Australian Government

Australian Communications and Media Authority

researchacma
Evidence that informs

Communications and media in Australia series:

How we watch and listen to content

Executive summary and key findings

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Executive summary

Using this report

This report contains the executive summary and key findings from our *How we watch and listen to content* report, which is part of our *Media and communications in Australia* series.

An interactive version of the full report can be accessed on our website. We recommend this document is read in conjunction with the entire report as the key findings reference charts in the report. The website also has links to the methodology used, a data quality statement and a glossary of terms for the report. The data for all tables in the report can be directly exported from the interactive version.

How we watch and listen to content

We continue to see shifts in viewership away from traditional linear TV services to subscription services, with more Australians watching paid streaming services in 2024. For the first time since 2017, less than half of Australians watched free-to-air (FTA) TV (excluding catch-up TV), and almost as many watched FTA streaming services. If this trend continues, watching FTA streaming may overtake watching FTA TV (excluding catch-up) in the coming years.

There has been growth in viewership of services used to watch online video content, and we are watching content across more services. YouTube remains the number one service used for video content (paid or free) and stays at number 1 – with over half of Australians now watching content on YouTube.

While we're listening to less radio in 2024, we are listening to more online music streaming services, with listening increasing to 73% from 70% in 2023.

Watching

Nine in 10 Australians (91%) used an online service to watch video content in a given week, up from 83% in 2023. Viewership of paid subscription services also increased (69% from 66% in 2023).

Use of YouTube continued to grow and remained the most popular, watched by more than half (57%) of Australians, followed by Netflix (53%) in the previous week. There were also increases for most online video services, including Disney+, Amazon Prime Video, Facebook and Instagram Reels.

We are also using more services to watch video content, increasing the number we use to 4.3 services, up from 3.6 in 2023.

While use of FTA streaming services held steady following a period of growth, FTA TV (excluding catch-up) continues its trend of declining (46% from 52% in 2023). The decline in overall FTA TV viewership was accompanied by a decline in the average time spent viewing in the previous week, to 4.8 hours from 5.6 in 2023.

Listening

This year saw further declines in overall radio listenership, with 65% having listened to radio in the previous week (from 69% in 2023). Declines were seen for both AM (20% from 23%) and FM radio (52% from 56%).

We continue to see a shift from radio towards online music streaming, with 73% listening to a music streaming service (up from 70% in 2023). Spotify remains the most popular service to stream for both music (66%) and podcasts (56%).

People who stream music via an online service spend more time listening each week (9.5 hours on average) than those listening via radio (7.6 hours on average).

About the research

This report is based on an ACMA-commissioned nationally representative tracking survey seeking to understand consumer take-up, views and attitudes around communications and media services. Information about the sample and the ACMA annual consumer survey is in the methodology.

Key findings

1. Viewing behaviours

Base: Australian adults, previous 7 days to June 2024

- More of us watched paid subscription streaming services (69%, up from 66% in 2023), with the largest increase in viewership among those aged 45–54 (76%, up from 69%). Since 2023, there were also increases among females (73%, up from 68%) who were also more likely than males to watch this type of service (73%, compared to 64%), and increases in viewership for those in regional areas (67%, up from 61%).
- Overall, free-to-air (FTA) TV audiences declined, driven by a fall in FTA TV excluding catch-up viewership.
- FTA TV excluding catch-up TV viewing declined from 2023 to 46% (from 52%), with a drop in viewership for those aged 35–44 (30%, from 42%) and 75+ (77%, from 87%).
- Since 2023 there were declines in viewing for males (50%, from 55%), and females (44%, from 49%). Even so, males were more likely to watch FTA TV excluding catch-up TV (50%, compared to 44% of females).
- Viewing in regional areas also declined (53%, from 60%), although regional viewers were more likely to have watched FTA TV excluding catch-up TV than those in metropolitan areas (53%, compared to 43%).
- The numbers of people watching FTA catch-up TV and streaming services remained unchanged from 2023 at 43%.
- Those aged 18–24 are less likely than all other age groups to watch FTA TV excluding catch-up TV (19%) as well as FTA catch-up TV and streaming services (13%).
- Viewership of pay-tv or other subscription TV channels remained steady (18%), with those aged 18–24 (6%) less likely than all older age groups to watch this type of service.
- The number of Australians overall watching user-generated or short form online video was unchanged from 2023 (59%), however, it was watched by fewer people aged 18–24 (77%, from 86%).
- Those aged 75+ were less likely than all other age groups to watch a paid subscription service (37%), or user-generated or short-form online video services (29%).
- People living in metropolitan areas were more likely than those in regional areas to watch user-generated or short-form online videos (61%, compared to 55%) and pay TV (19%, compared to 16%).
- Overall, pay-per-view viewership was steady (7%) though it was watched by fewer people aged 55–64 (4%, down from 9% in 2023).

2. Time spent watching video content

Base: Australian adults who watched a video service, previous 7 days to June 2024

- We spent less time watching free-to-air (FTA) (excluding catch up) TV than in 2023 – on average, we watched 4.8 hours (down from 5.6). There were also declines among those living in regional areas (5.5 hours, from 7.0), females (4.1 hours, down from 5.1) and those aged 35–44 (1.5 hours, down from 2.4).
- For those aged 65–74, time spent watching FTA catch-up TV increased on average from 2.7 hours in 2023 to 3.9 hours in 2024.

- Younger adults spent more time viewing user-generated or short-form online video content compared to all other age groups. Those aged 18–24 watched 10 hours on average, compared to people aged 75+ who watched 1.2 hours, less than any other age group.
- Younger Australians (aged 18–24) on average spent less time each week watching FTA catch-up TV (0.4 hours) and pay TV (0.2 hours) than any other age group.
- Older people were more likely to watch more FTA TV excluding catch-up. Those aged 75+ watched, on average, 13.2 hours, higher than all other age groups. They were also less likely to watch paid subscription streaming services (3.2 hours) than all other age groups.
- For those in regional areas, the average time spent viewing user-generated or short-form online video service increased to 4.8 hours from 3.7 in 2023. They also watched more FTA TV excluding catch up (5.5 hours) than those in living in metropolitan areas (4.4 hours).
- Females spent more time on average than males watching paid subscription streaming services in 2024 (6.7 hours compared to 5.5), whereas males spent more time watching FTA TV excluding catch up (5.6 hours compared to 4.1) and pay TV (2.4 hours compared to 1.3).

3. Free-to-air catch-up TV and streaming services

Base: Australian adults who watched free-to-air catch-up TV in the previous 7 days to June 2024

- ABC iview dominated the free-to-air catch-up TV market (62%), stable on 2023. However, viewership in metropolitan areas increased to 62% (up from 56%).
- People in regional areas were more likely to watch SBS On Demand (47%) and 7plus (45%) compared to those living in metropolitan areas (39% and 36%, respectively).
- Males were more likely to watch SBS On Demand. Almost half of males (47%) said they watched SBS On Demand compared to 38% of females.
- Overall, viewership of 7plus was steady but there was movement within age groups. Viewership declined among those aged 45–54 (39%, down from 52% in 2023) and increased among those aged 55–64 (51%, up from 41% in 2023).

Content

- On-demand content that was previously shown on TV, otherwise known as catch-up TV, was the most common type of video content watched on the free-to-air catch-up TV services across all 5 channels.
- People from regional areas were more likely than those from metropolitan areas to watch catch-up TV on 7plus (84%, compared to 67%), 9Now (74%, compared to 63%), ABC iview (90%, compared to 83%), and SBS On Demand (86%, compared to 76%).
- ABC iview – Since 2023, on demand viewership increased for those aged 55–64 (24%, from 15% in 2023). Viewership of live content declined for those aged 65–74 (19%, from 30%).
- SBS On Demand – On-demand content (32%) was more commonly viewed than live content on SBS (21%). Since 2023, fewer people aged 55–64 watched catch-up TV (80%, from 91%), more males watched on-demand content (35%, from 24%) and fewer females watched live content (18%, from 27%).

- 7plus – Since 2023, viewing on-demand content increased for males (28% from 16%) and those in metropolitan areas (23% from 14%).
- 9Now – More of those aged 35–44 watched live content (57%, from 38% in 2023).

4. Online video services

Base: Australian adults, **6 months** to June 2024.

- More of us used an online service to watch video content (95%, up from 88% in 2023).
- YouTube remained the leading service. Viewership increased to 72%, from 63% in 2023.
- There were increases in viewing online video on most services compared to 2023 – including Netflix (67% from 61%) Facebook (45% from 38%), Amazon Prime Video (34% from 25%), Disney+ (34% from 28%), Instagram Reels (30% from 24%), Stan (25% from 22%), TikTok (22% from 18%), Binge (16% from 13%), Kayo (15% from 12%), Paramount+ (14% from 12%), Apple TV+ (13% from 10%), Foxtel Now/Foxtel Go (12% from 9%) and Optus Sport (4% from 3%).
- TikTok was more likely to be used by young adults – 49% of those aged 18–24 used TikTok to watch video content, higher than all older age groups.
- Those aged 75+ were the least likely to have used a service to watch any online video content (77%) and were less likely than all other age groups to have watched YouTube (48%), Netflix (37%), Facebook (29%), Amazon Prime (11%), Disney+ (5%), Stan (8%), Instagram Reels (5%) and TikTok (2%).

Increased viewership of online video services from 2023 was largely driven by those aged 35 and over.

- Those aged 35–44 who watched online video services increased to 98% (from 92%), with more using YouTube (79% from 71%), Amazon Prime Video (41% from 30%), Disney+ (44% from 36%), Instagram Reels (36% from 28%), TikTok (23% from 17%), Paramount+ (19% from 13%) and Foxtel Now/Foxtel Go (12% from 7%).
- Those aged 45–54 increased to 98% (from 92%), with more using YouTube (75% from 63%), Netflix (72% from 61%), Facebook (50% from 39%), Amazon Prime Video (38% from 27%), Instagram Reels (28% from 18%), Binge (18% from 11%) and Apple TV+ (19% from 11%).
- Those aged 55–64 increased to 95% (from 88%), with more using YouTube (69% from 61%), Facebook (46% from 33%), Amazon Prime Video (34% from 25%), Disney+ (28% from 20%), TikTok (13% from 9%) and Binge (17% from 11%).
- Those aged 65–74 increased to 90% (from 77%), with more using YouTube (60% from 46%), Netflix (58% from 49%), Facebook (43% from 24%), Amazon Prime Video (22% from 16%), Disney+ (15% from 12%), Instagram Reels (10% from 5%), TikTok (8% from 3%), Kayo (15% from 10%), Apple TV+ (12% from 7%) and X (5% from 2%).
- Those aged 75+ increased to 77% (from 63%) with more using YouTube (48% from 33%), Facebook (29% from 15%), Amazon Prime Video (11% from 5%) and Instagram Reels (5% from 1%).

There were several differences by gender.

- Males were more likely than females to use YouTube (76%, compared to 68%), Kayo (17%, compared to 12%), Twitter (13%, compared to 6%), Twitch (6%, compared to 2%) and Optus Sport (7%, compared to 2%).

- Females were more likely than males to use Netflix (72%, compared to 62%), Facebook (50%, compared to 41%), Disney+ (38%, compared to 29%), Instagram Reels (39%, compared to 21%), Stan (28%, compared to 23%), TikTok (28%, compared to 17%) and Binge (19%, compared to 13%).
- Compared to 2023, more males used YouTube (76% from 68%), Facebook (41% from 33%), Amazon Prime Video (35% from 25%), Disney+ (23% from 29%), Instagram Reels (21% from 17%), TikTok (17% from 13%) and Kayo (17% from 14%).
- Compared to 2023, more females used YouTube (68% from 58%), Netflix (75% from 64%), Facebook (50% from 43%), Amazon Prime Video (33% from 25%), Disney+ (38% from 33%), Instagram Reels (39% from 30%), TikTok (28% from 22%), Binge (19% from 16%), Apple TV+ (13% from 10%) and Foxtel Now/Foxtel Go (12% from 8%).

Location influenced the services we use.

- People living in metropolitan areas were more likely than those in regional areas to use YouTube (74%, compared to 69%), Instagram Reels (32%, compared to 27%), TikTok (24%, compared to 20%), Twitter (11%, compared to 7%), Optus Sport (5%, compared to 3%) and Twitch (5%, compared to 3%).
- Those living in regional areas were more likely than those in metropolitan areas to use Facebook (50%, compared to 43%), Kayo (17%, compared to 13%), Paramount+ (17%, compared to 13%), Fetch TV/ Movie store (5%, compared to 3%) and Telstra TV Box Office (5%, compared to 1%).
- Compared to 2023, more people in metropolitan areas used YouTube (74% in 2024 from 66%), Netflix (66% from 63%), Facebook (43% from 38%), Facebook (43% from 38%), Amazon Prime Video (35% from 28%), Disney+ (34% from 29%), Instagram Reels (32% from 26%), TikTok (24% from 19%), Apple TV+ (13% from 11%), Foxtel Now/Foxtel Go (13% from 9%) and Optus Sport (5% from 4%).
- In 2024, more people in regional areas used YouTube (69% from 56% in 2023), Netflix (67% from 57%), Facebook (50% from 37%), Amazon Prime Video (32% from 21%), Disney+ (34% from 26%), Instagram Reels (27% from 19%), TikTok (20% from 15%), Binge (17% from 13%), Kayo (17% from 12%), Paramount + (17% from 13%), Foxtel Now/Foxtel Go (11% from 8%).

Base: Australian adults, **previous 7 days** to June 2024.

- More of us used an online service to watch video content (91%, up from 83% in 2023).
- YouTube remained the leading online video service – viewership increased to 57% (from 51% in 2023).
- There were increases for most services compared to 2023 – Netflix (53%, up from 45%), Facebook (32%, up from 29%), Instagram Reels (24%, up from 19%) , Disney+ (20%, up from 16%), Amazon Prime Video (20%, up from 14%), TikTok (17%, up from 14%), Stan (14%, up from 11%), Kayo (10%, up from 7%), Binge (9%, up from 7%), Foxtel Now/Foxtel Go (9%, up from 7%), Paramount+ (7%, up from 5%) and Optus Sport (2%, up from 1%).
- Those aged 75+ were the least likely to have used any service to watch online video content (64%) and were less likely than all other age groups to have watched YouTube (31%), Netflix (27%), Facebook (17%), Amazon Prime (5%), Disney+ (4%), Stan (8%), Instagram Reels (3%), TikTok (0%) and X (1%).
- In contrast, younger Australians (aged 18–24), were heavier users of YouTube (74%), TikTok (44%) and X (13%), with higher rates of usage than all older age groups.

Increased online video content viewership from 2023 was largely driven by those aged 35 and over.

- Those aged 35–44 increased to 96% (from 89%) – more used Netflix (62% from 50%), Instagram Reels (28% from 20%), Amazon Prime Video (26% from 17%).
- Those aged 45–54 increased to 89% (from 82%) – more used YouTube (57% from 49%), Netflix (57% from 46%), Instagram Reels (21% from 14%), Amazon Prime Video (25% from 15%) and Binge (11% up from 7%).
- Those aged 55–64 increased to 89% (from 82%) – more used Kayo (11% from 6%), Binge (10% from 5%) and Optus Sport (3% from 1%).
- Those aged 65–74 increased to 82% (from 68%) – more used YouTube (42% from 31%), Netflix (45% from 35%), Facebook (24% from 18%), Amazon Prime Video (16% from 10%), Kayo (11% from 7%) and Foxtel Now/Foxtel Go (12% from 7%).
- Those aged 75+ increased to 64% (from 53%). This was driven by an increase in the use of Facebook (17% from 10%).

There were several differences by gender.

- Males were more likely than females to use these services – YouTube (63% compared to 50%), Amazon Prime Video (23% compared to 17%), Kayo (13% compared to 7%), X (8% compared to 3%), Optus Sport (4% compared to 1%), Twitch (3% compared to 1%).
- Compared to 2023, more males used YouTube (63% from 58%), Netflix (49% from 42%), Instagram Reels (16% from 13%), Disney+ (18% from 14%), Amazon Prime Video (23% from 15%), Stan (14% from 10%), Kayo (13% from 9%), Binge (8% from 5%), Paramount+ (7% from 5%), Optus Sport (4% from 2%).
- Females were more likely than males to use these services – Netflix (57% compared to 49%), Facebook (35% compared to 29%), Instagram Reels (31% compared to 16%), Disney+ (22% compared to 18%) and TikTok (22% compared to 11%).
- Compared to 2023, more females used YouTube (50% from 44%), Netflix (57% from 48%), Instagram Reels (31% from 24%), Disney+ (22% from 18%), Amazon Prime Video (17% from 13%), TikTok (22% from 18%), Optus Sport (1% from 0.2%).

Location influenced the services we use.

- People living in metropolitan areas were more likely than those in regional areas to use these services – YouTube (60% compared to 51% in regional areas), Instagram Reels (25% compared to 21%), Foxtel Now/Foxtel Go (9% compared to 7%), X (7% compared to 4%), Optus Sport (3% compared to 1%) and Twitch (3% compared to 1%).
- Compared to 2023, more people living in metropolitan areas used YouTube (60% from 54%), Netflix (53% from 48%), Instagram Reels (25% from 21%), Disney+ (20% from 17%), Amazon Prime Video (21% from 15%), TikTok (17% from 14%), Kayo (9% from 7%), Foxtel Now/Foxtel Go (9% from 7%) and Optus Sport (3% from 1%).
- Those living in regional areas were more likely than those in metropolitan areas to use these services – Facebook (34% compared to 30%) and Kayo (12% compared to 9%).

5. Number of online video services

Base: Australian adults, **6 months** to June 2024.

- We used an average of 4.3 different online services to watch video content, up from 3.6 in 2023.
- Since 2023, there was an increase in use of 5+ services (42% from 34%), and a corresponding decrease in use of 2 services (13% from 16%), 1 service (11% from 13%) and no services (5% from 12%).
- Females (45%) were more likely than males (39%) to use 5+ services to watch videos online.
- Older age groups were less likely to use any online video services compared to younger people – 24% of those aged 75+ did not use an online video service. Although this is down from 37% last year, indicating even the oldest cohort of Australians is becoming more online.
- The number of online video services used increased from 2023 for all demographics.
- Age: Use of 5+ services increased for those aged 35–44 (51% from 41%), 45–54 (48% from 33%), 55–64 (37% from 29%) and 75+ (12% from 4%). For those aged 65–74, there were increases in the use of 4 services (14% from 9%) and 3 services (20% from 13%).
- Gender: Use of 5+ services increased for both males (39% from 31%) and females (45% from 36%).
- Location: Use of 5+ services increased for people living both in metropolitan areas (42% from 36%) and regional areas (42% from 30%).

Base: Australian adults, **previous 7 days** to June 2023.

- We used an average of 2.9 different online video services to watch video content, up from 2.4 in 2023.
- Since 2023, there was an increase in the number of people who used 4 services (14%, up from 11%) and 5+ services (21% from 16%) and those using 1 service decreased to 19% (from 22%) as did those who used no services (10% from 17%).
- 12% of those living in regional areas used no services, compared to 9% living in metropolitan areas. This is down from 22% of those in regional areas who used no services in 2024.
- Older age groups were more likely to use no services – 37% of those aged 75+ used no services to watch video content, higher than all other age groups.

Increases in the number of online video services used from 2023 were seen for all demographics.

- Age: Use of 5+ services increased for those aged 35–44 (30% from 21%) and 45–54 (21% from 14%), while use of 4 services increased for those aged 65–74 (10% from 5%).
- Gender: Use of 5+ services increased for both males (20% from 14%) and females (22% from 18%), and use of 4 services increased for males (14% from 10%).
- Location: Use of 5+ services increased for those living in metropolitan areas (22% from 17%) and regional areas (19% from 13%).

6. Television ownership

Base: Australian adults, at June 2024.

- Most of us have a smart TV at home (80%), stable from 2023 (78%).
- Compared to 2023, more females have a smart TV in their home (81%, from 77% in 2023), and more have only a smart TV in their home (68%, up from 64%).
- Standard TV ownership was steady in 2024, at 28%. However, people who have only a standard TV declined (15%, from 18% in 2023).
- Ownership of a standard TV declined for those aged 18–24 (22%, from 33% in 2023), females (28% from 32%) and those living in regional areas (29% from 34%).
- Fewer females also had only a standard TV in their home (15%, from 20% in 2023).

7. Devices used to stream

Base: Australian adults, at June 2023.

- Overall, most of us (94%) used a device to stream online video content at home (up from 91% in 2023).
- Since 2023, more of us used mobile phones (59%, up from 54%), smart TVs (58%, up from 52%), Google Chromecast (16%, up from 14%) and Amazon Fire TV (3%, up from 2%).
- Older Australians aged 75+ were less likely to use a device to stream than all other age groups – 26% reported they didn't watch online video content. They were also less likely to stream content via a laptop computer (10%) or mobile phone (22%).
- Younger Australians (aged 18–24) are more likely to stream content on a laptop computer (55%), higher than all older age groups.
- Males were more likely than females to use a desktop computer (24% compared to 8%) and Nvidia Shield TV (1% compared to 0.1%).
- People living in metropolitan areas were more likely than those in regional areas to use a mobile phone (61% compared to 53%), laptop (34% compared to 27%) and Amazon Fire TV (4% compared to 2%).

Growth from 2023 differed by devices and demographics.

- Age: There were increases for those aged 35–44 in the use of laptop computers (32% from 24%), for those aged 45–54 for mobile phones (64% from 56%), for those aged 55–64 for Amazon Fire TV (4% from 1%), and for those aged 65–74 for both mobile phones (39% from 30%) and Smart TVs (63% from 54%).
- Gender: Males and females both increased their use of mobile phones (57% from 53% for males, and 60% from 55% for females) and smart TVs (57% from 50% for males and 60% from 54% for females).
- Location: Use of mobile phones increased for people living in metropolitan areas (61% from 56%) and use of smart TVs increased in regional areas (60% from 52%). In metropolitan locations, there was also increased use of smart TVs (57% from 52% in 2023) and Amazon Fire TV (4% from 3%).

8. Radio ownership

Base: Australian adults, at June 2024.

- Ownership of a radio (40%) or digital radio (23%) at home remained stable on 2023.
- Digital radio ownership at home increased among females to 22% (from 19% in 2023).
- People living in regional areas were more likely to have a radio at home (44%, compared to 38% of those in metropolitan areas).
- Males (45%) were more likely to have a radio at home than females (35%).
- Younger Australians were less likely to have a radio at home. Those aged 18–24 (12%) and 25–34 (14%) were less likely than all older age groups to have a radio at home.
- Most older Australians had a radio at home. 82% of those aged 75+ had a radio at home, higher than all younger age groups.

9. Listening behaviours

Base: Australian adults, previous 7 days to June 2024.

- 65% of us listened to the radio, down from 69% in 2023. This decline was driven by those aged 35–44 (61%, from 70% in 2023).
  - Younger Australians were less likely to listen to radio. Those aged 18–24 (28%) were less likely than all older age groups to listen to radio.
  - People living in metropolitan areas (62%) were less likely than those in regional areas (71%) to listen to radio, and fewer people living in metropolitan areas listened to radio compared to 2023 (62%, down from 68%).
  - Males (69%) were more likely to listen to the radio than females (62%) and, compared to 2023, fewer females listened to the radio (62%, down from 67%).
- 73% listened to a music streaming service, up from 70% in 2023. This increase was driven by those aged 35–44 (85%, up from 77% in 2023).
  - Younger Australians were more likely to stream music. Those aged 18–24 were most likely to listen to a music streaming service (95%) than all older age groups.
  - Those aged 75+ were less likely to stream music (32%) than all younger age groups.
  - Females (77%) were more likely than males (69%) to listen to online music streaming services and, compared to 2023, more females streamed music (77%, up from 71%).
  - Those living in metropolitan areas (75%) were more likely to listen to a music streaming service than those in regional areas (70%), and more in metro areas steamed music than in 2023 (75%, up from 71%).
- 50% of us listened to podcasts, steady from 2023.
  - People living in metropolitan areas (51%) were more likely to listen to podcasts than those in regional areas (47%).
  - Older Australians were less likely to listen to podcasts. 23% of those aged 75+ listened to podcasts, a lower rate than all younger age groups.

10. Audio types

Base: Australian adults, **6 months** to June 2024

- Overall, radio listenership declined to 75%, from 79% in 2023.

- FM radio had the highest listenership at 63%, marking the third year in decline (68% in 2023, 72% in 2022).
  - Younger Australians (18–24) had the lowest listenership of FM radio (42%), below all older age groups.
  - People living in regional areas (71%) were more likely to listen to FM radio than those in metropolitan areas (59%).
  - Since 2023, FM radio listenership declined for those aged 75+ (59% from 73%), males (63% from 68%), females (63% from 67%) and those living in metropolitan areas (59% from 65%).
- AM radio listenership also continued to decline at 25% (down from 31% in 2023 and 34% in 2022).
  - Older Australians were more likely to listen to AM radio – 59% of those aged 75+, higher than all younger age groups.
  - Males were more likely than females to listen to AM radio (31%, compared to 19%).
  - AM listenership declined from 2023 for those aged 35–44 (13% from 22%), males (31% from 36%), females (19% from 27%), and for people living in metropolitan areas (26% from 31%) and regional areas (23% from 32%).
- Almost 1 in 5 Australians (17%) listened to digital radio (DAB+), with those living in metropolitan areas (20%) more likely to do so than those in regional areas (10%).
  - Males (19%) were more likely to listen to digital radio than females (14%).
  - Younger Australians (aged 18–24) were less likely to listen to digital radio (4%) than all older age groups.
- Listening to radio via the internet or app remains low, at 15%.
  - People in regional areas (18%) were more likely to tune in than those in metropolitan areas (14%).
  - Fewer people aged 25–34 listened than in 2023 (14% from 9%).

Base: Australian adults, **previous 7 days** to June 2024.

- Overall radio listenership declined to 65% from 69% in 2023.
- FM radio had the highest listenership at 52%, despite declines over the previous 2 years (56% in 2023, 60% in 2022).
  - People living in regional areas were more likely to listen to FM radio (61%) than those in metropolitan areas (47%).
  - Younger Australians were less likely to listen to FM radio (26%) than all older age groups.
  - FM radio listenership declined from 2023 for those aged 35–44 (49% from 58%), people living in metropolitan areas (47% from 53%) and females (50% from 56%).
- AM radio listenership also continued to decline to 20% (23% in 2023, 26% in 2022).
  - Older Australians (aged 75+) were more likely to listen to AM radio (53%) than all younger age groups.
  - Males were more likely than females to listen to AM radio (25%, compared to 14%).
  - AM radio listenership declined from 2023 among females (14% from 20%) and people living in regional areas (18% from 24%).
  - Males were more likely than females to listen to AM radio (25%, compared to 14%).

- One in 10 (10%) listened to radio via the internet or an app, and males were more likely to do so (11%, compared to 8% of females).
  - People living in regional areas (12%) were more likely to tune in than those in metropolitan areas (8%).
  - Younger Australians were less likely to listen to listen (2%) than all older age groups.
- Listening to digital radio (DAB+) remains low, at 11%. People living in metropolitan areas (15%) were more likely to do so than those in regional areas (5%), as were males (13%, compared to 10% of females).
  - Younger Australians were less likely to listen to DAB+ radio (2%) than all older age groups.

Where we listen

Base: among listeners of the relevant audio media service, in the previous 7 days to June 2024

- More of us streamed music at home than in 2023 (82% in 2024, up from 78%), and we were more likely to stream music at home than listen to any other audio content.
  - Those aged 18–24 were more likely to stream content at home (96%) or elsewhere (45%), higher than all other age groups.
  - Males (31%) were more likely to stream 'elsewhere' than females (24%).
  - More of those aged 35–44 streamed music at home (82%, up from 73%) as did those in regional areas (82%, up, from 73%).
- FM radio (94%) and AM radio (89%) were the most likely services to be listened to in the car.
  - Males were more likely than females to listen to FM radio at home (30%, compared to 23%) or 'elsewhere' (9%, compared to 4% of females)
- People in regional areas were more likely to listen to radio 'elsewhere' – 8% listened to AM radio elsewhere (compared to 3% of people in metropolitan areas), and 10% listened to FM radio 'elsewhere' (compared to 4% in metropolitan areas).
- Compared to 2023, those aged 65–74 listened to less FM radio 'elsewhere' (1%, down from 4%).
- Older Australians listen to DAB+ at home. Those aged 65–74 and 75+ were more likely to listen to DAB+ radio at home than all younger age groups.
- Those in metropolitan areas (37%) were more likely to listen to podcasts 'elsewhere', than those in regional areas (23%). Conversely, those aged 75+ were less likely to do so than all younger age groups (1%).

11. Audio streaming services

Listening to music

Base: Australian adults who used online services to stream music, in the previous 7 days to June 2024

- Spotify remained the most used music streaming service (66%), with listenership steady on 2023 and 2022 levels.
  - Spotify listeners were more likely to be female (68%, compared to 63% of males) and less likely to be aged 75+ (33%, lower than all younger age groups). Compared to 2023, more of those living in regional areas used Spotify (67% from 60%)

- Males were more likely than females to use YouTube Music (30%, compared to 24%). Males were also more likely to use TuneIn (3%, compared to 1% of females).
- Community Radio Plus listeners were more likely to be aged 75+ (14%, higher than all younger age groups) and live in regional areas (3%, compared to 2% in metropolitan areas).
- People in regional areas were more likely to use TuneIn (3%, compared to 2% in metropolitan areas).
- ABC Listen was more likely to be used by people in regional areas (10%, compared to 5% in metropolitan areas), and fewer people in metropolitan areas used ABC Listen than did in 2023 (5% from 7%).

Listening to podcasts or other audio

Base: Australian adults who used online services to listen to podcasts, in the previous 7 days to June 2024

- Spotify remains the most used service for listening to podcasts (56%), steady from 2023.
- Younger Australians are the biggest users of Spotify. Those aged 18–24 and 25–34 were more likely to use Spotify than all older age groups.
- ABC Listen is not popular with young Australians. 0% of those aged 18–24 used ABC Listen, lower than all older age groups.
  - ABC Listen was also more likely to be used in regional areas (16%, compared to 12% of those in metropolitan areas).
- YouTube Music listeners were more likely to be male (26%, compared to 18% of females) and live in metropolitan areas (24%, compared to 17% of those in regional areas).
- Community Radio Plus listeners were more likely to live in regional areas (4%, compared to metropolitan areas 2%).
- Those using TuneIn were more likely to be male (3%, compared to 1% of females).

12. Time spent listening

Base: Australian adults who listened to the relevant audio media service, in the previous 7 days to June 2024

- Users of online music streaming services spent more time streaming (9.5 average hours) than users of all other services.
  - Of those who listened to online music streaming services, on average, males spent more time listening (10.2 hours) than females (8.2 hours).
  - Younger listeners streamed more music (16.4 average hours), more than all older age groups.
- We spent more time than last year listening to radio via the internet or an app (7.6 average hours from 5.8 in 2023).
  - Females drove this increase, by listening to more hours on average of radio via the internet or an app than in 2023 (8.6 hours up from 4.8 hours).
- Of those who listened to FM radio, people in regional areas spent more time listening on average (6.6 hours) than those in metropolitan areas (5 hours).