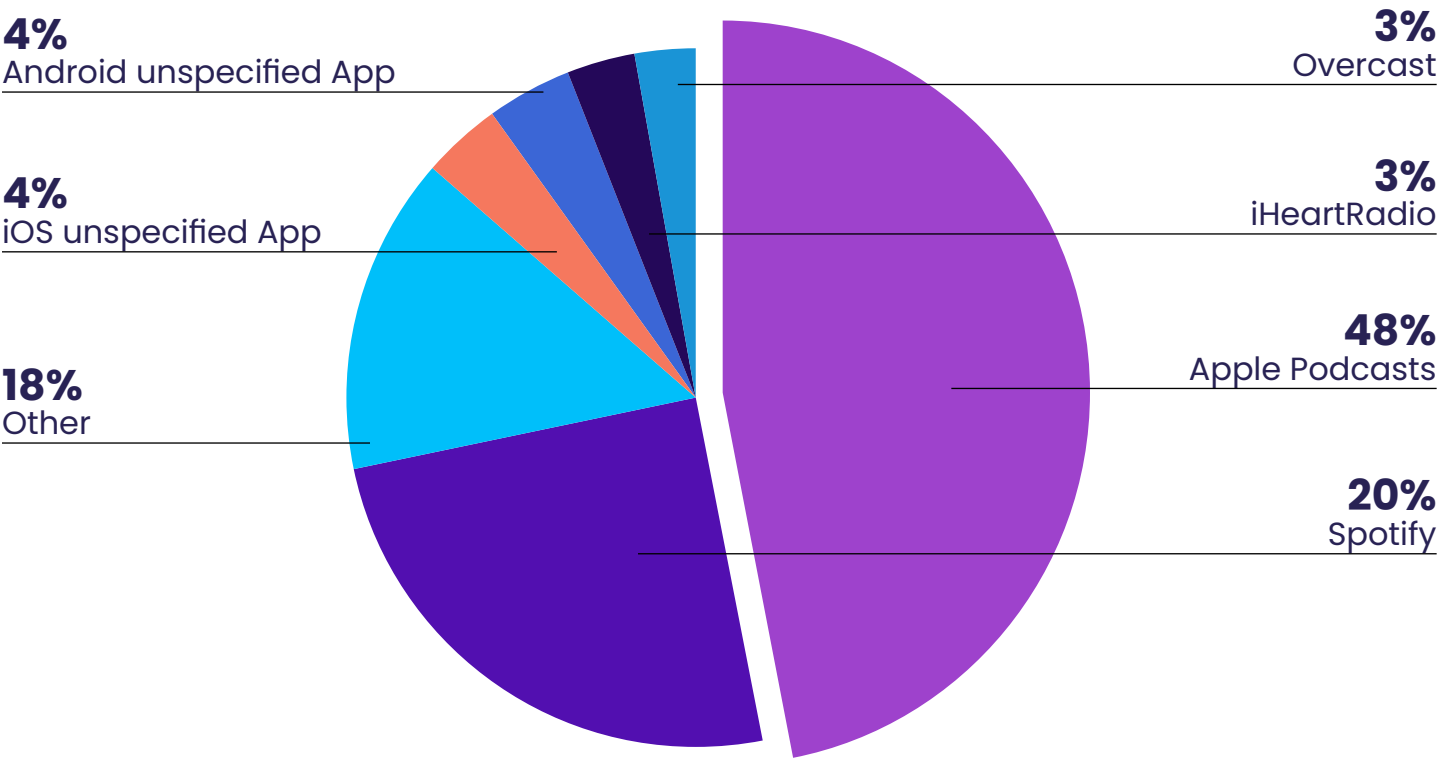| Value	Device
92.6%	Mobile Device
2.9%	Other
2.7%	Desktop / Laptop
1.8%	Smart Speaker
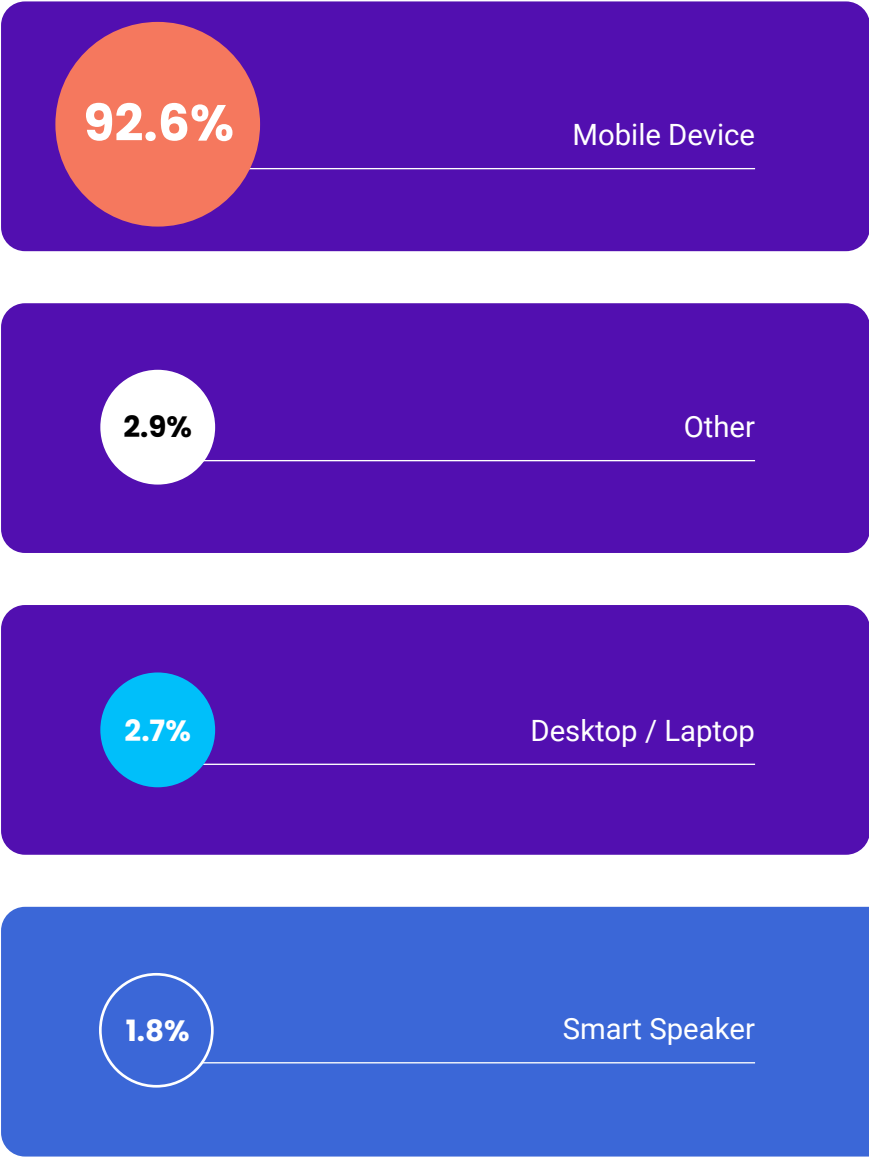
Did you know?

Over a quarter of **Smart Speaker** downloads are for **News**, followed by **Kids & Family** and **True Crime.**

29% News

19% Kids & Family

17% True Crime

New episode RSS downloads by platform

4%
Android unspecified App

4%
iOS unspecified App

18%
Other

3%
Overcast

3%
iHeartRadio

48%
Apple Podcasts

20%
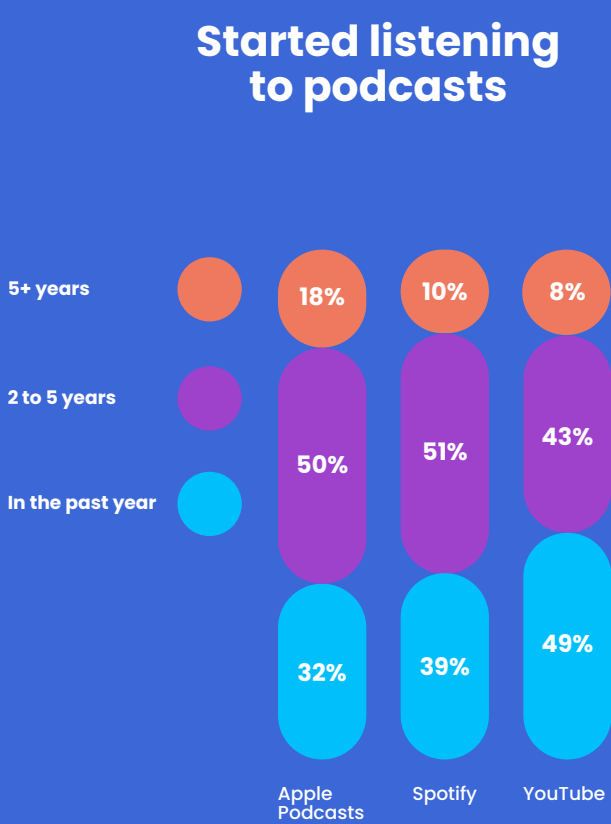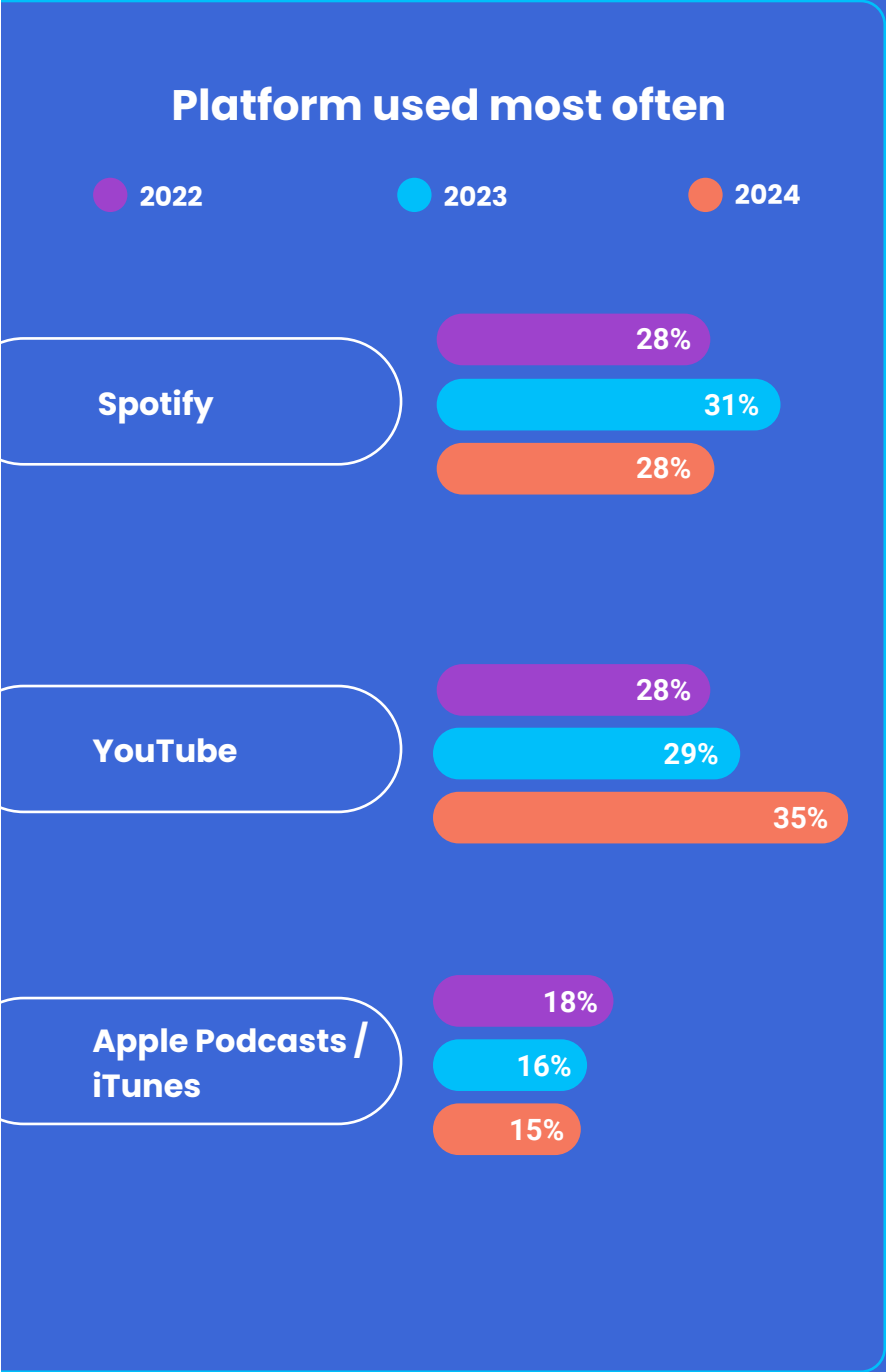Spotify

Apple Podcasts remain the leading platform, accounting for nearly half of all new episode downloads.

New Episode: Episode downloaded in the same month it was published.
iOS and Android unspecified Apps are displayed separately as their downloads do not necessarily belong to a specific player. These downloads also include alternative podcast players used on iOS and Android devices.
Source: Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2024 - March 2025.

YouTube has continued to grow and has now surpassed Spotify as the most commonly used platform for podcasts

Platform used most often

● 2022   ● 2023   ● 2024

Spotify
28%
31%
28%

YouTube
28%
29%
35%

Apple Podcasts / iTunes
18%
16%
15%

Started listening to podcasts

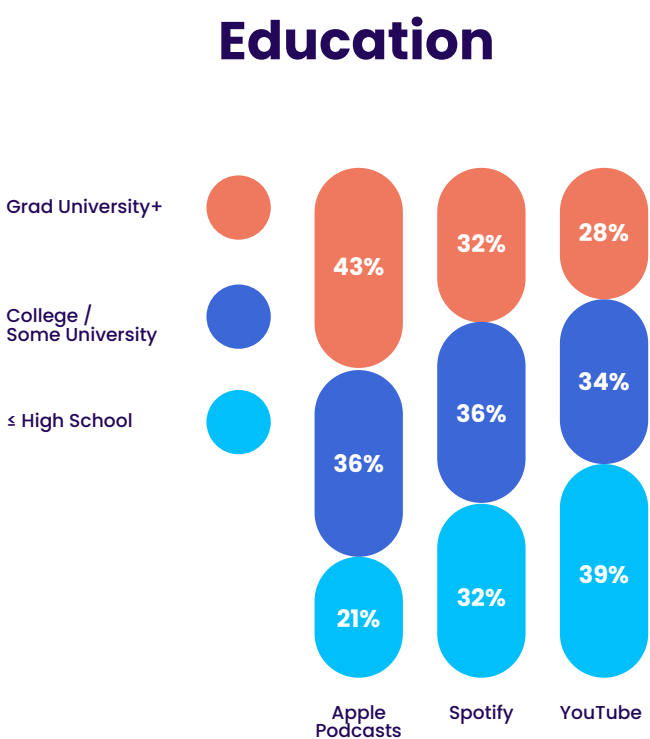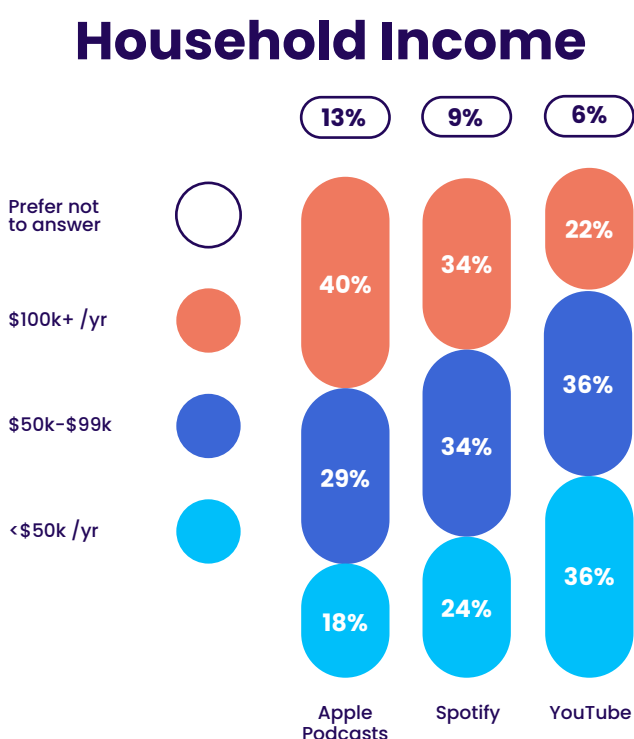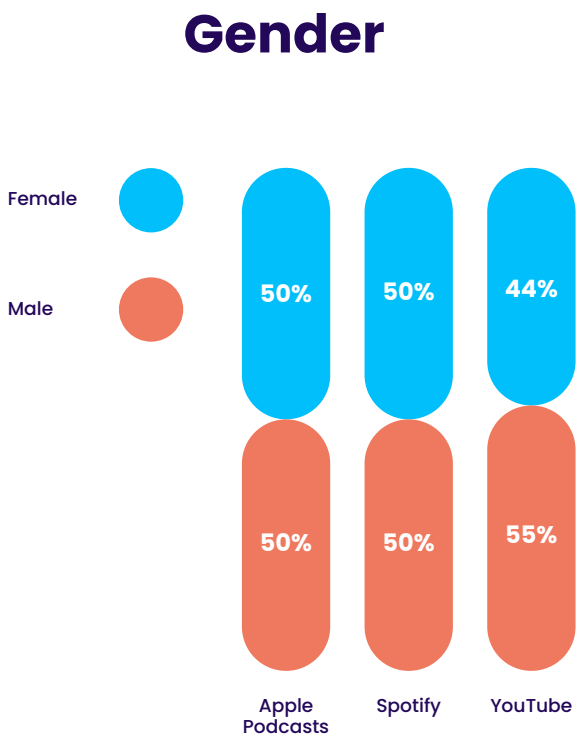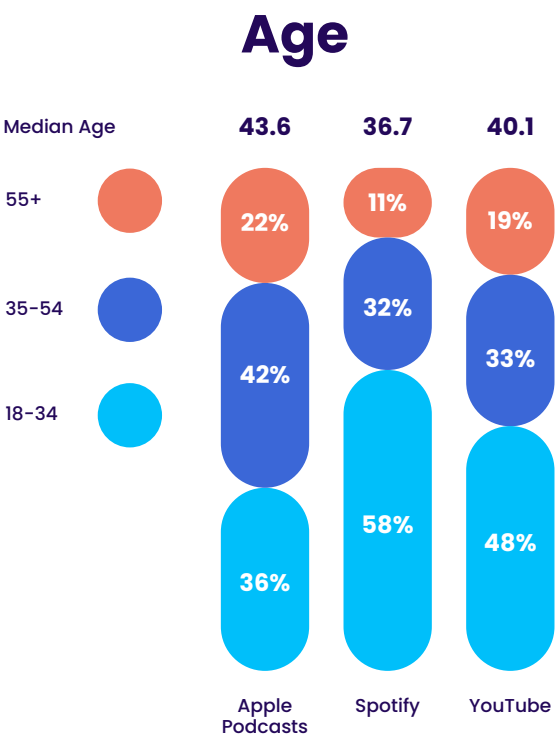|	Apple Podcasts	Spotify	YouTube
5+ years	18%	10%	8%
2 to 5 years	50%	51%	43%
In the past year	32%	39%	49%

Nearly **half of listeners** who use YouTube are **new listeners**

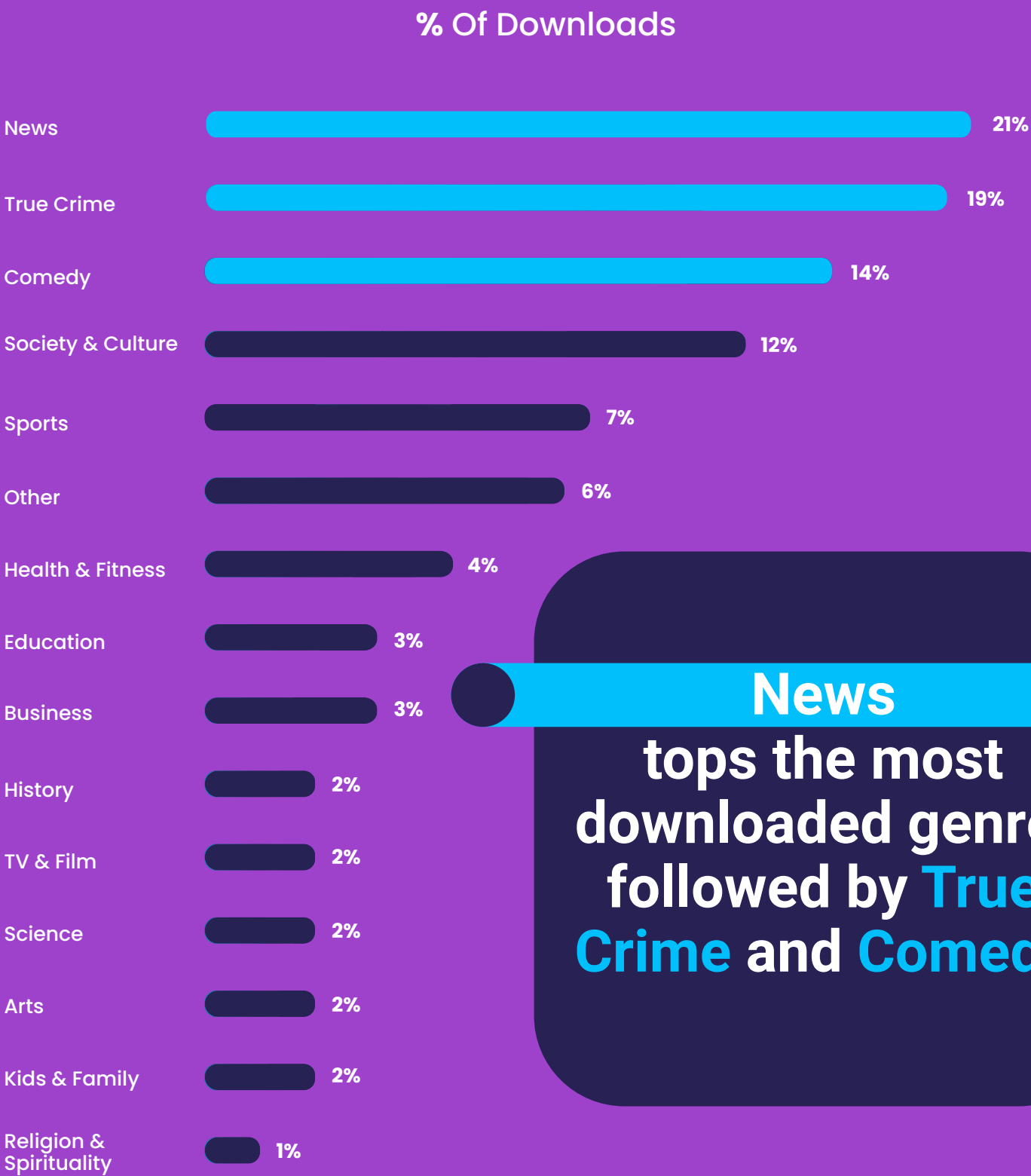Source: The Canadian Podcast Listener 2024.

Listening differences by platform

Age

Median Age	**43.6**	**36.7**	**40.1**
55+	22%	11%	19%
35-54	42%	32%	33%
18-34	36%	58%	48%
	Apple Podcasts	Spotify	YouTube

Gender

	Apple Podcasts	Spotify	YouTube
Female	50%	50%	44%
Male	50%	50%	55%

Household Income

	13%	9%	6%
Prefer not to answer			22%
$100k+ /yr	40%	34%	36%
$50k-$99k	29%	34%	36%
<$50k /yr	18%	24%	
	Apple Podcasts	Spotify	YouTube

Education

	Apple Podcasts	Spotify	YouTube
Grad University+	43%	32%	28%
College / Some University	36%	36%	34%
≤ High School	21%	32%	39%

Podcast audiences are **evening out**, with **gender balance** improving across all platforms.

Apple Podcasts listeners remain the most **educated** and **affluent**, while YouTube and Spotify's audiences are **gaining ground.**

ULSTER MEDIA

SignalHill Insights

Market share by genre

% Of Downloads

Genre	%
News	21%
True Crime	19%
Comedy	14%
Society & Culture	12%
Sports	7%
Other	6%
Health & Fitness	4%
Education	3%
Business	3%
History	2%
TV & Film	2%
Science	2%
Arts	2%
Kids & Family	2%
Religion & Spirituality	1%

News tops the most downloaded genre, followed by **True Crime** and **Comedy**

Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2024 - March 2025.

News and Sports genres release episodes more frequently

% Of All **New Episodes** Released by Month

Genre	%
News	36%
Sports	25%
Society & Culture	8%
Comedy	7%
Other	6%
Music	4%
Religion & Spirituality	3%
Business	3%
Education	2%
True Crime	2%
Health & Fitness	2%
Arts	1%
Leisure	1%
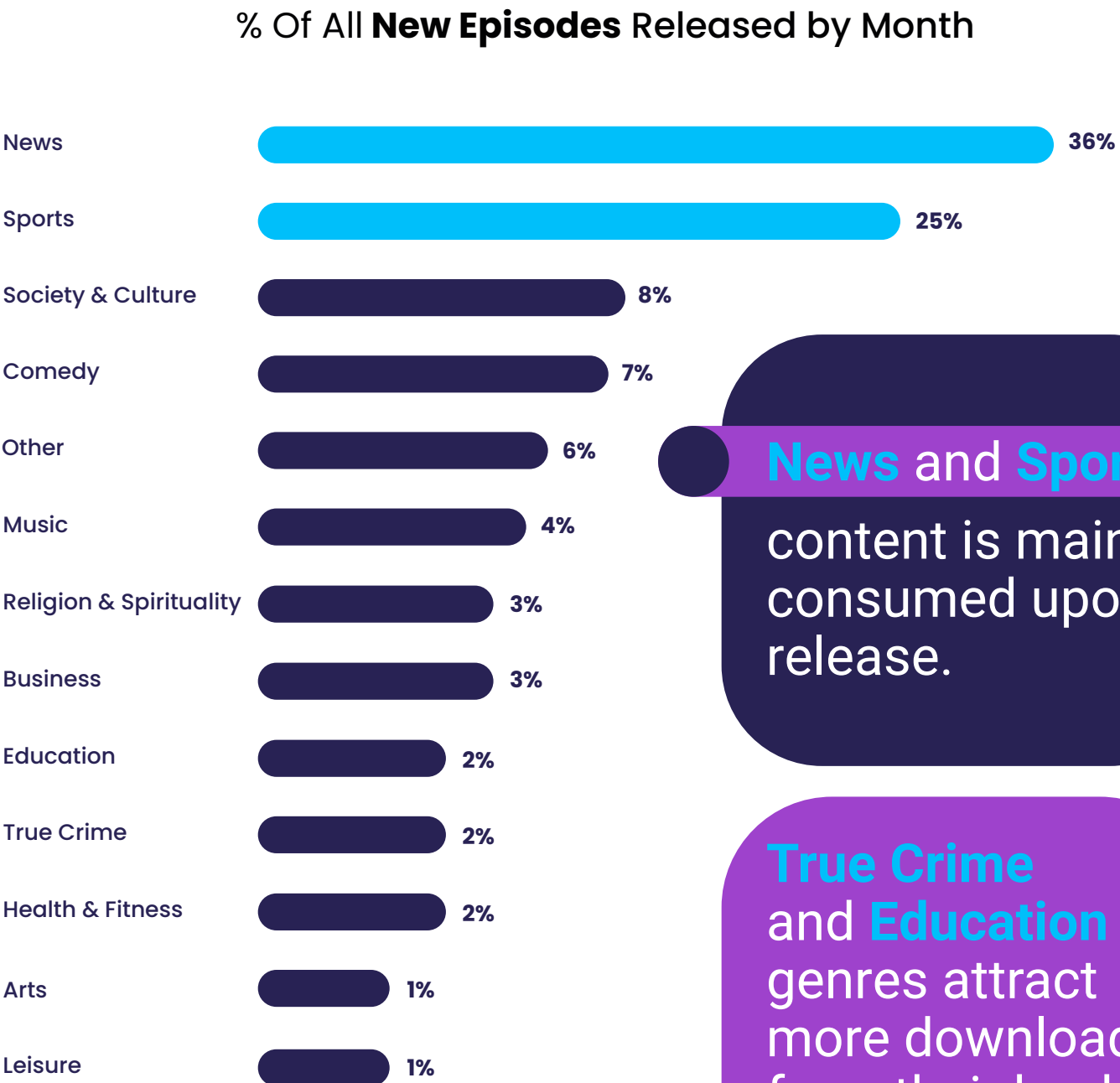
News and **Sports** content is mainly consumed upon release.

True Crime and **Education** genres attract more downloads from their back catalogues.

Analysis is based on the networks measured in Canada by Triton Podcast Metrics from April 2024 - March 2025.

CANADIAN PODCAST RANKER

Insights into the **Top Sales Networks** and **Podcasts**

Top sales networks

SiriusXM Podcast Network leads with **3.57M average weekly downloads**, while **CBC/Radio-Canada** stands out as the champion of Canadian-made audio.

Rank	Sales Network	Average Weekly Downloads
1	SiriusXM Podcast Network	3.57M
2	Wondery Network	1.81M
3	CBC/Radio-Canada	1.78M
4	Audioboom	1.20M
5	NPR	0.66M

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.
SiriusXM Podcast Network includes data from April - September 2024 and Wondery Network includes data from April - November 2024.

Top podcasts

Top Overall

Rank		Podcast	Sales Network
1		Dateline NBC	NBCUniversal News Group
2		SmartLess	SiriusXM Podcast Network
3		Crime Junkie	audiochuck
4		Front Burner	CBC/Radio-Canada
5		The World This Hour	CBC/Radio-Canada

Top Canadian Made-English

Rank		Podcast	Sales Network
1		Front Burner	CBC/Radio-Canada
2		The World This Hour	CBC/Radio-Canada
3		The Current	CBC/Radio-Canada
4		World Report	CBC/Radio-Canada
5		Your World Tonight	CBC/Radio-Canada

Top Canadian Made-French

Rank		Podcast	Sales Network
1		Le Radiojournal	Radio Canada
2		La revue de presse de Paul Arcand	Cogeco Media
3		Mario Dumont	QUB
4		Richard Martineau	QUB
5		Benoit Dutrizac	QUB

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025. audiochuck is measured as part of SiriusXM Podcast Network.

Top debuts in 2024

Top Overall

	Podcast	Sales Network	Genre
	Kill List	Wondery Network	True Crime
	Where Everybody Knows Your Name with Ted Danson and Woody Harrelson (sometimes)	SiriusXM Podcast Network	Society & Culture
	The Weekly Show with Jon Stewart	Paramount	Comedy
	Hysterical	Wondery Network	Society & Culture
	Noble	SiriusXM Podcast Network	Society & Culture

Top Canadian Made-English

	Podcast	Sales Network	Genre
	Come by Chance	CBC/Radio-Canada	Society & Culture
	Tested	CBC/Radio-Canada	Sports
	Split Screen	CBC/Radio-Canada	Society & Culture

Top Canadian Made-French

	Podcast	Sales Network	Genre
	On n'a pas tout dit	Cogeco Media	Music
	Isabelle Maréchal	QUB	News
	Le PodCash McSween	Cogeco Media	Business
	Karima Brikh	QUB	News
	Mathieu Bock-Côté	QUB	News

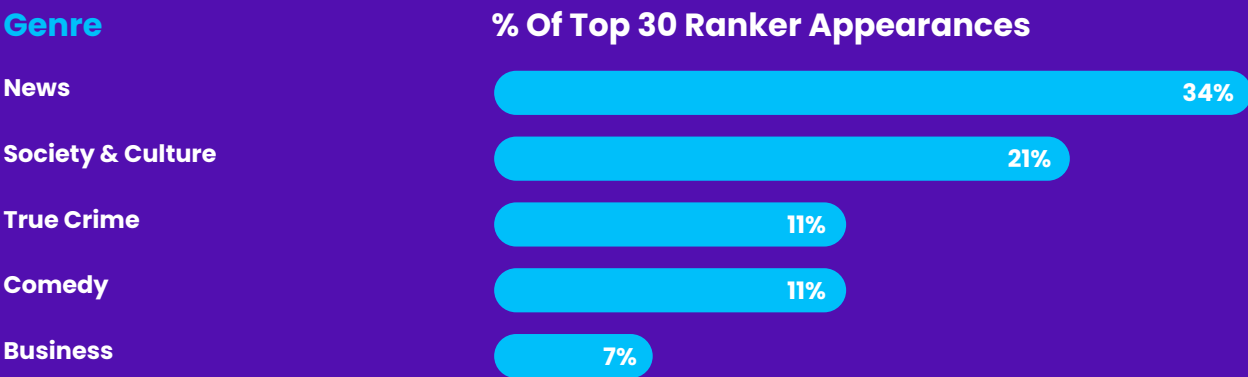Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 – March 2025.
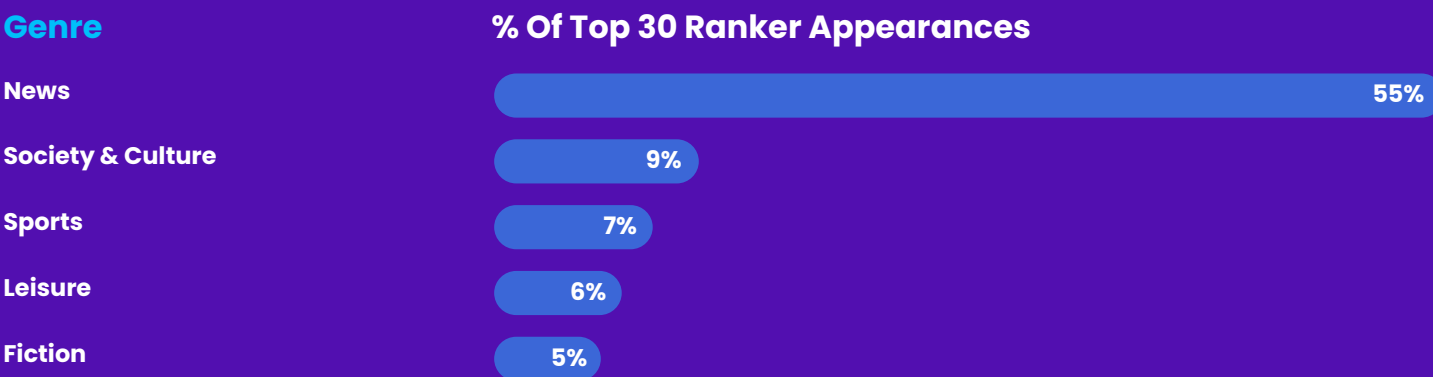
Top genres

Top Overall
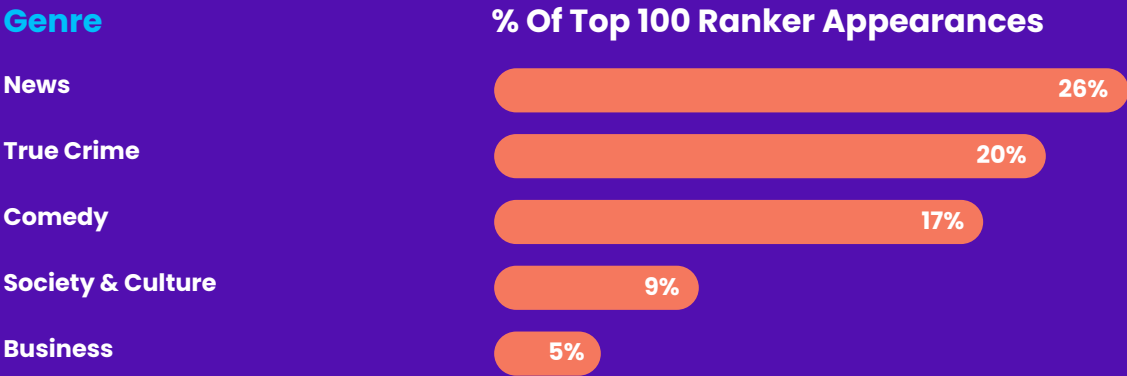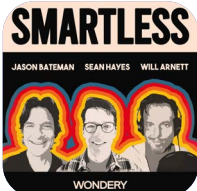
Genre	% Of Top 100 Ranker Appearances
News	26%
True Crime	20%
Comedy	17%
Society & Culture	9%
Business	5%

Top Canadian Made-English

Genre	% Of Top 30 Ranker Appearances
News	34%
Society & Culture	21%
True Crime	11%
Comedy	11%
Business	7%

Top Canadian Made-French

Genre	% Of Top 30 Ranker Appearances
News	55%
Society & Culture	9%
Sports	7%
Leisure	6%
Fiction	5%

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.

Top podcasts by genre

Top Overall

Genre	Podcast	Sales Network
Business	Planet Money	NPR
Comedy	SmartLess	SiriusXM Podcast Network
History	American Scandal	Wondery Network
News	Front Burner	CBC/Radio-Canada
Science	Hidden Brain	SiriusXM Podcast Network
Society & Culture	Freakonomics Radio	SiriusXM Podcast Network
True Crime	Dateline NBC	NBCUniversal News Group

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.

Top podcasts

Top Canadian Made-English

	Genre	Podcast	Sales Network
	Business	The Loonie Hour	TPX Podcast Network
	Comedy	The Debaters	CBC/Radio-Canada
	History	The Secret Life of Canada	CBC/Radio-Canada
	News	Front Burner	CBC/Radio-Canada
	Science	Quirks and Quarks	CBC/Radio-Canada
	Society & Culture	Ideas	CBC/Radio-Canada
	True Crime	Sea of Lies from Uncover	CBC/Radio-Canada

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.

Top Canadian Made-French

	Genre	Podcast	Sales Network
	Business	Les chroniques financières du 98.5	Cogeco Media
	Comedy	La journée (est encore jeune)	Radio Canada
	History	Aujourd'hui l'histoire	Radio Canada
	News	Le Radiojournal	Radio Canada
	Science	En 5 minutes	QUB
	Society & Culture	Ça s'explique	Radio Canada
	True Crime	Par pure vengeance	QUB

Based on the Triton Canada Podcast Rankers Average Weekly Downloads from April 2024 - March 2025.

Most **popular episode** of 2024 in the first 30 days of publishing

by downloads & genre

Society & Culture

Tucker Carlson - Revolution, World War 3, WTC Building 7 and Supernatural Phenomenon

Episode #115

The Shawn Ryan Show
by Cumulus Podcast Network
Released: June 3rd, 2024

True Crime

The Perfect Life

Dateline NBC
by NBCUniversal News Group
Released: February 20th, 2024

Sports

Chiefs Season Toe-pener, Jason's NSFW TV Debut and Football at the US Open

Episode #100

New Heights with Jason and Travis Kelce
by Wondery Network
Released: September 11th, 2024

Fiction

Le Chronoviseur

L'univers paranormal de Christian Page
by Cogeco Media
Released: May 9th, 2024

Analysis is based on networks measured by Triton Podcast Metrics from January - December 2024.

22

Most **downloaded** episode

Overall Episode

Steve Martin & Martin Short
SmartLess
by SiriusXM Podcast Network
Released: May 6th, 2024

Canada-Made English Episode

Chrissy
Someone Knows Something
by CBC/Radio-Canada
Released: November 6th, 2024

Canada-Made French Episode

Tentative d'assassinat contre Trump: «Tout ça arrive dans un climat d'extrême violence»
La revue de presse de Paul Arcand
by Cogeco Media
Released: September 16th, 2024

Most **downloaded** episode of 2024

in the first 30 days of publishing - by downloads

Vince Vaughn
SmartLess

by SiriusXM Podcast Network
Released: August 5th, 2024

Sounder's view

Episode-level intelligence that goes beyond show genre

Explore how analyzing episode-level content **reveals deeper insights**

What are podcasts talking about?

Top themes across all episodes

The most common themes found in podcast episodes based on what's actually discussed. **Not how creators label their shows.**

50%	49%	37%	32%	32%
Pop Culture	Entertainment	Family & Relationships	Law	Crime

Top themes within each declared genre

Sounder's contextual analysis shows how the actual content of episodes varies, **even within a single genre.**

News	True Crime	Comedy	Society & Culture	Sports
Politics	Crime	Pop Culture	Pop Culture	Entertainment
Law	Law	Entertainment	Entertainment	Food & Drink
Crime	Family & Relationships	Humour	Music	Fantasy Sports
War		Satire		
Conflicts				

Source: Sounder. Based on Triton Canada Podcast Rankers from April 2024 - March 2025.

Key takeaways

Podcast listening in Canada **continues to rise**, with total monthly reach climbing to 39% a **3-percentage point increase** year over year, driven primarily by growth among Anglophone listeners.

1

YouTube has surpassed Spotify as the platform most often used to listen to podcasts in Canada.

2

News emerged as the **most downloaded** genre, followed by True Crime and Comedy.

3

The **most downloaded** podcast of 2024 was **Dateline NBC** (NBCUniversal News Group). The **top Canadian Made-English** podcast was **Front Burner** (CBC/Radio-Canada), while the top **Canadian Made-French** podcast was **Le Radiojournal (Radio-Canada).**

4

The top debut podcast overall was **Kill List** (Wondery Network). The top **Canadian Made-English** debut podcast was **Come by Chance** (CBC/Radio-Canada), while the top **Canadian Made-French** debut podcast was **On n'a pas tout dit** (Cogeco Media).

5

Conclusion

To receive the monthly Podcast and Streaming Rankers in your inbox, subscribe here.

If you are a podcast network or publisher with an audience in any of the regions where Triton produces rankers, you are **eligible to participate in our Podcast Rankers.**

To learn more, please contact solutions@tritondigital.com.

View the Podcast Rankers at Tritonrankers.com.

View the **Streaming Metrics Rankers here.**

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