

# Listening Britain



## 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

24.8m

people in the UK listened to online audio (45.5%)

In spring 2017

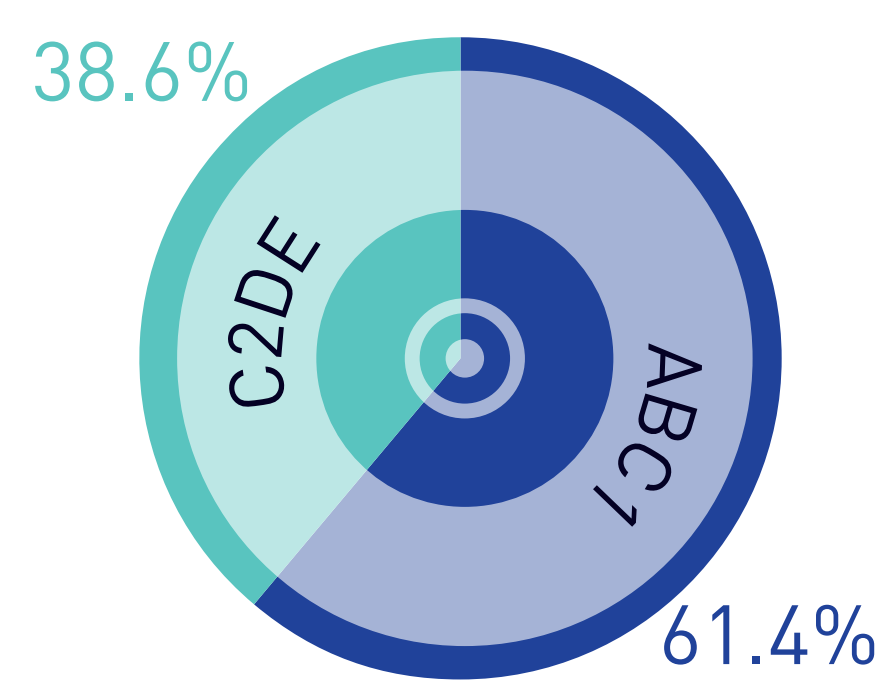
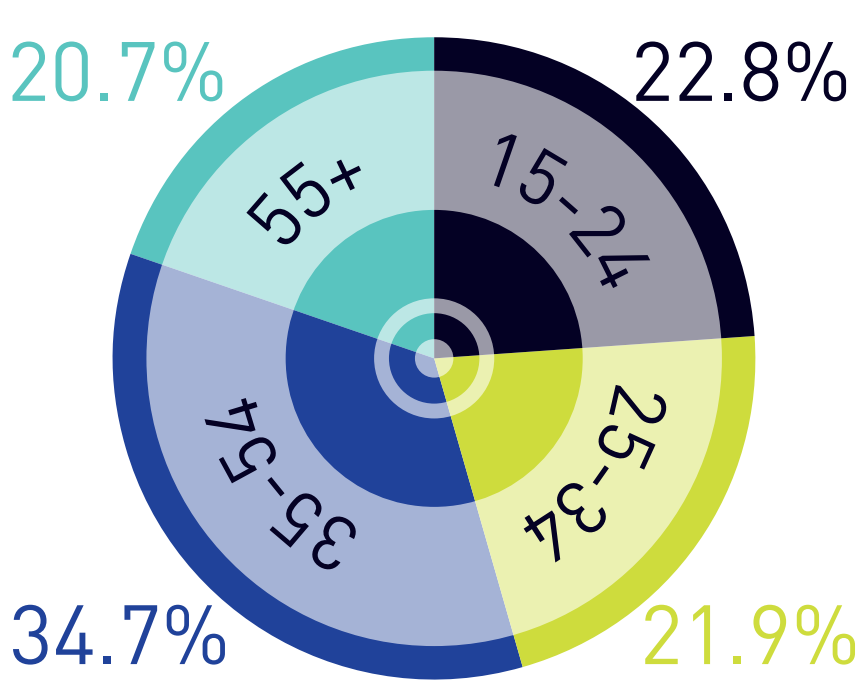
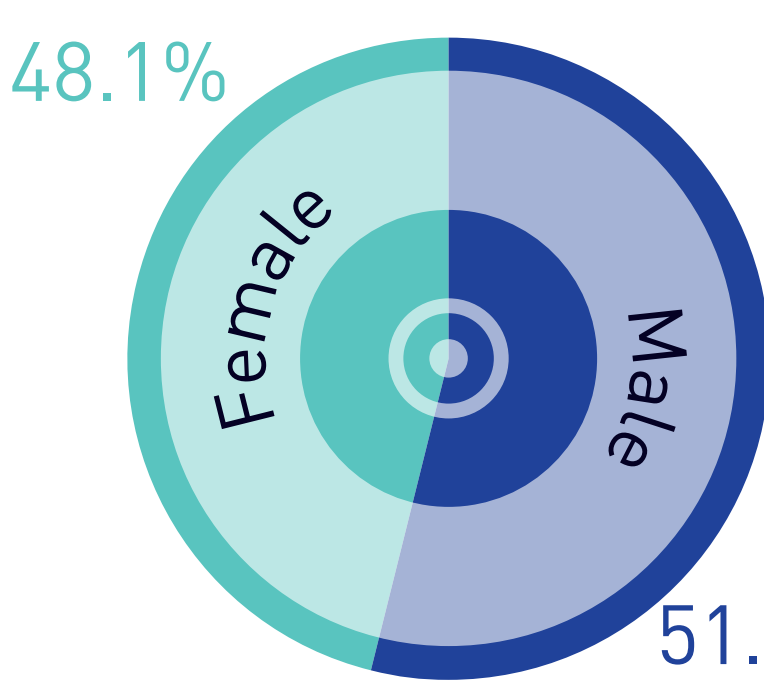
22.3m

people listened to online audio

In spring 2016

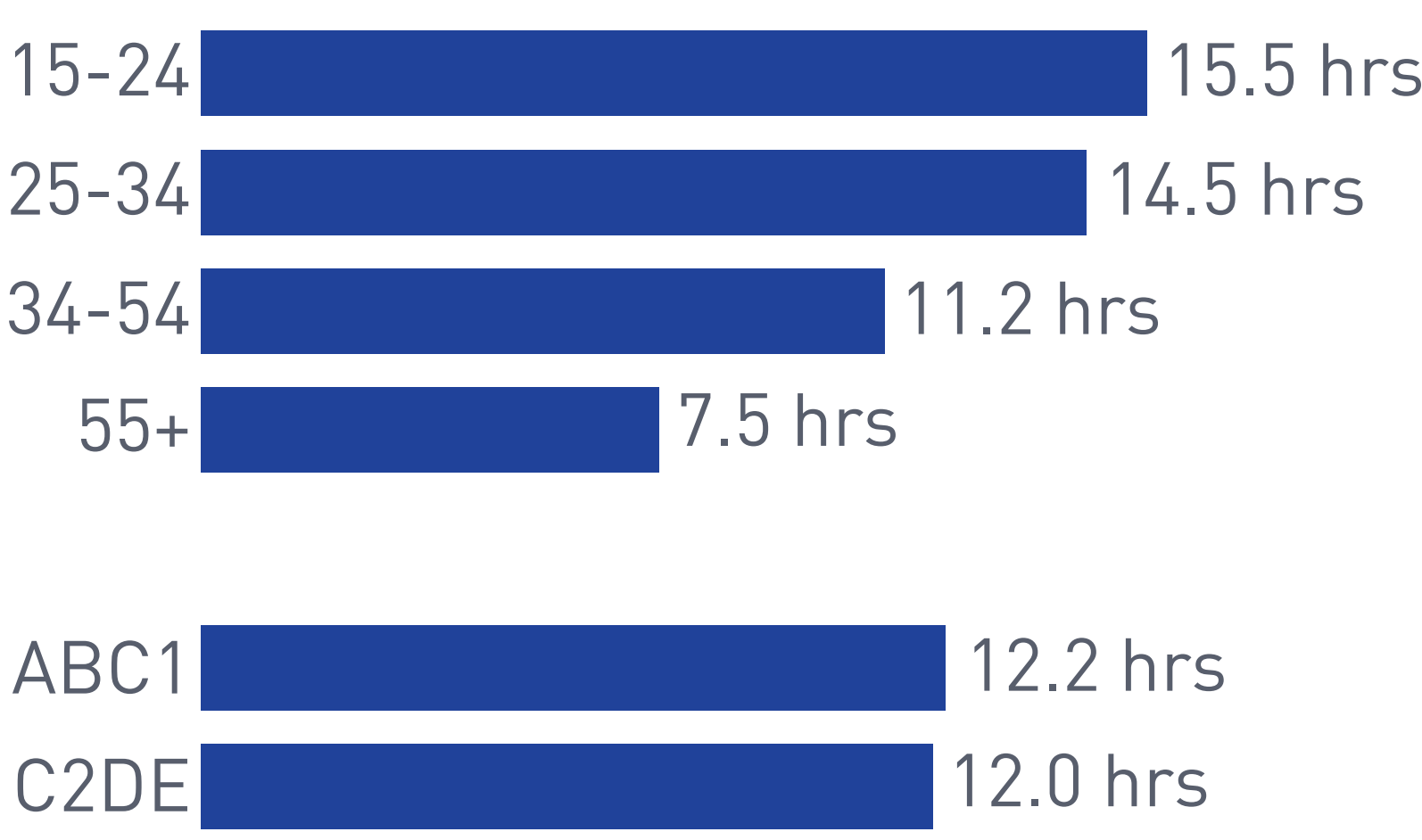
20.1m

people listened to online audio

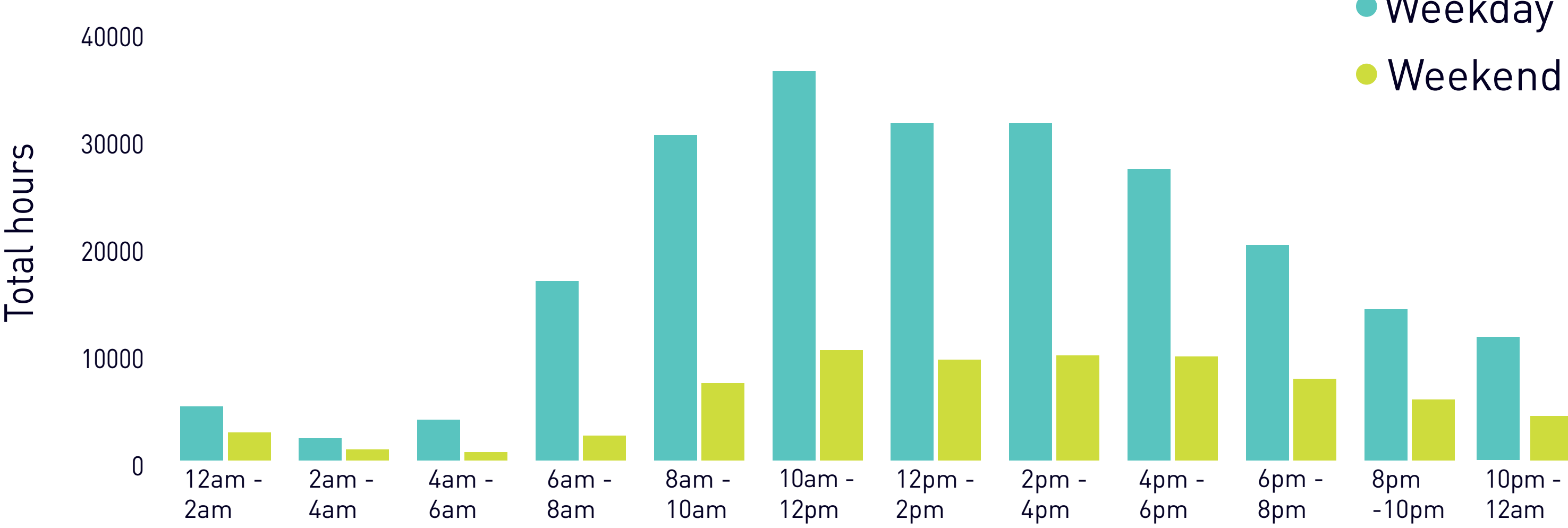


## Time spent listening to online audio each week

12.1 hours

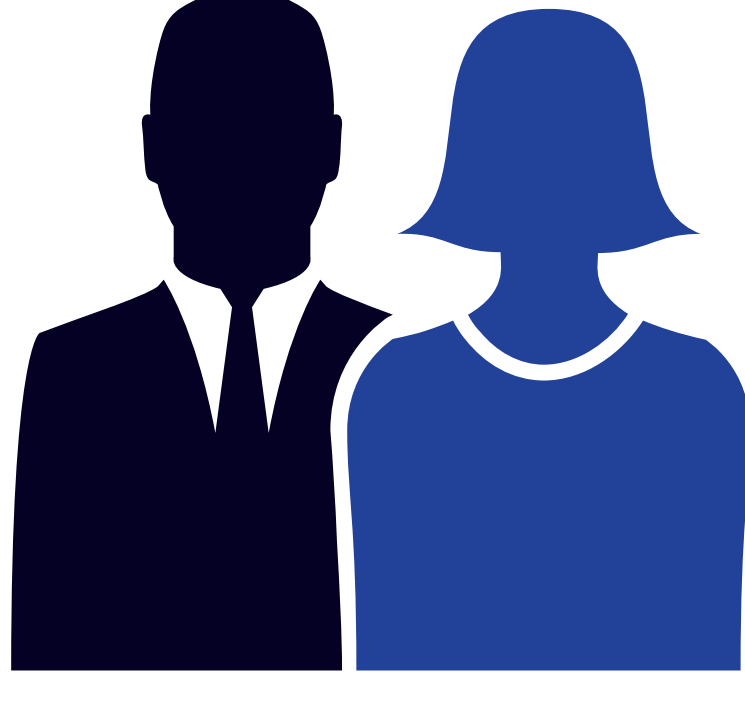


## Total time spent listening to online audio by time of day:



On average, men listen to online audio for 14.1 hours per week.

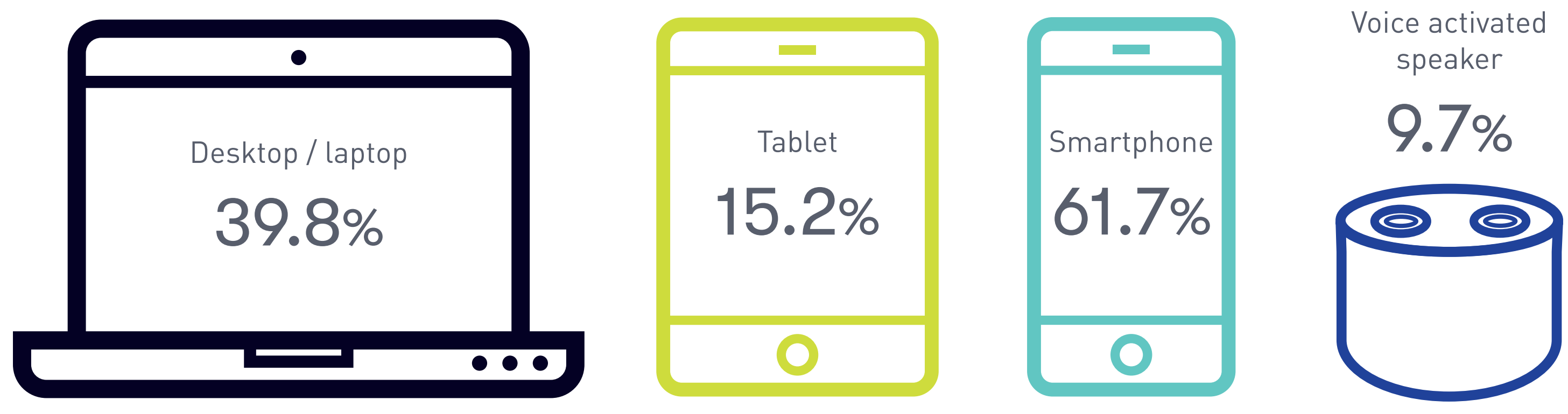
Peak weekday listening times: 11:15-11:30



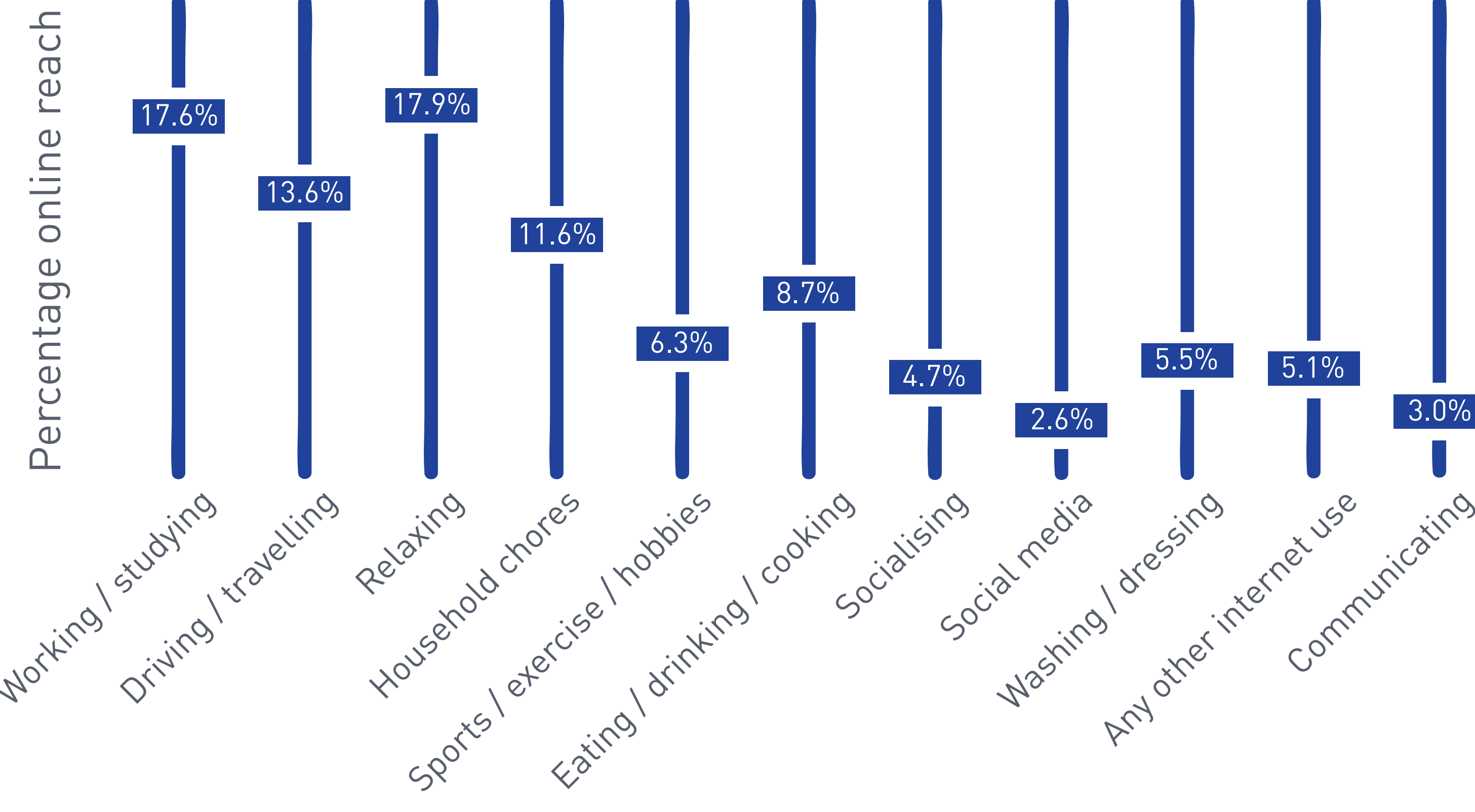
On average, women listen to online audio for 10.0 hours per week.

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

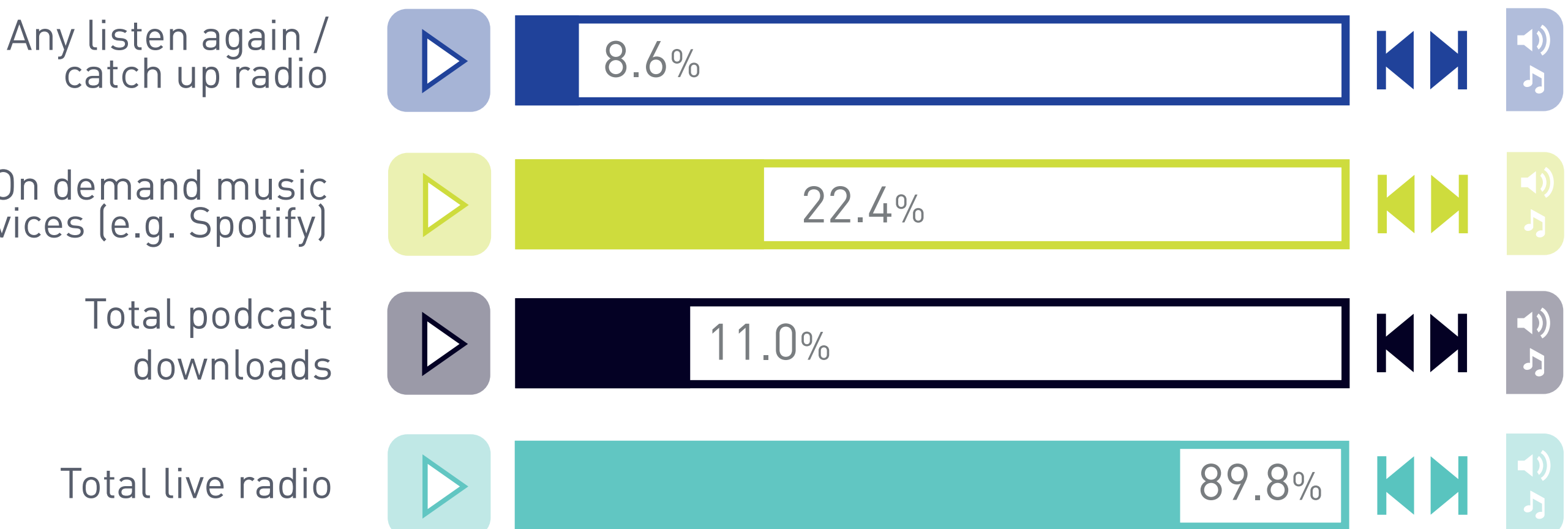
## Total online audio weekly reach on



## Activities whilst listening to online audio



## Reach of audio



18% of people who listen to online audio listen exclusively online, this increased to 30% in 15-24 year olds.

## IAB audio advisory group members:

