



Listening Britain

Digital Audio Definition:

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



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 11.9 hours per week.

Peak weekday listening times: 14:00-14:15



On average, women listen to online audio for 9 hours per week.

Peak weekday listening times: 8:15-8:30

Total online audio weekly reach on





Reach of online audio

Any listen again / catch

UK



up music-based radio		3.1%	な
Any listen again / catch up speech-based radio		4.8%	
On demand music services (e.g. Spotify)	\triangleright	20.3%	ل ا ا
Podcasts (music based)		1.6%	د ا ا
Podcasts (speech based)	\triangleright	9.4%	ک ا
Total Live Radio	\triangleright	88.3%	ک ((



Dates: 26 Jun - 17 Sep Source: MIDAS Autumn 2017