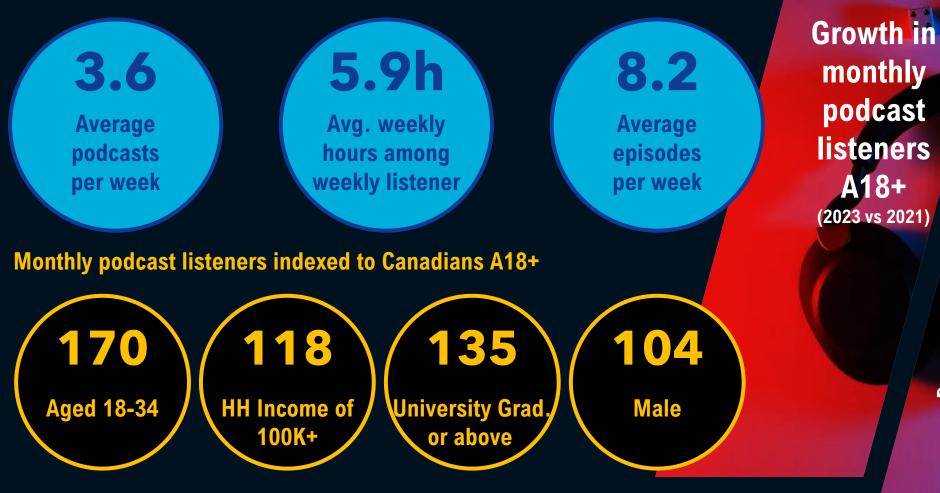
THE CANADIAN PODCAST AUDIENCE IN 2023



Source: Triton Digital- "2024 Canadian Podcast Report" Index = Podcast monthly listeners in Canada vs average Canadian A18+ genre (#1 in market share) Audio Velocity

18%

Of podcast

downloads

goes to

"True Crime"

+20%