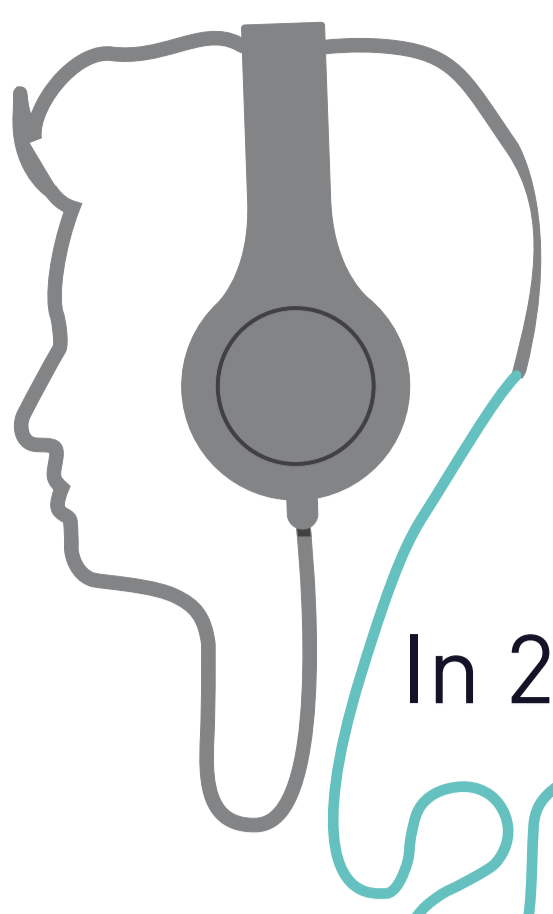


Listening Britain

An overview of the UK online audio market



Digital Audio Definition:

On-demand music services and live radio via desktop / laptop, tablet, smartphone, smart speaker, any podcast and any listen again.

In 2018

25.8m

people in the UK listened to online audio (47.1% of 15+ population)

In Autumn 2017

22.5m

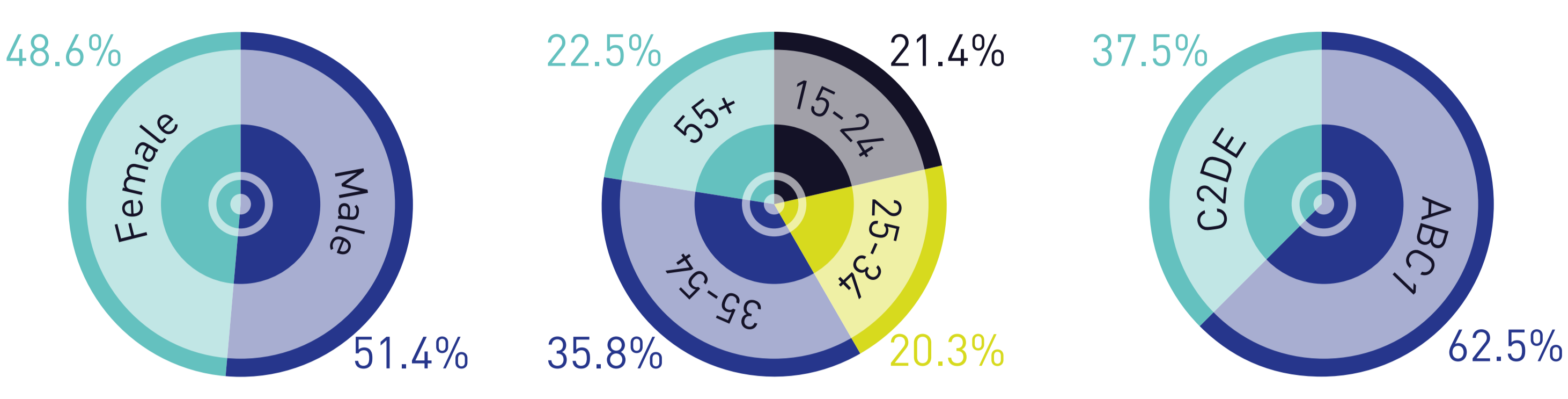
people listened to online audio

In Autumn 2016

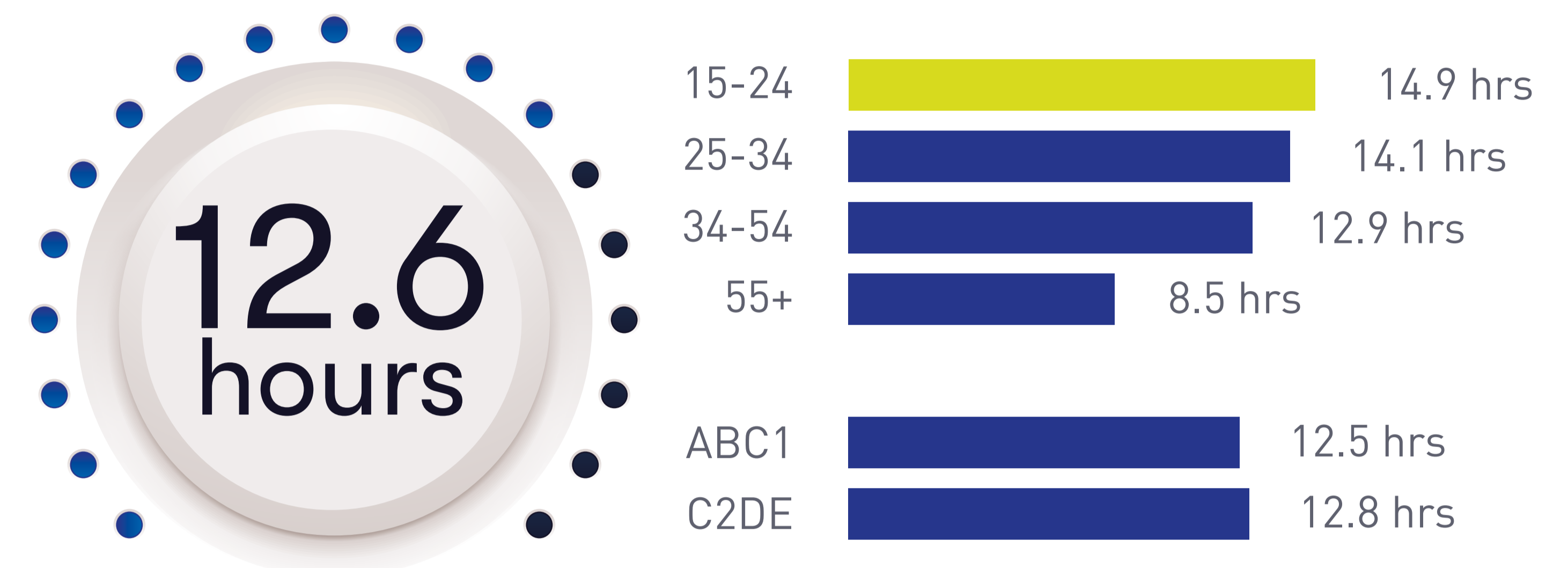
21.7m

people listened to online audio

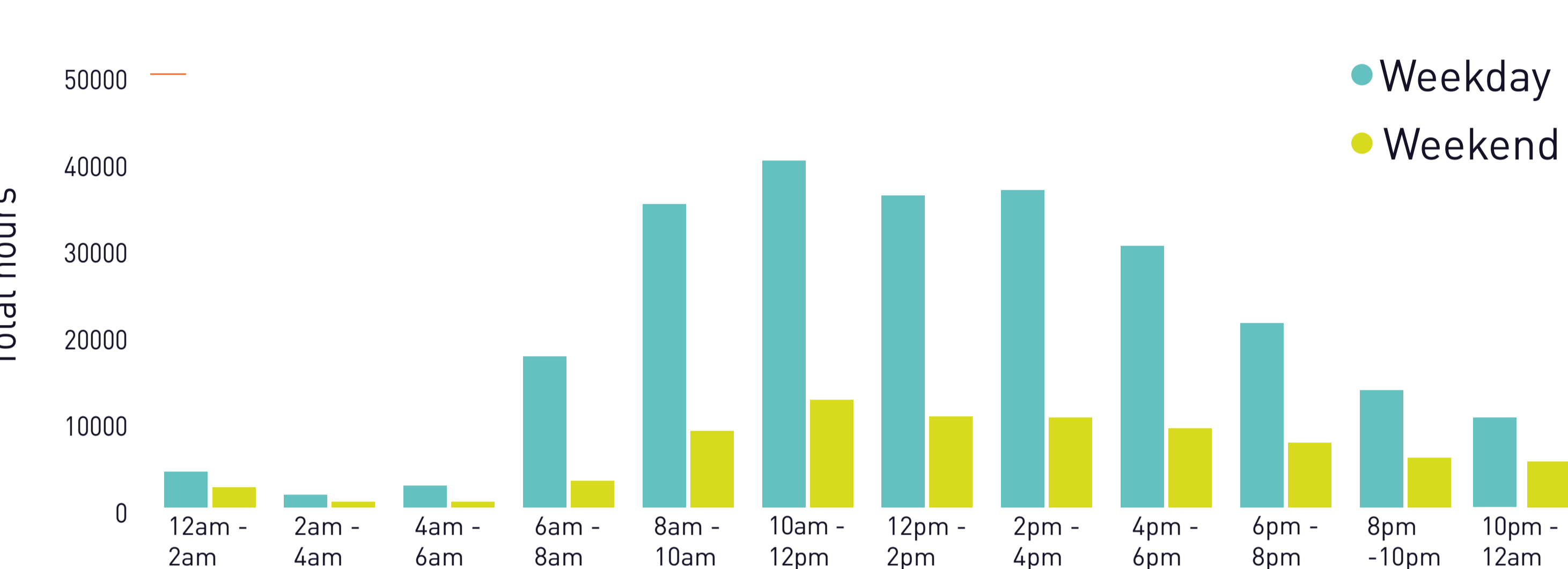
Demographic breakdown of listeners:



Time spent listening to online audio each week



Total time spent listening to online audio by time of day:



On average, men listen to online audio for 14.3 hours per week.

Peak weekday listening times: 11:00-11:15



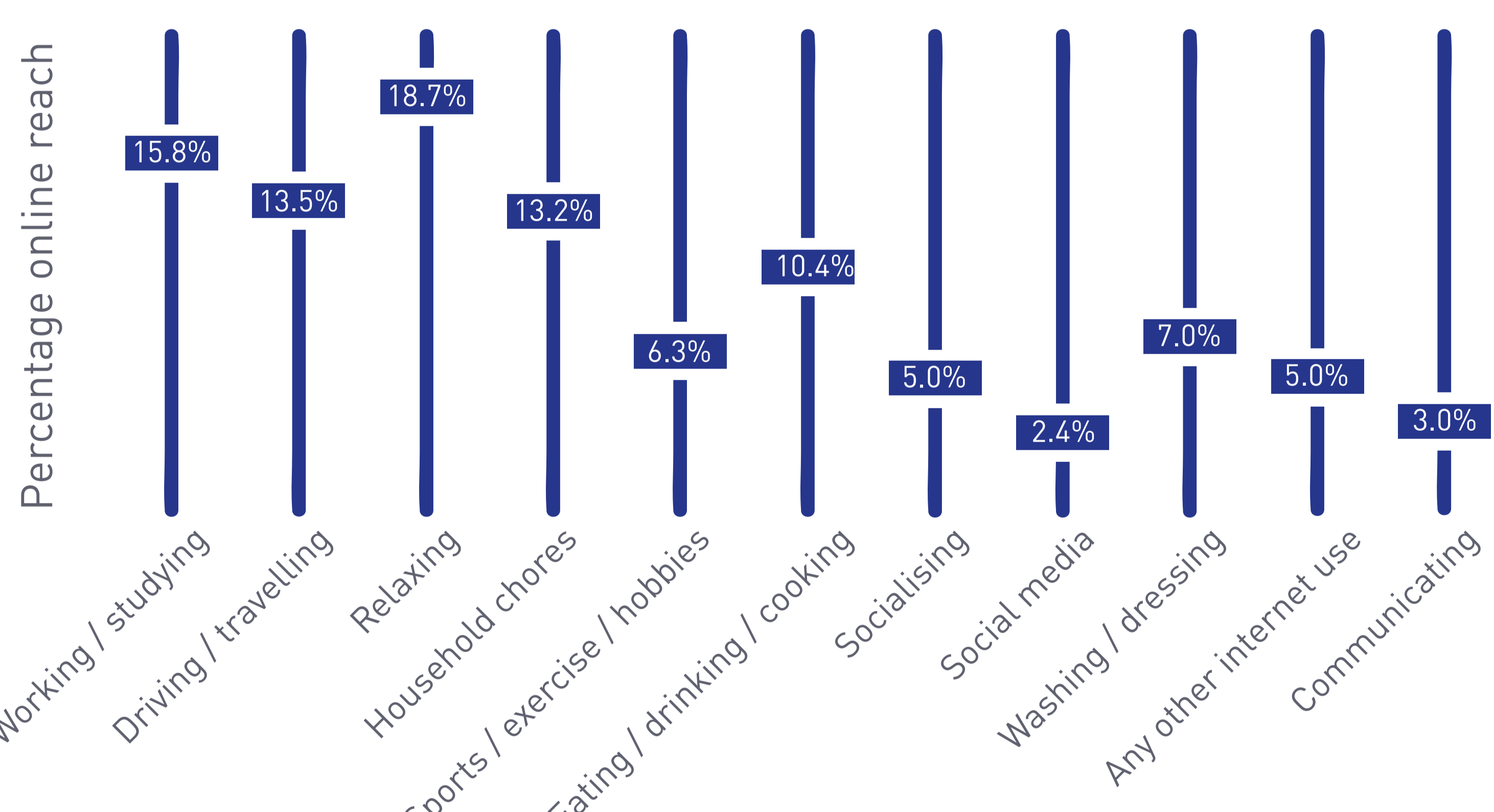
On average, women listen to online audio for 10.9 hours per week.

Peak weekday listening times: 10:15-10:30

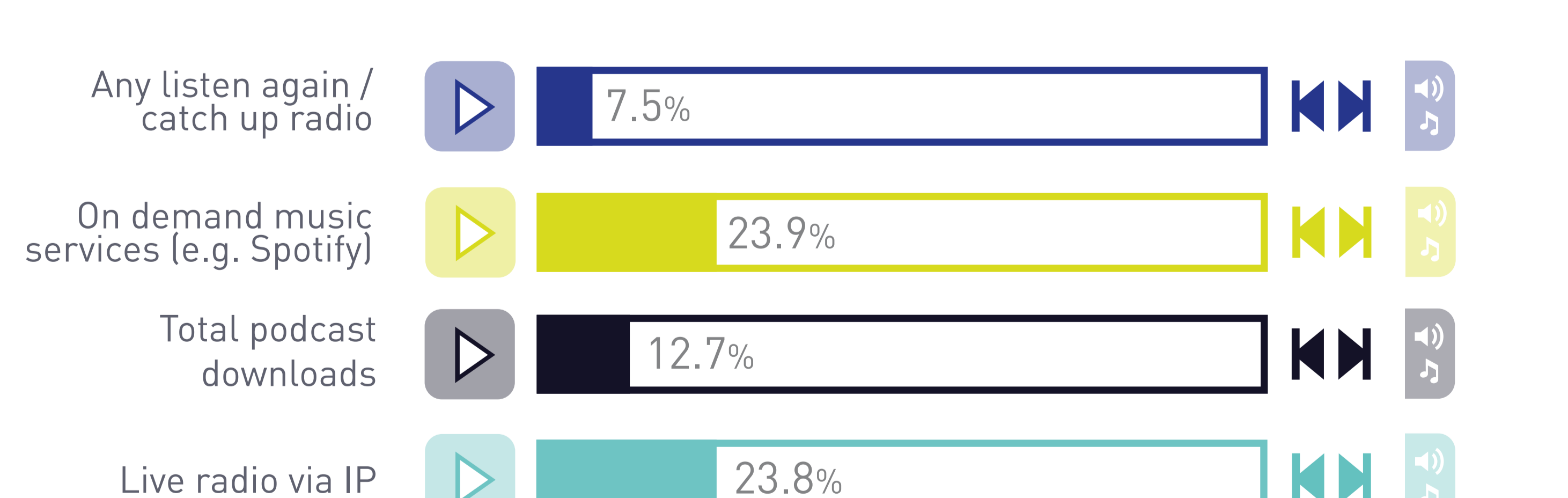
Total online audio weekly reach on:



Activities whilst listening to online audio



Reach of online audio



17% of people who listen to online audio listen exclusively online, this increased to 30% in 15-24 year olds.

IAB audio advisory group members:



Sample: 2,238 respondents
 Dates: Fieldwork July - August 2018
 Source: MIDAS Autumn 2018