



## SIGNAL HILL INSIGHTS ANNOUNCES *AUDIO ON THE MOVE*, CANADA'S FIRST HOLISTIC SHARE-OF-AUDIO RESEARCH STUDY

### FOR IMMEDIATE RELEASE

**TORONTO, Canada - April 15, 2026** – Signal Hill Insights, Canada's leading audio-focused market research company, announces *Audio on the Move*, the nation's first holistic study providing the growing audio industry a comprehensive view of how and when Canadians are listening. The study will encompass digital audio, terrestrial and digital radio, streaming, satellite, podcasting and emerging platforms, including share of time spent with all forms of audio

Today, audio is consumed at home, at work, and on-the-go using a multitude of devices, apps, channels and platforms. *Audio on the Move* will chart this dynamic landscape to provide a clear picture of how audio accompanies and complements daily life. A key objective is to stay ahead of the trends driving audio consumption, to help the audio industry and its advertisers know where consumers are directing their attention, and why.

Pattison Media and Spotify have signed on as inaugural subscribers of *Audio on the Move*. The study findings will be released in late spring 2026.

"We see the growing importance of digital audio consumption in our own business," said Andrew Snook, Chief Innovation Officer of Pattison Media. "The holistic multi-channel perspective of *Audio on the Move* will provide us with crucial insights for our digital initiatives, such as Validate audio attribution, and to map our overall strategy for the future. We're pleased to strengthen our productive partnership with Signal Hill Insights with this innovative new research study."

*Audio on the Move* is the latest step in Signal Hill Insights' legacy of providing innovative audio insights to the Canadian media industry. In December 2010, Signal Hill Insights founder Jeff Vidler created North America's initial share-of-audio listening study, *Radio on the Move*, trending listening to radio and audio in general for the past 15 years, most recently under the Signal Hill Insights banner. The *Canadian Podcast Listener*, launched in 2017 in partnership with Ulster Media, continues to provide a detailed picture of the Canadian podcast audience's composition, listening and preferences.

“With Radio on the Move and The Canadian Podcast Listener, our team has been closely tracking both radio and podcasting,” said Signal Hill Insights’ Vice President of Research Matt Hird. “But the overall growth in digital audio revealed a gap in the marketplace, with clients and advertisers asking for a more holistic view of where and how time is being spent with audio. Audio on the Move recognizes Canadian consumers live in a multi-channel and multi-platform world, seeking to understand their preferences and real-world behaviours. It does not replace The Canadian Podcast Listener, but rather enhances it with additional context and colour.”

“The audio marketplace has changed and grown significantly since we first launched Radio on the Move,” said Signal Hill Insights founder and Strategic Advisor, Jeff Vidler. “Most importantly, the silos have been coming down between different audio channels. While radio continues to deliver unparalleled reach among Canadians, virtually all Canadian broadcasters have now also planted their stake in digital audio. That’s why I’m pleased to advise the Signal Hill team in the launch of this research study that reflects that new reality.”

Audio on the Move is only available by subscription, and subscriptions are now available. For more information visit <https://signalhillinsights.com/audio-on-the-move/> or contact Joanne Van der Burgt at [joanne@signalhillinsights.com](mailto:joanne@signalhillinsights.com)

## 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, All-City Network, Audioboom, Cumulus/Westwood One, Gumball, Libsyn, Soundrise, SiriusXM, and Triton Digital.*

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