



Enhanced Video Podcast Metrics – including Video’s Overall Share of Consumption – Are Coming in The Canadian Podcast Listener 2025

May 5, 2025 - Leading audio-focused research firm Signal Hill Insights and Ulster Media announce expanded video podcast metrics will be added to The Canadian Podcast Listener 2025, the only full-census landscape survey of podcast consumption in Canada. This year’s nationally representative report will break out actual audio and video consumption among genres, top podcasts, among all podcast consumers.

The Canadian Podcast Listener (CPL) 2019 was the first research to report on the shift towards video podcast consumption in Canada, when 24% of monthly podcast consumers said they used YouTube most for podcasts. In 2024 YouTube took first place among all podcast platforms, selected as most used by 35% of monthly consumers.

CPL research also shows that a supermajority of YouTube podcast consumers is also listening on audio platforms at least some of the time. The 2025 Canadian Podcast Listener will build on insights like these, providing a detailed breakdown of how specific podcast content is being consumed on audio, video or both.

“Because listenership and view metrics are spread across multiple closed platforms, up to now it’s been difficult to draw a detailed picture of consumer use of video and audio podcasts together, especially market-wide,” said Signal Hill Insights president Paul Riismandel. “With the 2025 Canadian Podcast Listener we will help the industry better understand how and why consumers are apportioning their podcast time.”

“Our goal with Canadian Podcast Listener is to give subscribers and the whole industry actionable insights, especially those that inform content and monetization strategy,” said Jeff Ulster, co-publisher and owner of Ulster Media. “The 2025 report will provide enhanced guidance for planning video podcast investments, to both publishers and advertisers.”

Subscriptions for the full 2025 Canadian Podcast Listener report, due for release in November, are now open. Discounted pricing is available through May 30. Learn more at <https://canadianpodcastlistener.ca>.

About Signal Hill Insights

[Signal Hill Insights](#) is an audio research firm with a core focus on brand lift studies for podcasts, streaming audio and radio, and survey-driven audience insights. Signal Hill partners with broadcasters, publishers and advertisers on custom research solutions for audio, including industry leaders like Acast, AdLarge, ART19, Cumulus/Westwood One, Gumball, iHeartMedia, Pacific Content, Soundrise, SiriusXM, and Triton Digital.

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