

How big is Canada's digital audio audience and opportunity?

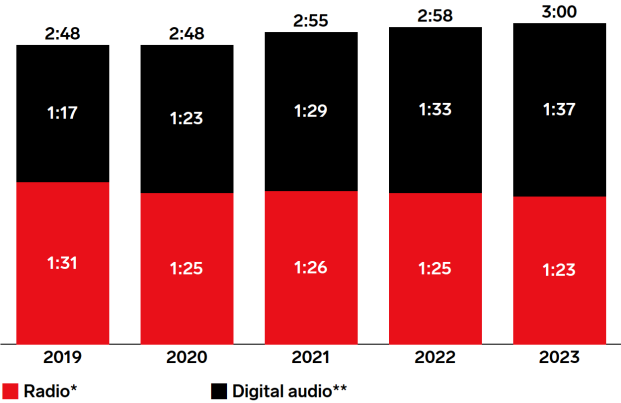
Article

Canada's digital audio audience is growing faster than any other digital medium we track in the country, including digital video viewers and social media users. This year, digital audio will match terrestrial radio in listenership and exceed it in engagement, according to our forecasts.

Our time spent with audio forecast tipped in favor of digital audio for the first time last year. The reduction in commuting during the pandemic suppressed radio consumption: Just **77%** of survey respondents in Canada said they traveled in a car in 2021, compared with **92%** in 2020, according to Edison Research’s Infinite Dial Canada 2021 report. Remote working, which is still common in much of the country, will continue to buoy digital audio consumption in the years ahead. The time spent gap will widen this year and next. (Our updated forecast for time spent with digital audio and radio will publish in June 2022.)

Radio* vs. Digital Audio:** Average Time Spent in Canada, 2019-2023

hrs:mins per day among population



*Note: ages 18+; includes all time spent with each medium, regardless of multitasking; *excludes digital radio; **includes listening on desktop/laptop computers and mobile devices to radio stations with editors or DJs, professional or amateur, who curate the playlists; streaming services that generate playlists based on the user’s preference of artist, track, or genre; other automated playlists (i.e., those not set by editors or DJs); personally configured playlists (i.e., those set by the listener); music or other audio content delivered within a website or app (e.g., AM/FM radio broadcasts streamed online); and audio podcasts (streamed or downloaded); excludes other downloaded audio files (e.g., music MP3s), as well as digital terrestrial and satellite radio services that are delivered over the air*
 Source: eMarketer, April 2021

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Almost two-thirds of the population in Canada will listen to digital audio this year. Over the past five years, nearly **5 million** new listeners began streaming audio, swelling the ranks of listenership by about **25%**. Much of that growth is due to the quality of streaming music services available to local listeners. But it’s also related to the increased consumption of talk formats, including podcasts and the repurposing of terrestrial radio programming for digital distribution.

Read the full report.

Report by Paul Briggs Apr 07, 2022

Digital Audio in Canada 2022

