



THE NORDIC PODCAST REPORT

2026

NRK

norstat

podme



Bauer
Media
Group

A man with a beard and headphones is looking at his phone at night. The background is a blurred city street with lights.

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Key findings

Status of podcast listening
Platform and business models
Video podcast
Discovery
Why do we listen to podcast?
What characterizes the podcast listener?
Growth potential

Preface

For the first time, we present The Nordic Podcast Report. This report is an in-depth study of the Nordic podcast market.

The Nordic Podcast Report has been conducted in Norway since 2020, and is now presented in its seventh edition. In previous years, the report has provided a status of podcast listening in Norway, now it covers the entire Nordic region.

The report gives readers insight into listening volume, habits, drivers and barriers for podcast listeners. In addition, platforms, advertising awareness, formats and future growth for the podcast market are examined.

The report has been prepared by Norway's leading media companies, and aims to inform and update both the public and other players in the market. The Nordic Podcast Report is a collaborative project between Norstat, Bauer Media, NRK and Podme.

All information is made available here www.podrapporten.no

About us

norstat

Norstat is Norway's largest specialized data collection agency. They provide qualitative and quantitative data through a wide range of methods. This survey was conducted on Norstatpanelet, Norway's largest web panel with over 115.000 active members that reflect the Norwegian population.



MEDIA GROUP

Bauer Media Group reaches over 200 million users in Europe. In Norway, Bauer Media operates a number of commercial radio channels and podcasts. In addition, Bauer Media has now expanded its business to include outdoor advertising.

NRK

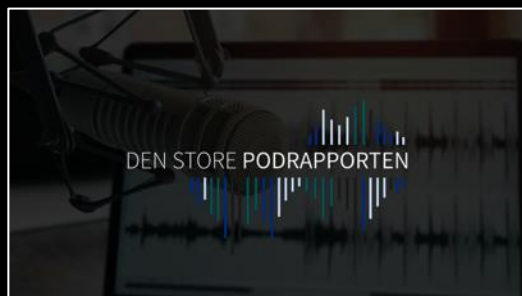
NRK is Norway's publicly owned broadcaster. Nearly nine out of ten Norwegians use one or more NRK services daily. NRK has approximately 3,100 employees, around six billion in revenue and almost 50 offices around the country.

podme

Podme is a Nordic podcast platform with over 400,000 paying subscribers in Norway. Podme offers exclusive podcasts, as well as all podcasts from Schibsted's media houses. With a focus on strong storytelling, popular entertainment podcasts and a wide selection of titles, Podme has established itself as a leading player in the Nordic audio landscape.

Reports

2020 (pre-covid)



2021



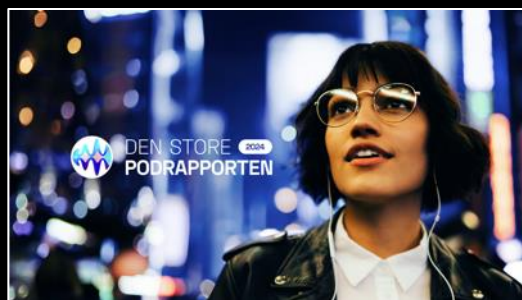
2022



2023 (post-covid)



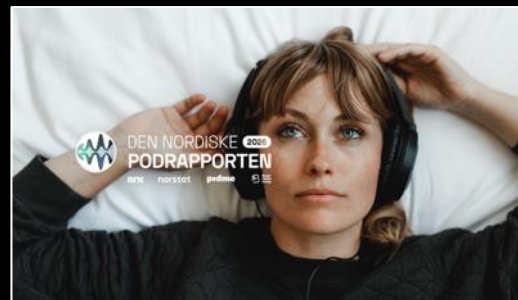
2024



2025



2026



Methodology

This is the seventh time that The Podcast Report has been conducted.

2020 (pre-covid)

Fieldwork conducted by Norstat

Web survey 2–13 March 2020

Total 1600 respondents

15+ years nationally representative sample

2021

Fieldwork conducted by Norstat

Web survey 13 - 26 January 2021

Total 1603 respondents

15+ years, nationally representative sample

2022

Fieldwork conducted by Norstat

Web survey 4 - 16 January 2022

Total 1612 respondents

15+ years nationally representative sample

2023 (post-covid)

Fieldwork conducted by Norstat

Web survey 6 - 10 February

Total 1646 respondents

15+ years nationally representative sample

2024

Fieldwork conducted by Norstat

Web survey January 15 - 28

Total 1600 respondents

15+ years nationally representative sample

Focus groups fall 2023

2025

Fieldwork conducted by Norstat

Web survey 22 Jan. – 5 Feb.

Total 1600 respondents

15+ years nationally representative sample

Focus groups winter 2025, 28-30 Jan.

Nordic web survey winter 2025

2026

Fieldwork conducted by Norstat

Web survey 26 Jan. – 6 Feb.

Conducted in Norway, Sweden, Denmark and Finland

Total 1600 respondents 15+ years nationally representative sample in four Nordic countries

Key findings

- The podcast market is roughly the same in the Nordic countries, with the exception of Finland. Total reach is just over 40% in Norway, Sweden and Denmark, and 35% in Finland.
- The main target group for podcasts is 20-39 years old, with the exception of Finland, which skews younger.
- 3 out of 10 podcast listeners have started listening in the last year, recruitment is strongest in the Swedish and Finnish markets.
- Spotify has a strong position in all markets, while editor-controlled platforms are strong in the Nordics.
- Awareness and use of video podcasts is highest in Finland. YouTube is the most important reason for using video podcasts in all countries.
- Among those who have tested video podcasts, audio is still the preferred way to consume podcasts.
- For the first time, social media is the most important source for discovering new podcast. Previously it has always been «recommendations from friends and family» that has been most important.
- Podcasts remain a home medium, with 48% listening most often at home. 9 out of 10 listeners do something else while listening.



STATUS PODCAST LISTENING

The podcast market is similar across countries, but Finland stands out

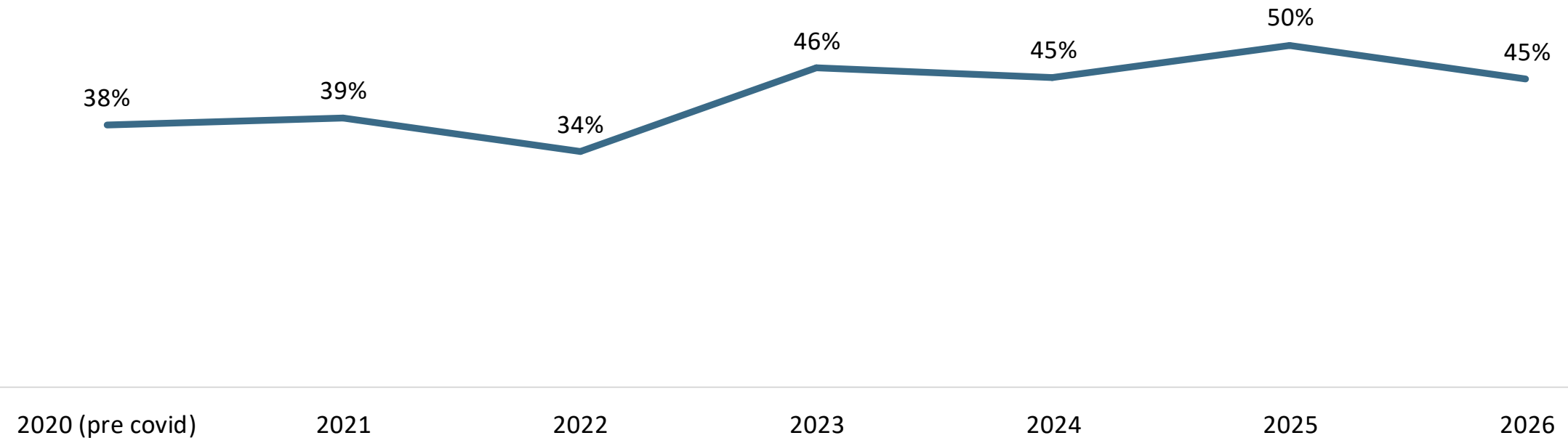




Reach in Norway has stabilized. Has the market reached its limit?

When did you last listen to a podcast? *Total reach, listened within the past year or more frequently.*

Population aged 15+

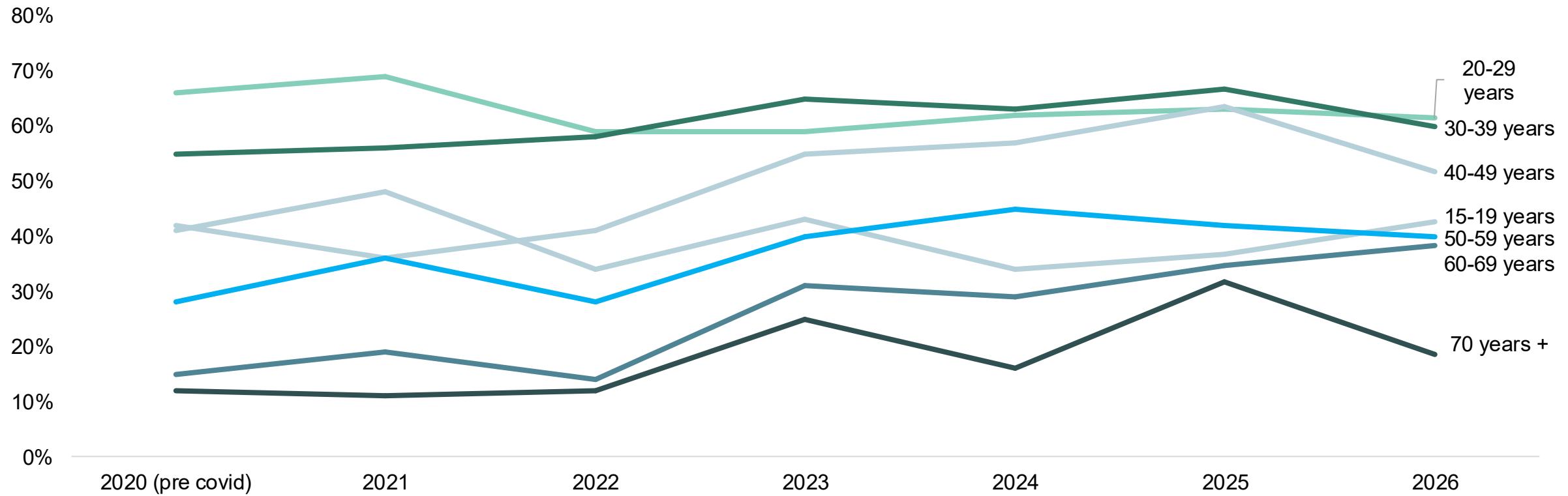




The main driver of decline in Norway is drop-off among those within 40-49 years and 70+

When did you last listen to a podcast? Total reach, listened within the past year or more frequently.

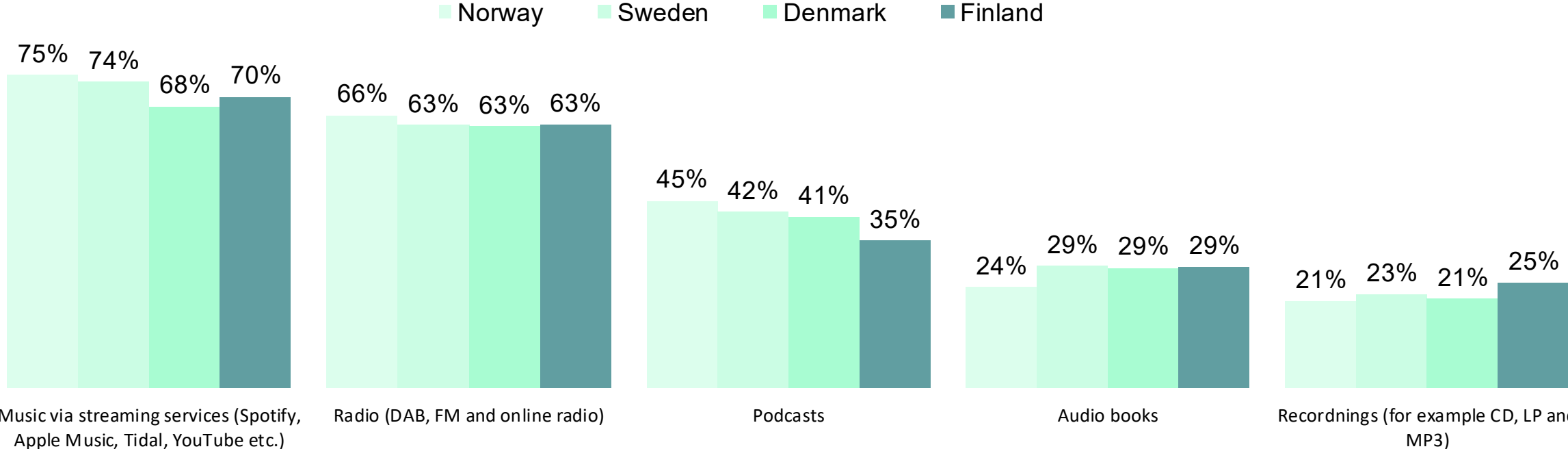
Population aged 15+



Music via streaming services has the highest reach in all markets

Which of the following do you listen to? Total reach, listened within the past year or more frequently

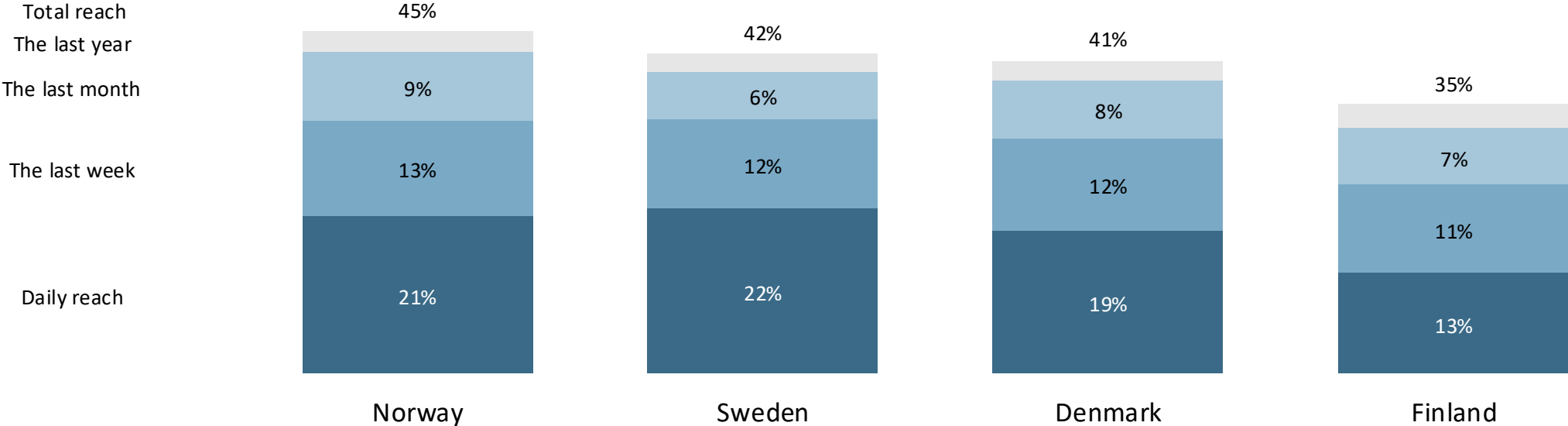
Population aged 15+



Finland still has lower reach than the other Nordic countries

When did you last listen to a podcast?

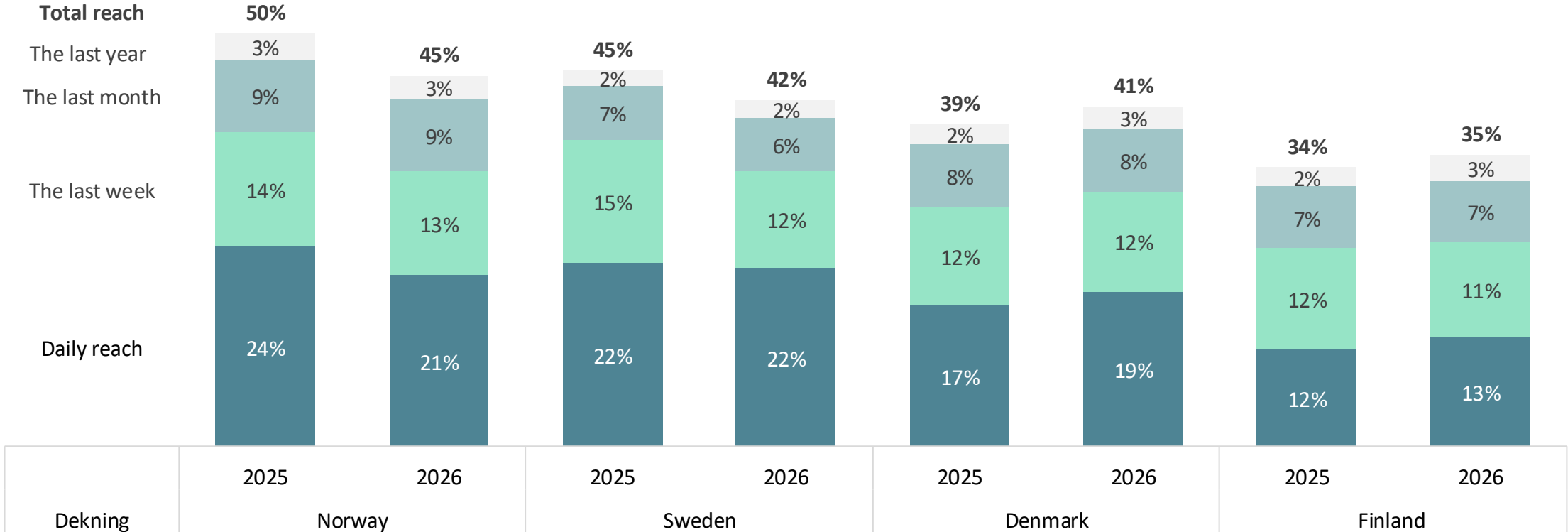
Population aged 15+



No significant changes in the Nordic countries, with the exception of Norway

When did you last listen to a podcast? Total reach, listened within the past year or more frequently

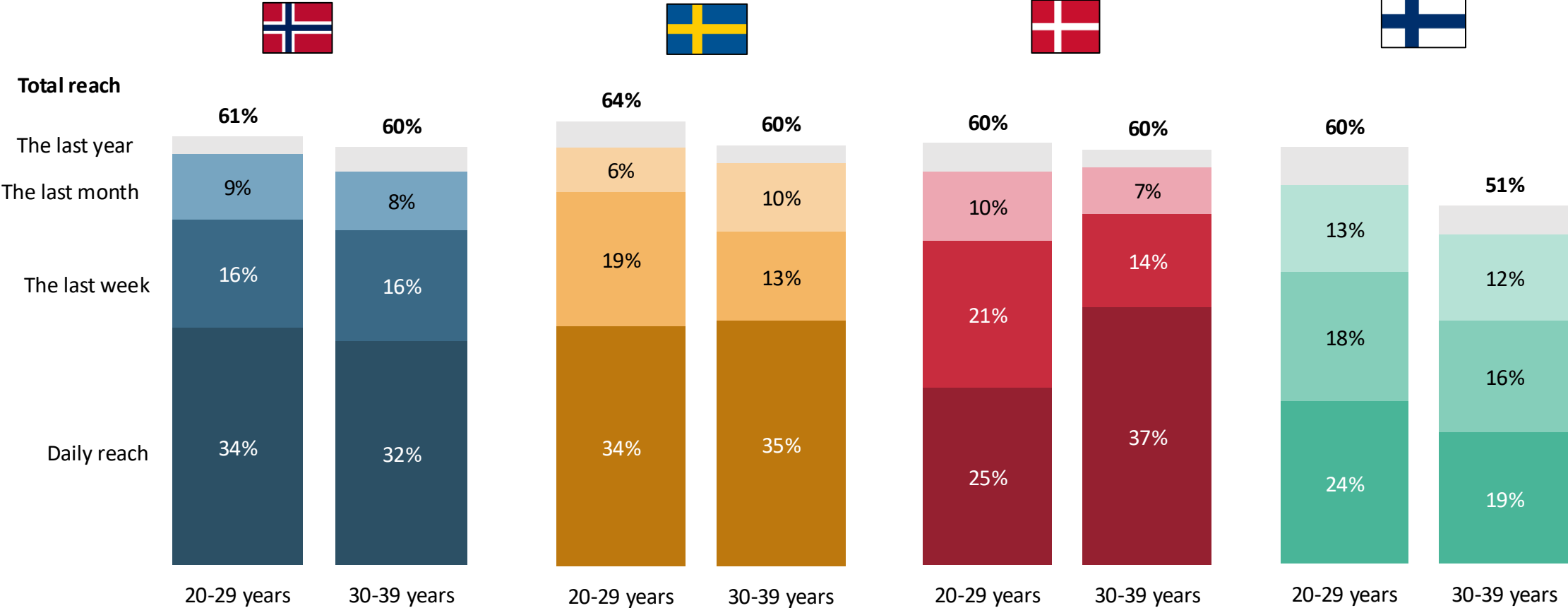
Population aged 15+





**The main target group for
podcast is 20-39 years old**

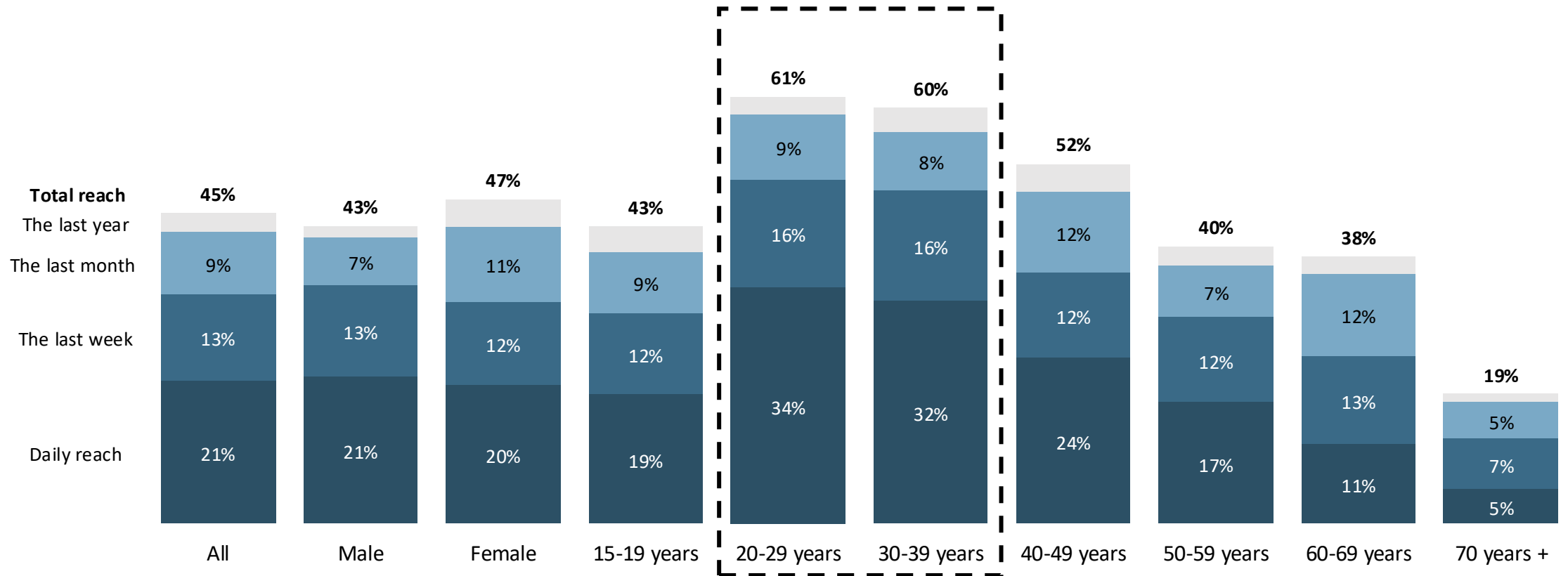
Significantly higher reach within the main target groups





The main target group in Norway is 20-39 years old, 1 in 3 listens daily in this age group

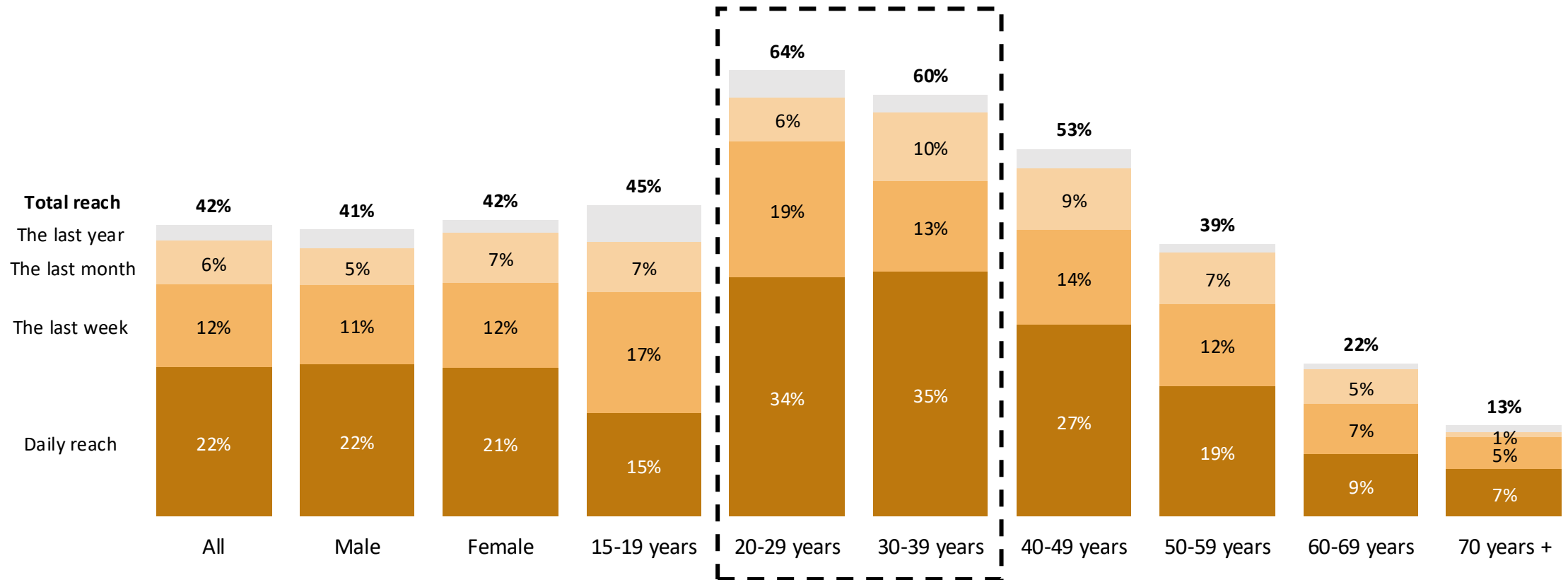
When did you last listen to a podcast?





The main target group in Sweden is 20-39 years old, 1 in 3 listens daily in this age group

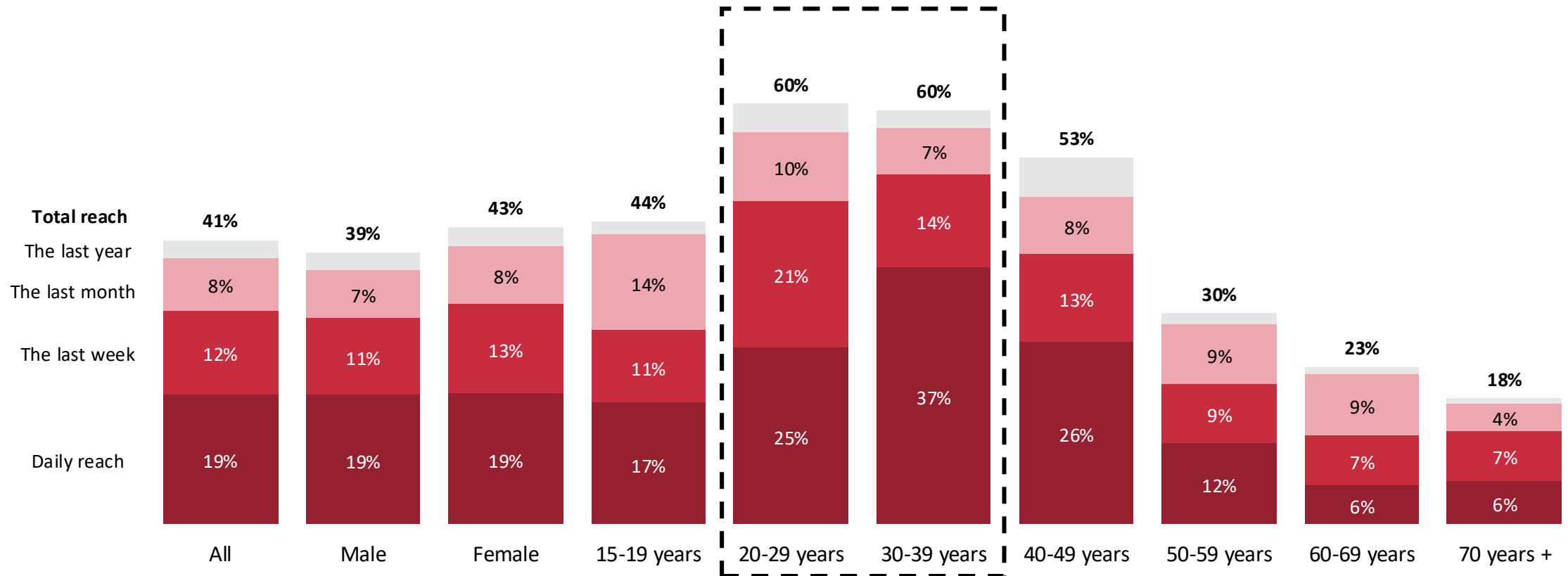
When did you last listen to a podcast?





The main target group in Denmark is 20-39 years old, more than 1 in 3 listens daily among 30-39 year olds

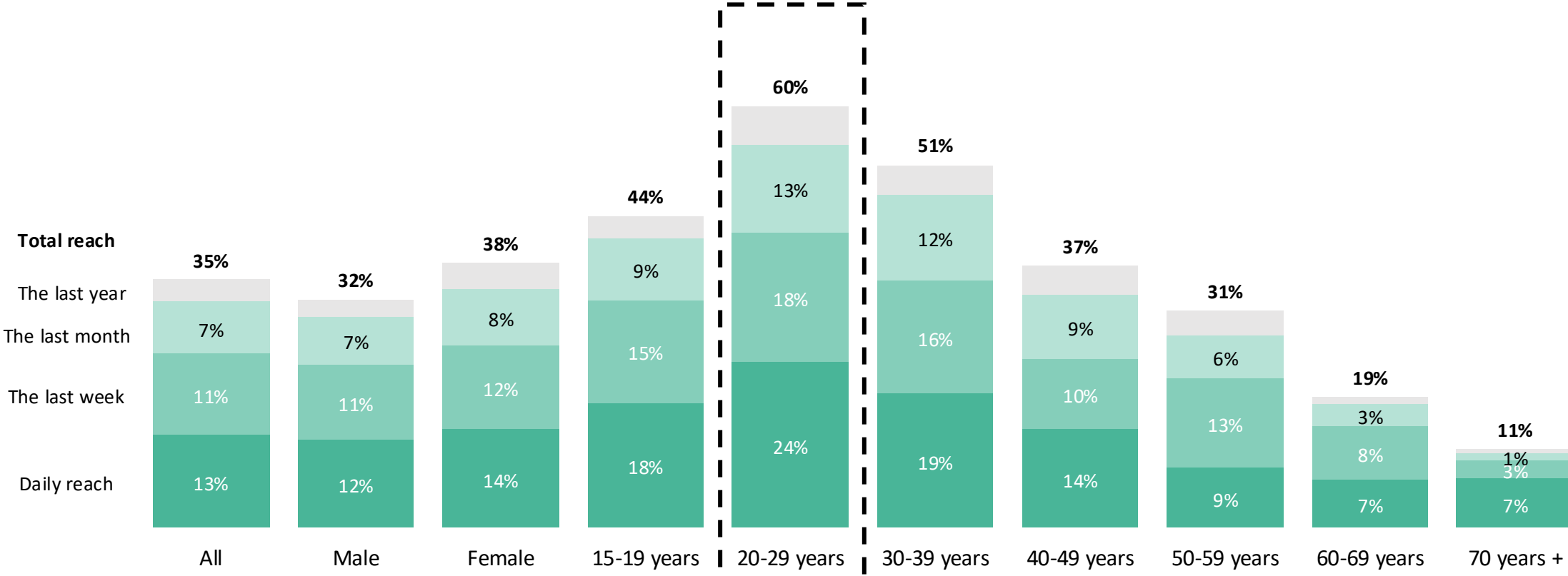
When did you last listen to a podcast?





The main target group in Finland is younger than the other countries, 1 in 4 among 20-29 year olds listen daily

When did you last listen to a podcast?





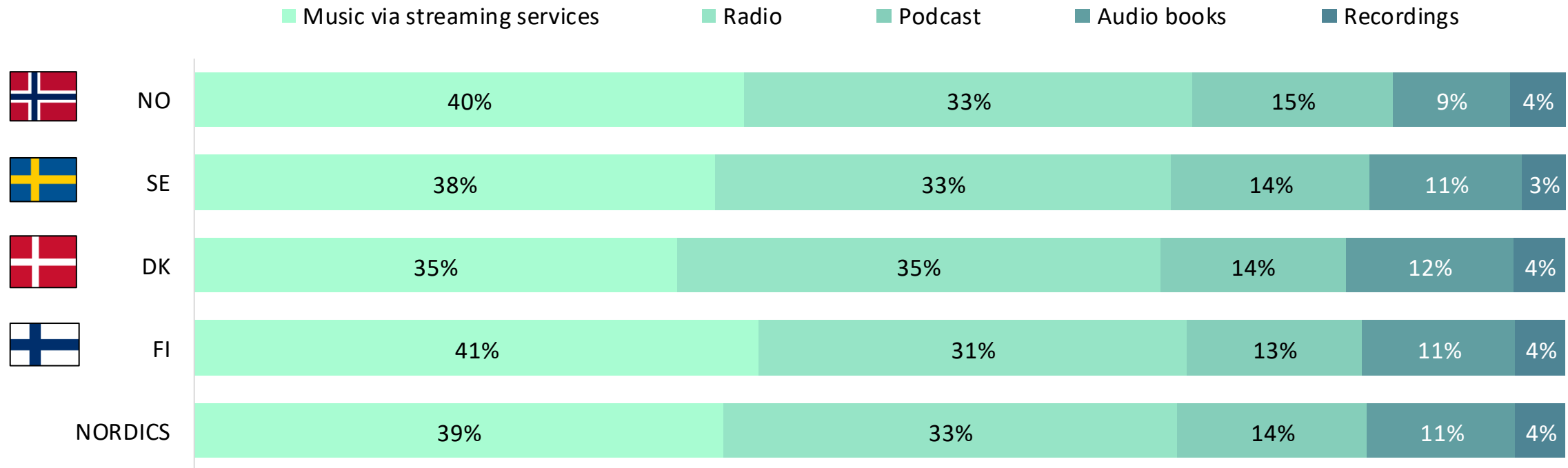
Half of those who don't listen to podcasts today choose music, radio or audiobooks instead

Survey conducted by Norstat 2026

DEN STORE
PODRAPPORTEN

Time spent on music and radio is strong in all markets

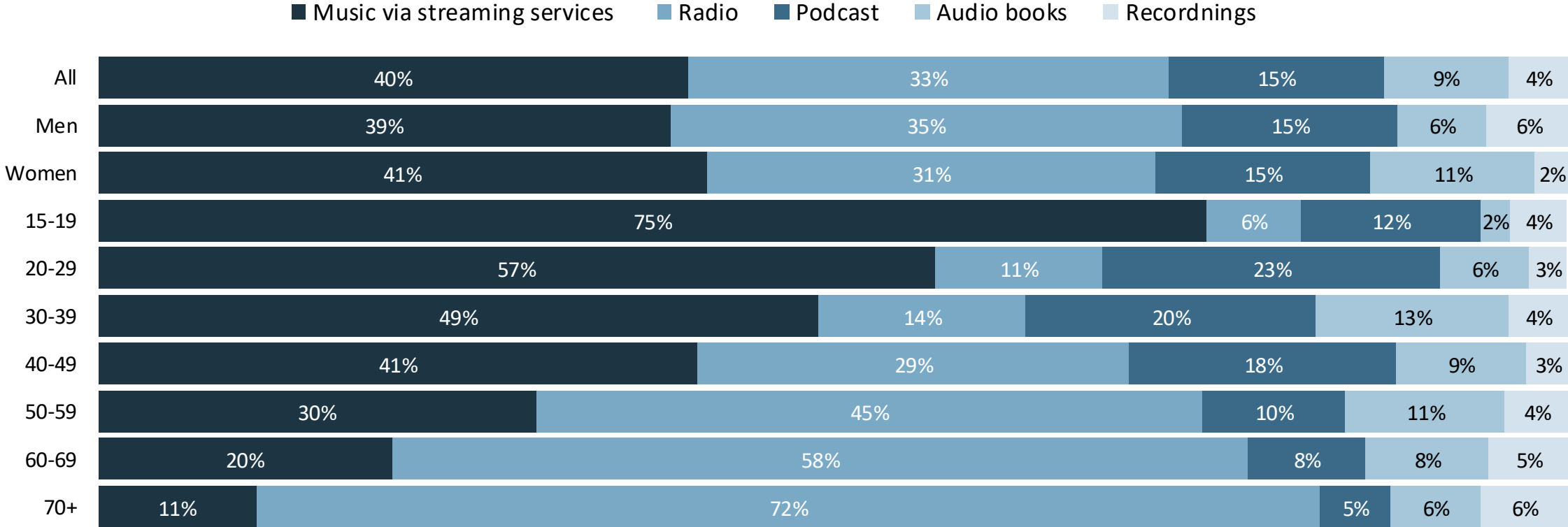
How many **hours a week** would you estimate, on average, that you **listen to the following?**





SHARE OF EAR - NORWAY

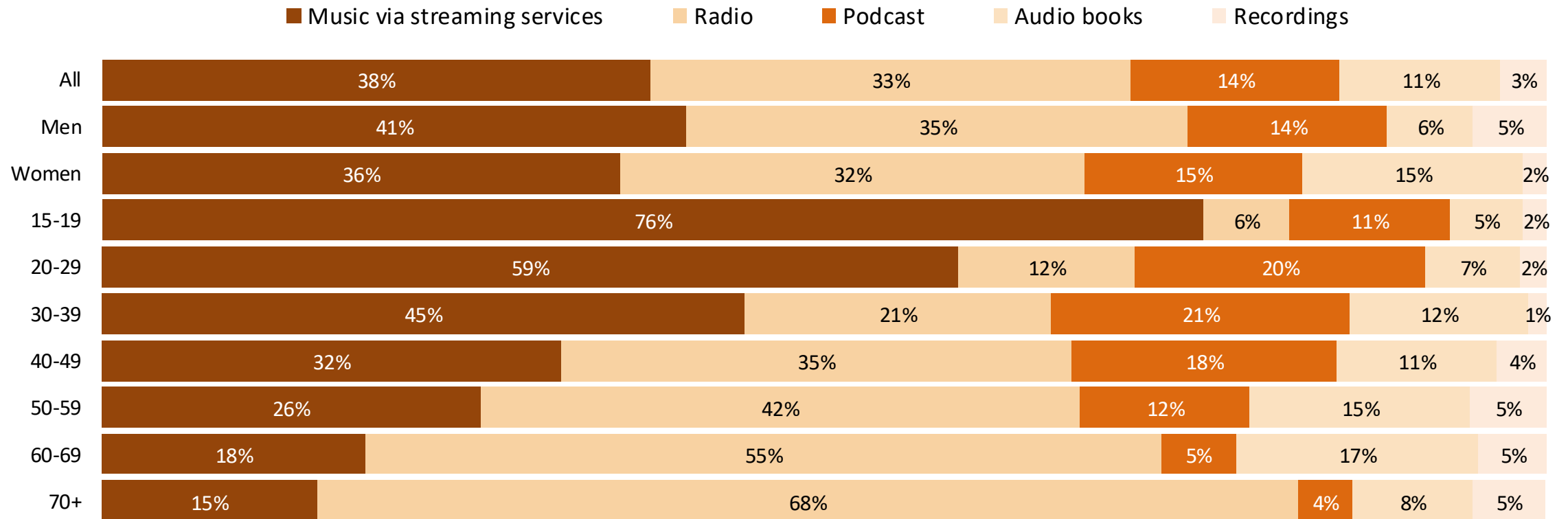
How many hours a week would you estimate, on average, that you listen to the following?





SHARE OF EAR - SWEDEN

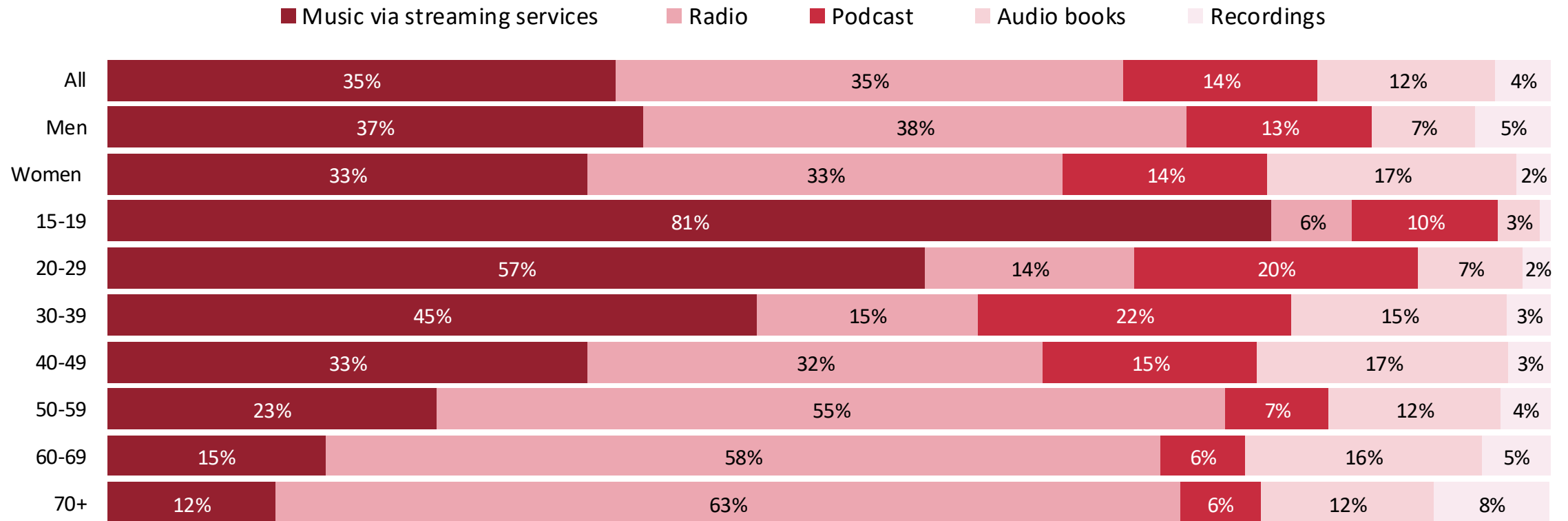
How many **hours a week** would you estimate, on average, that you **listen to the following?**





SHARE OF EAR - DENMARK

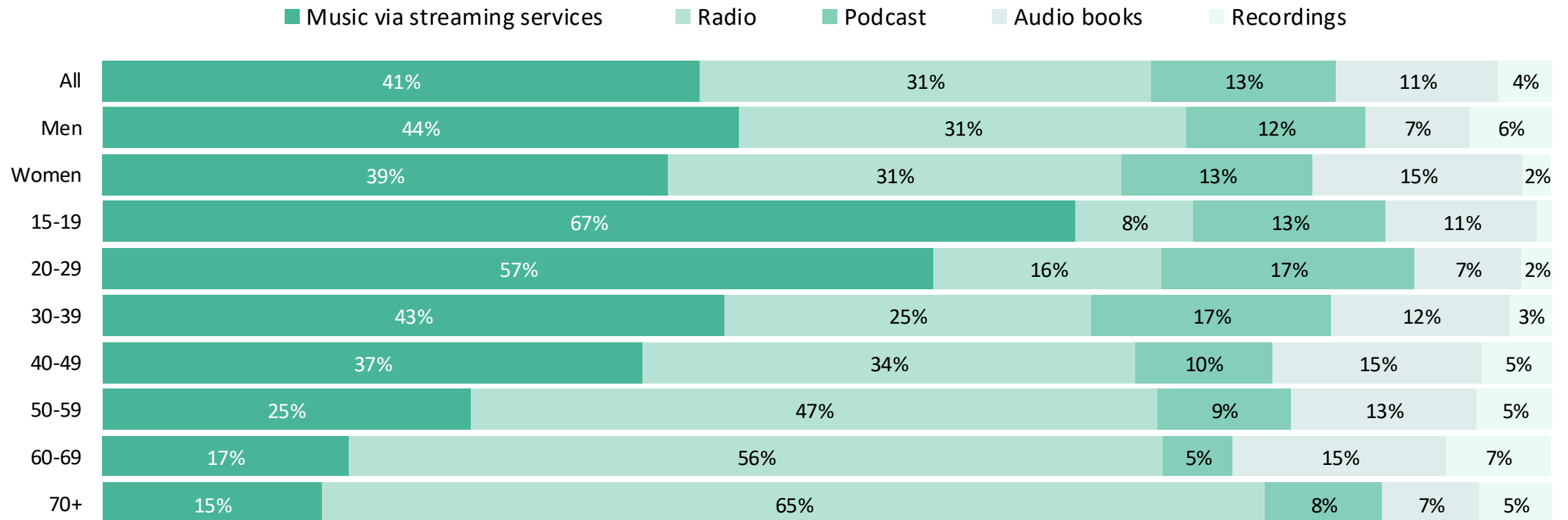
How many **hours a week** would you estimate, on average, that you **listen to the following?**





SHARE OF EAR - FINLAND

How many **hours a week** would you estimate, on average, that you **listen to the following?**

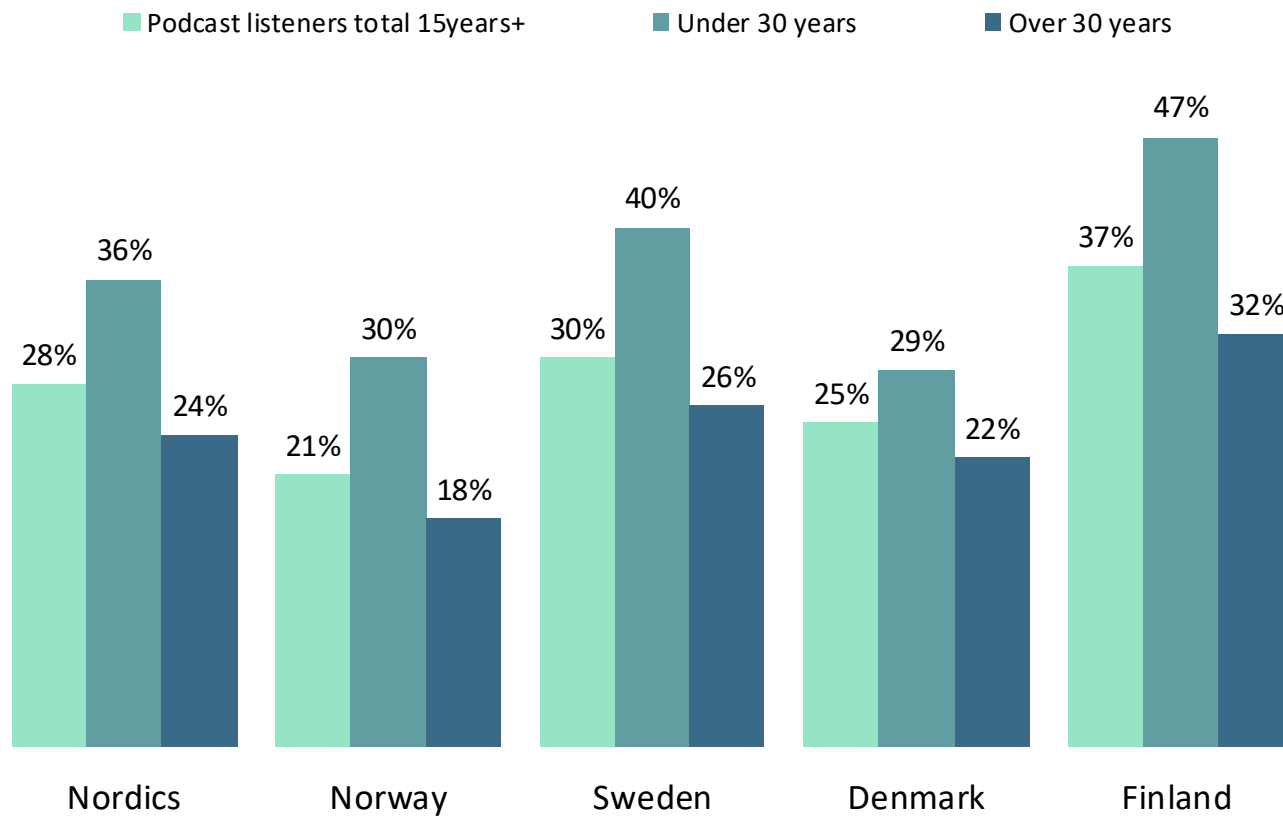


3 out of 10 podcast listeners have started listening during the past year



3 out of 10 podcast listeners in the Nordics have started listening over the past year

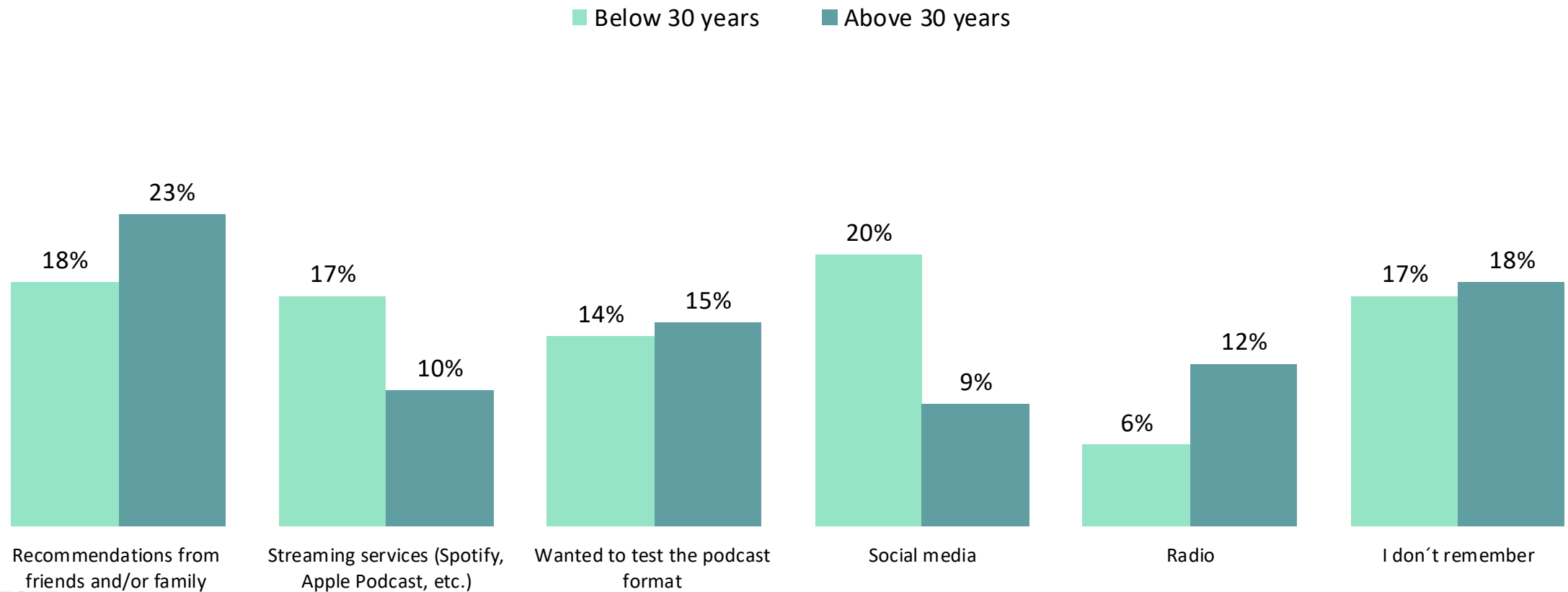
Have you started listening to podcasts over the past year?





How people discovered podcast the first time – Norway

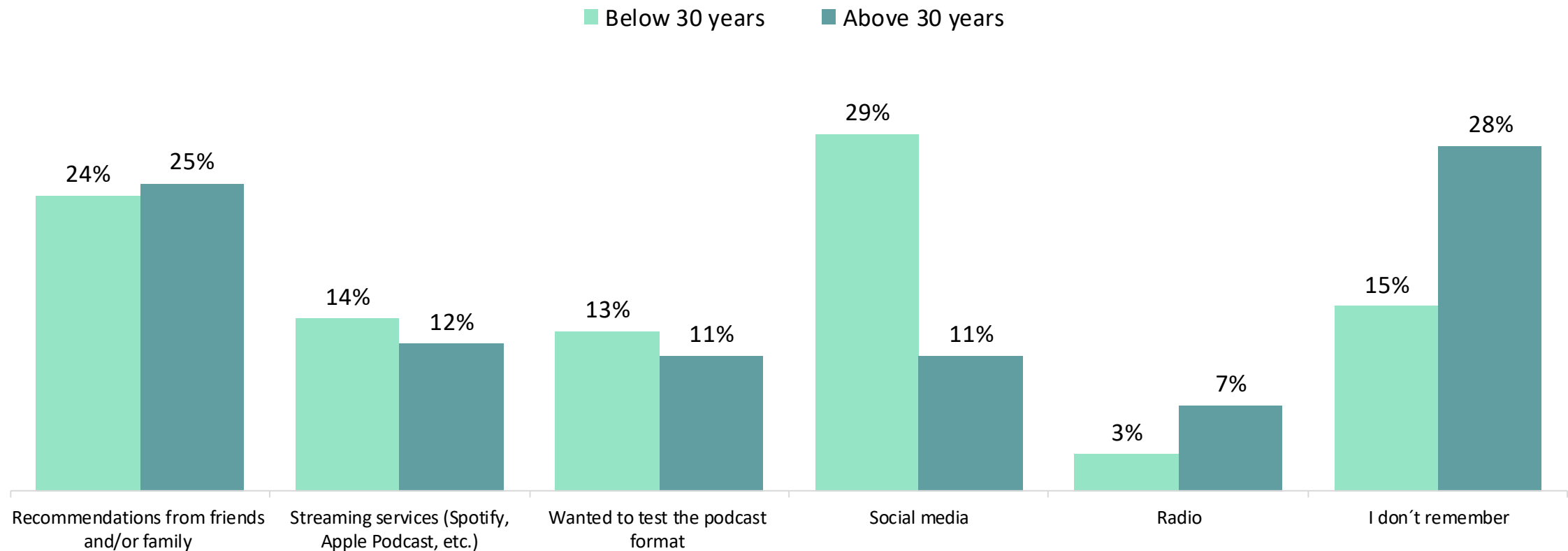
What made you listen to a podcast for the first time?





How people discovered podcast the first time – Sweden

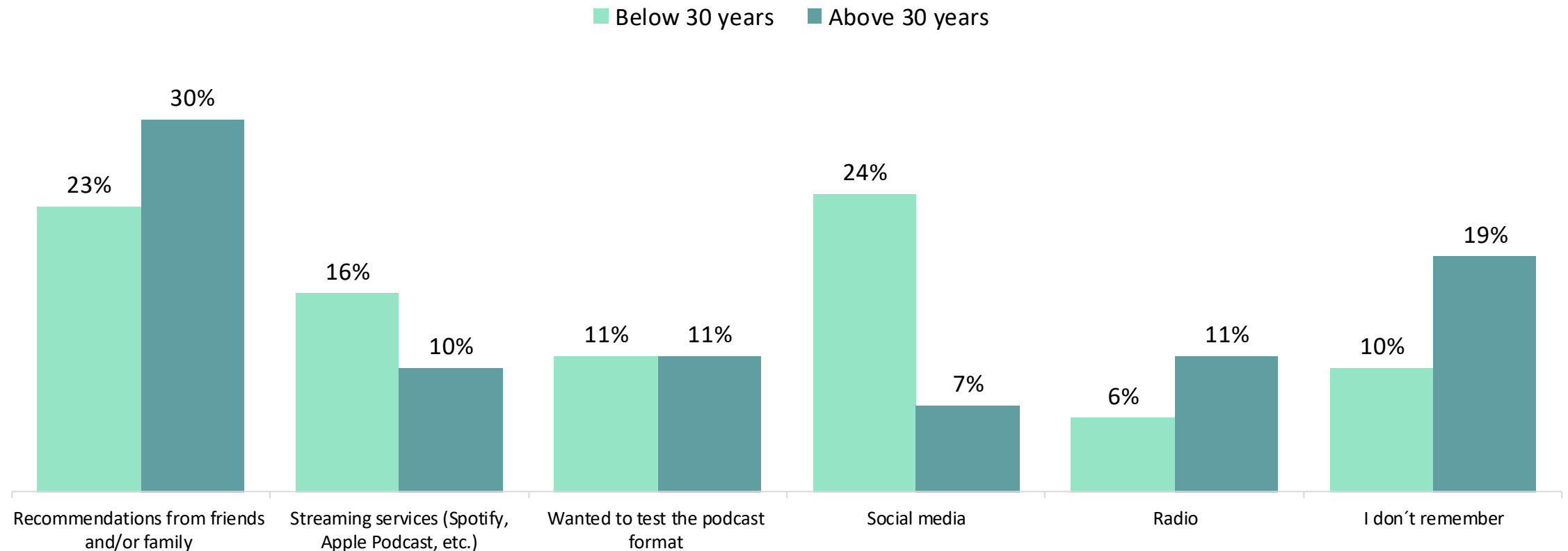
What made you listen to a podcast for the first time?





How people discovered podcast the first time – Denmark

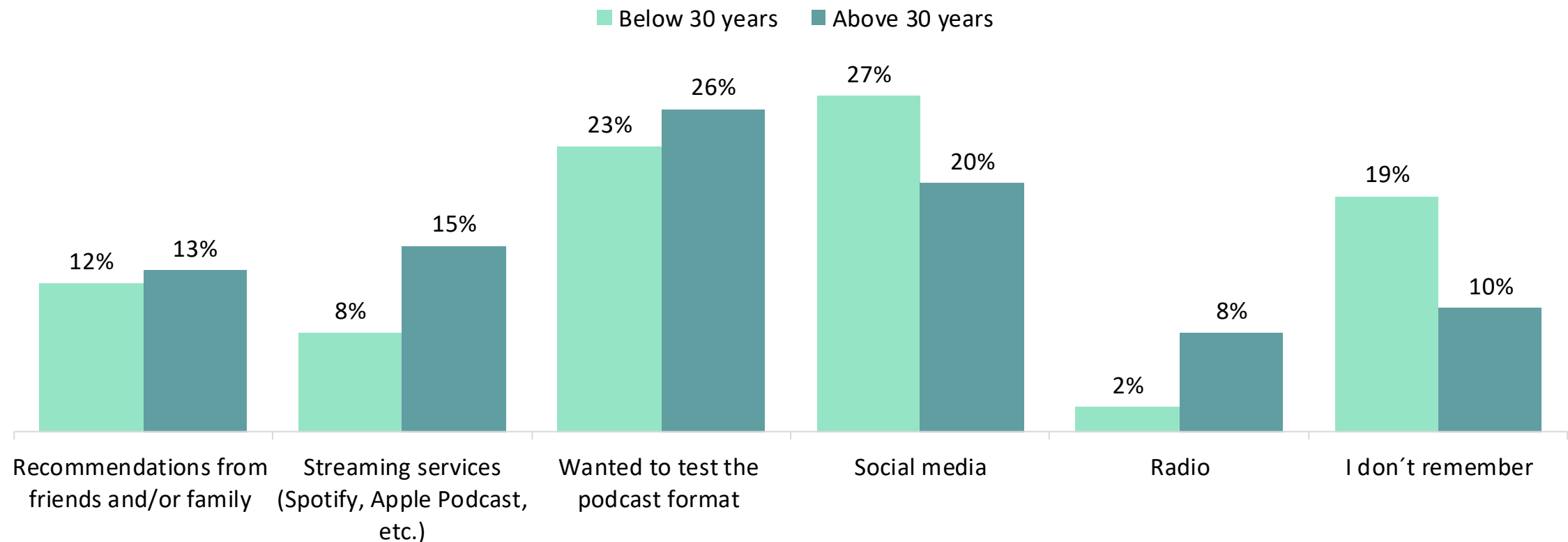
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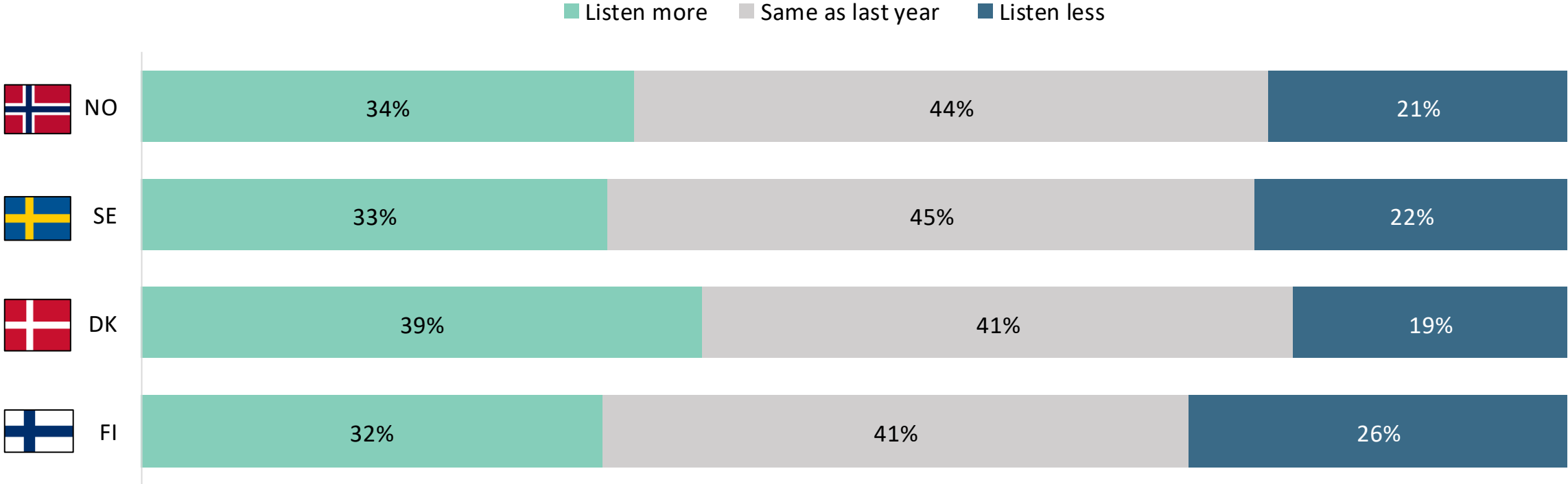
How people discovered podcast the first time – Finland

What made you listen to a podcast for the first time?



Change in listening among podcast listeners in 2026

If you compare to a year ago, do you listen to podcasts more or less now?

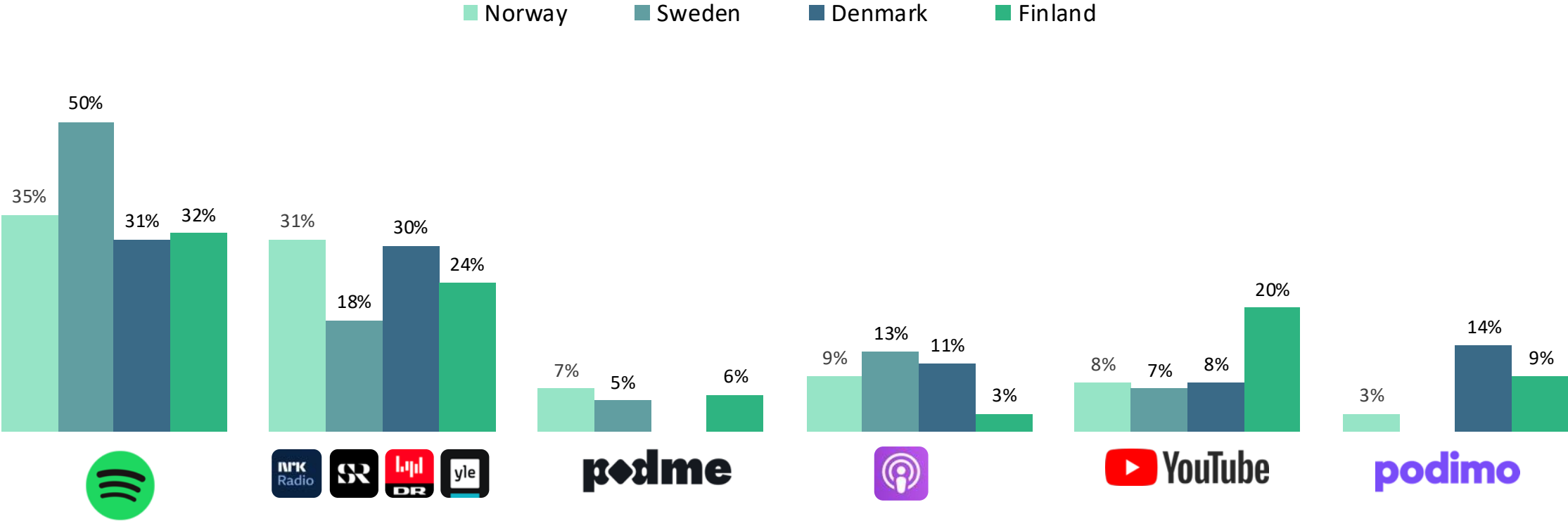




PLATFORMS AND BUSINESS MODELS

YouTube stands out in particular in Finland, while Spotify dominates in Sweden

Which of these do you use the most often when you listen to podcasts?

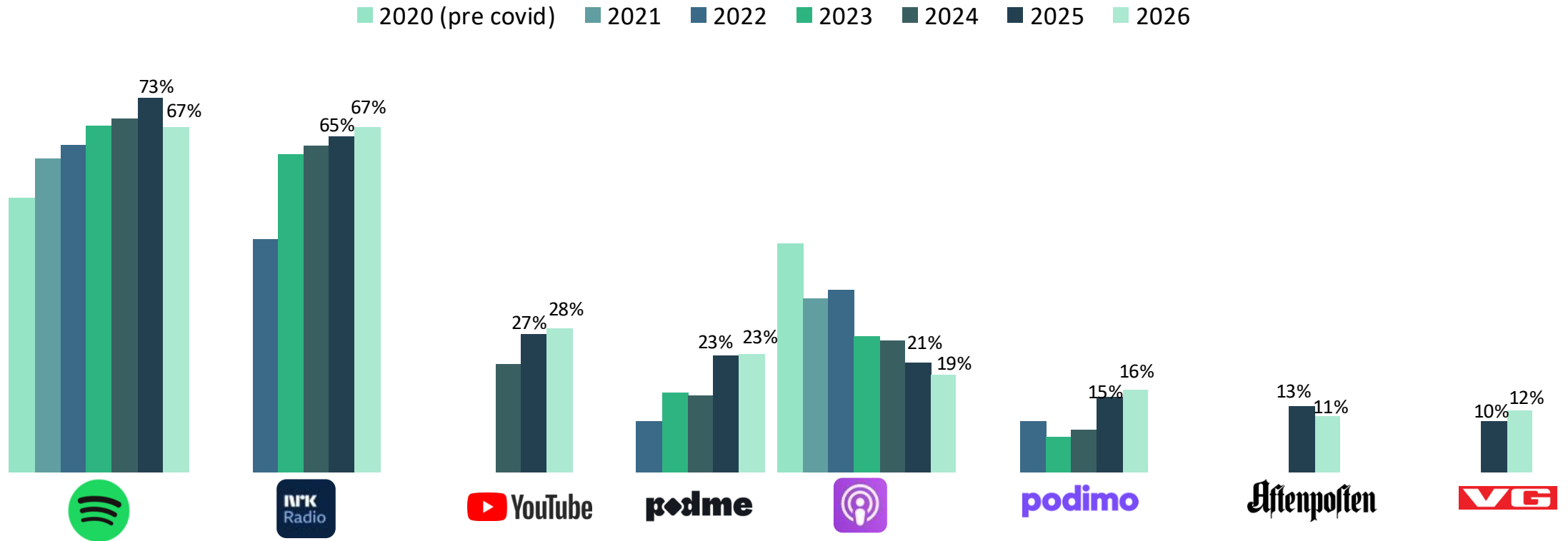


NO: NRK Radio
 SE: Sveriges Radio Play
 FI: YLE Areena
 DK: DR Lyd



Yearly development of platform-usage in Norway

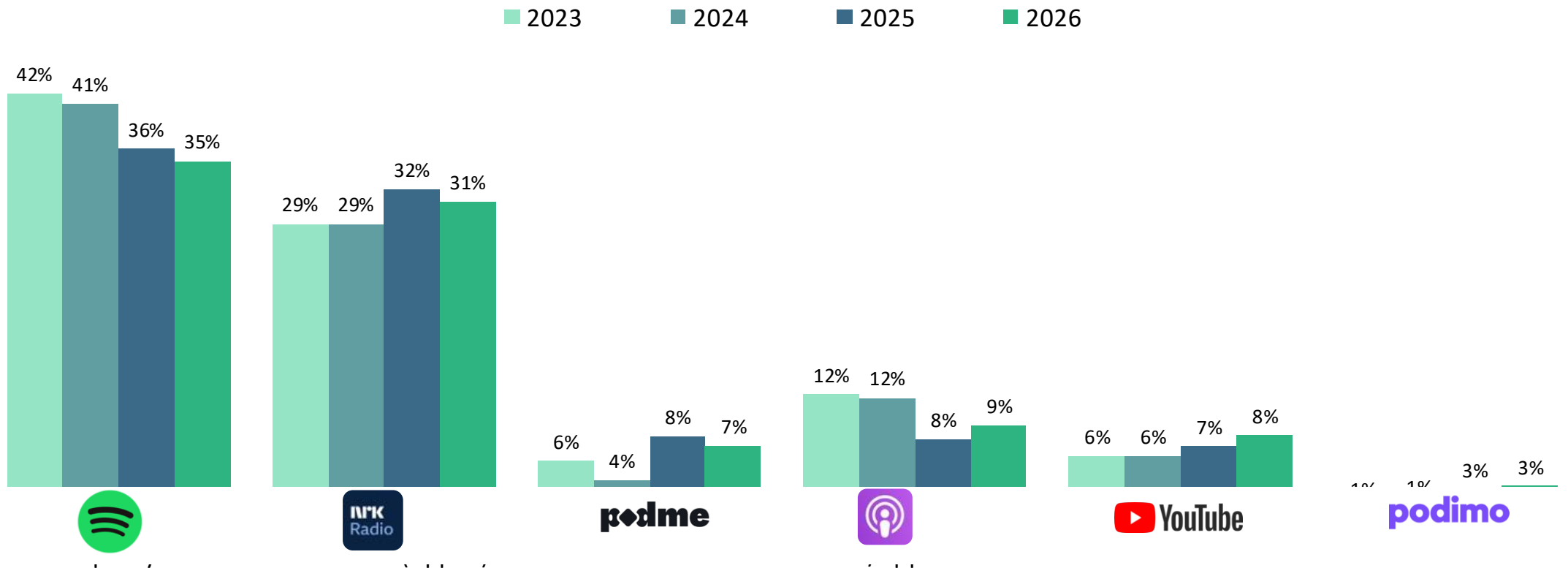
What apps or services have you used to listen to a podcast at some point?





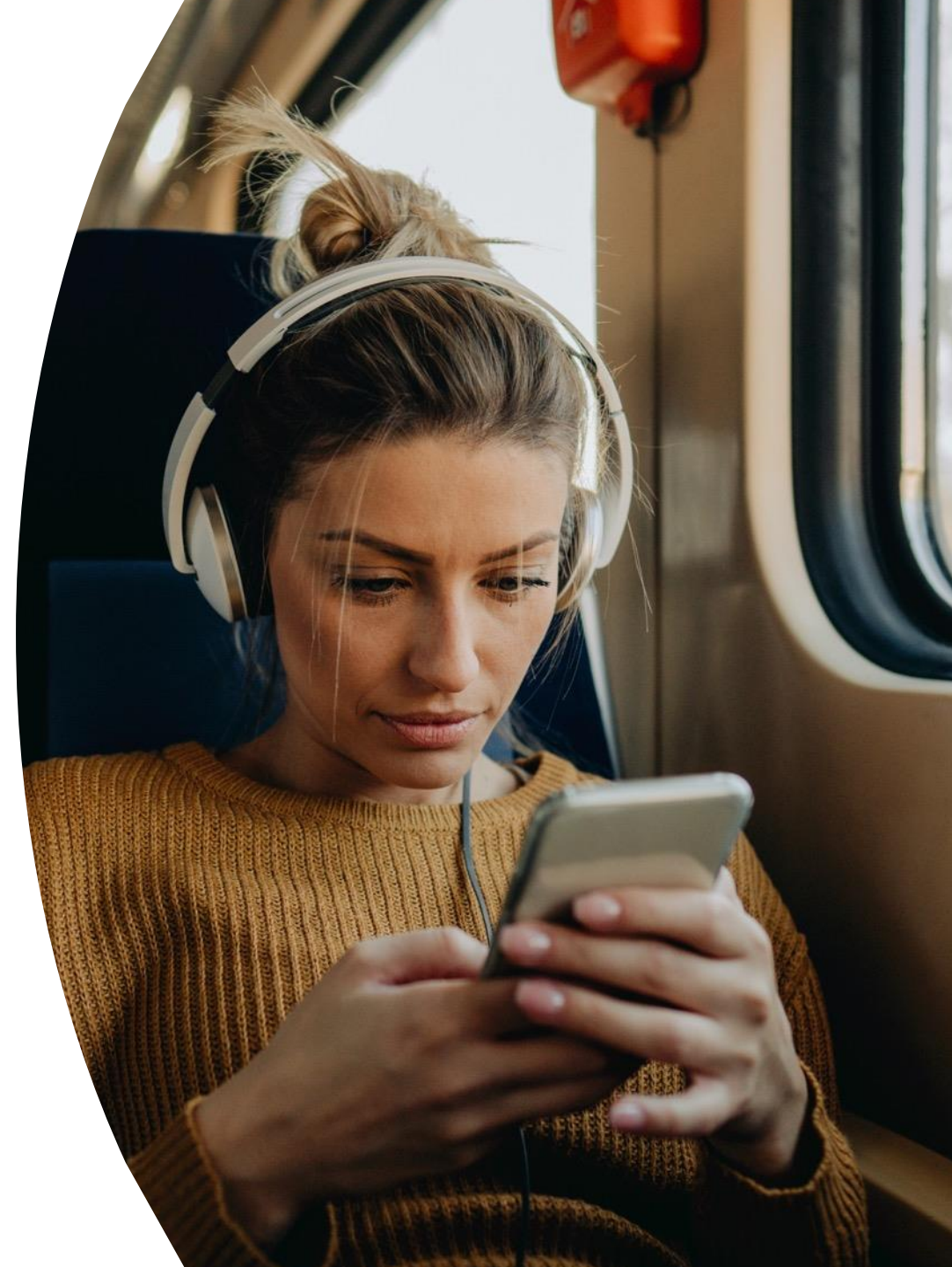
Spotify shows decline as primary platform in Norway

Which of these do you use the most often when you listen to podcasts?



Paying for podcasts

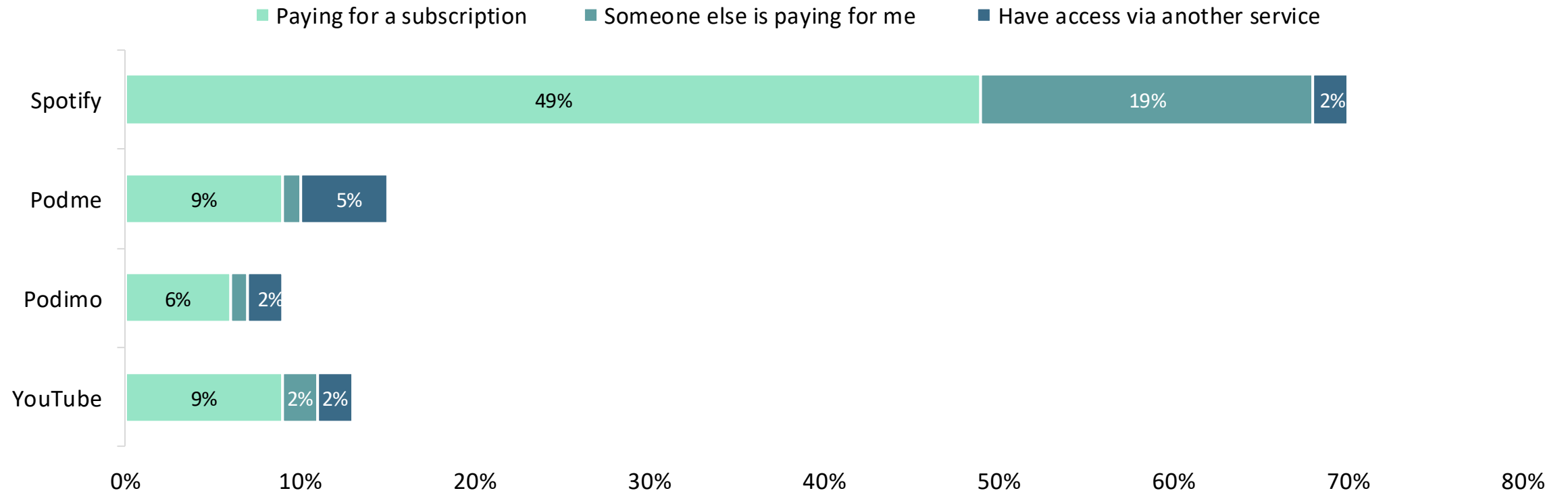
- Spotify dominates paid audio – but people pay for Spotify to avoid ads when they listen to music.
- There are significantly more under-30s who access Spotify through someone else's subscription, in all countries..
- Although YouTube is used by twice as many people in Finland as in the rest of the Nordics, there are not more people paying for YouTube.
- Podme has a relatively equal share of paying users across Norway, Sweden and Finland – but is strongest in Norway.
- Podme has a relatively even gender distribution compared to Podimo, which has significantly more women than men paying.
- Podimo's strongest market is Denmark, followed by Finland and Norway.





Paying for podcasts in Norway

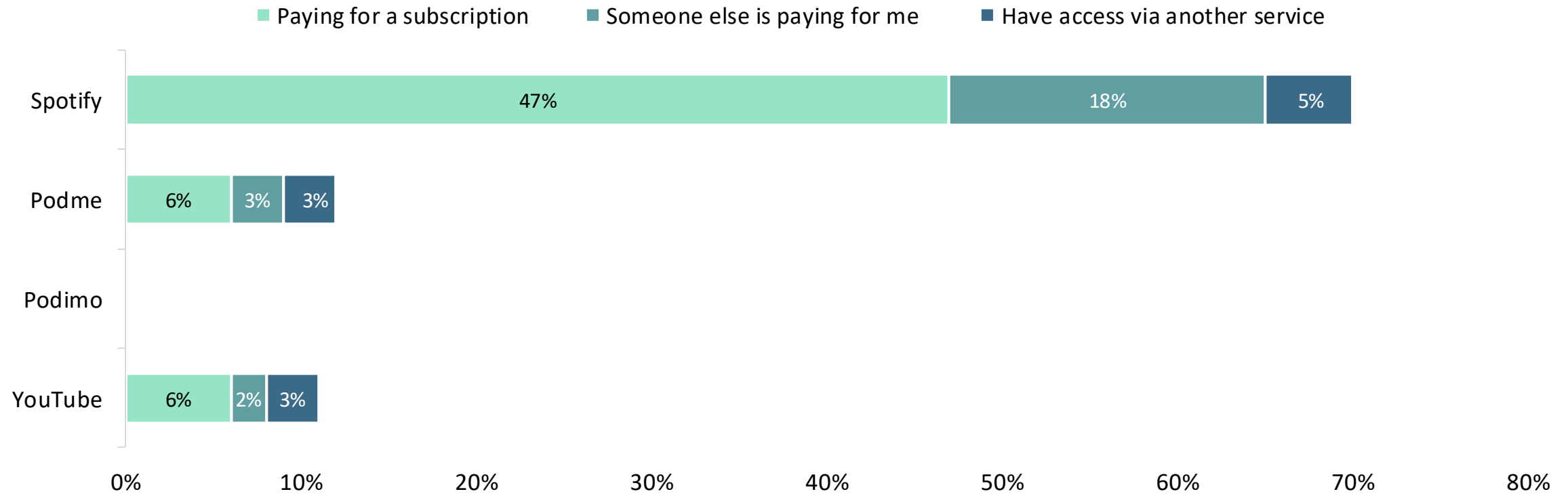
Do you pay for any of the following services to listen to podcasts?





Paying for podcasts in Sweden

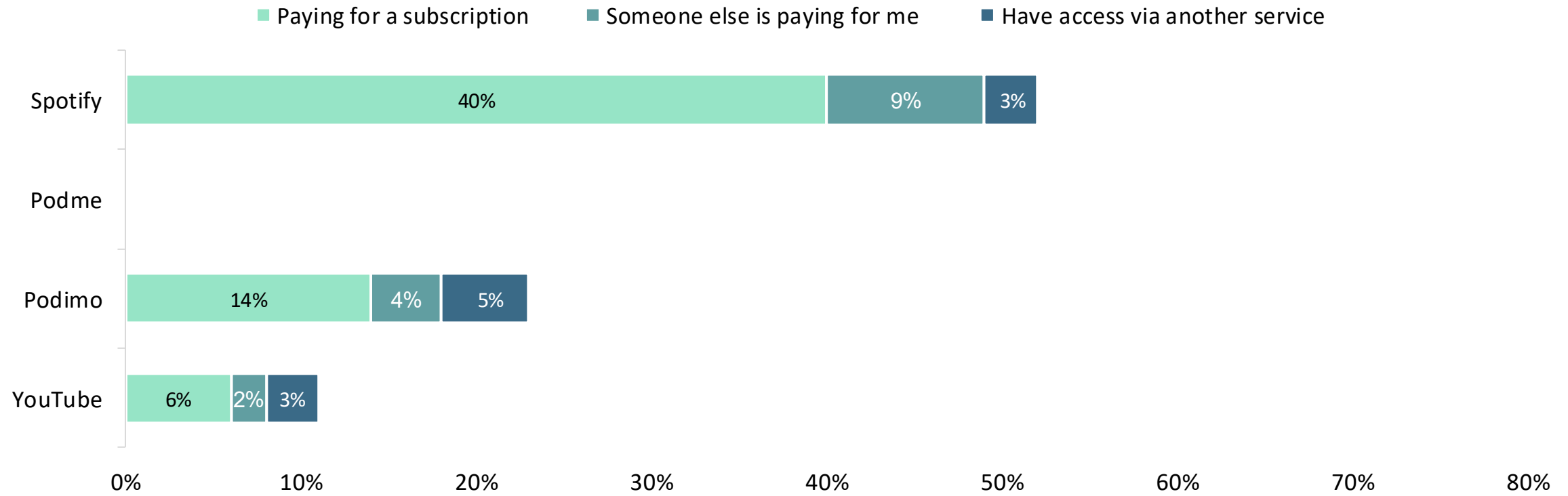
Do you **pay for any of the following services** to listen to podcasts?





Paying for podcasts in Denmark

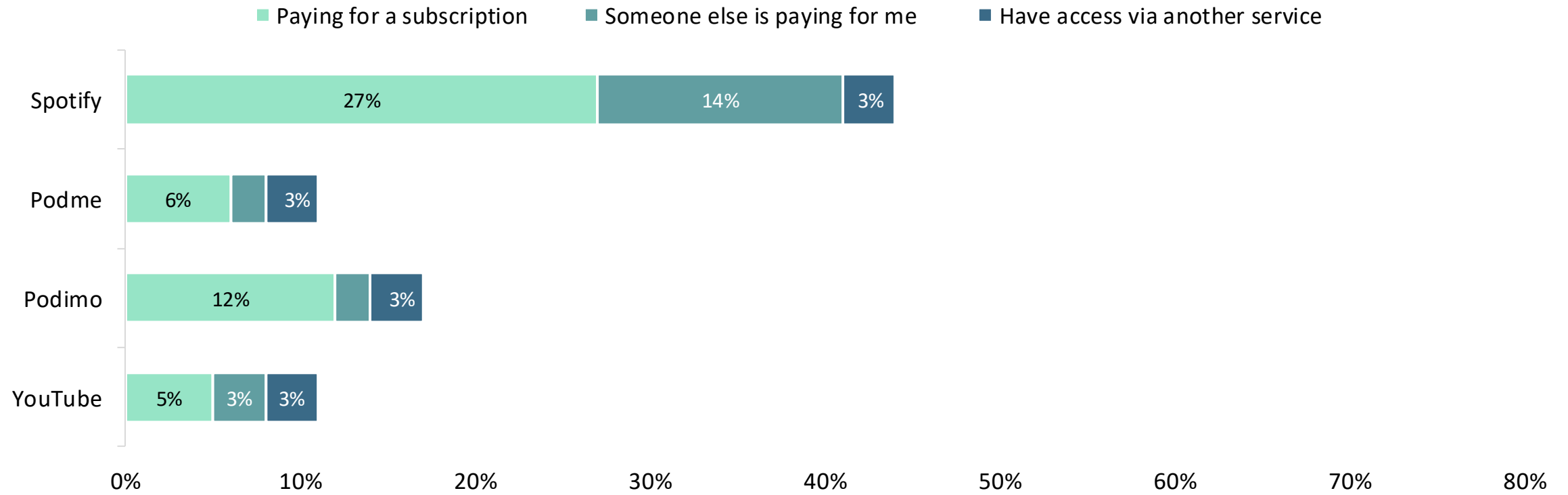
Do you **pay for any of the following services** to listen to podcasts?





Paying for podcasts in Finland

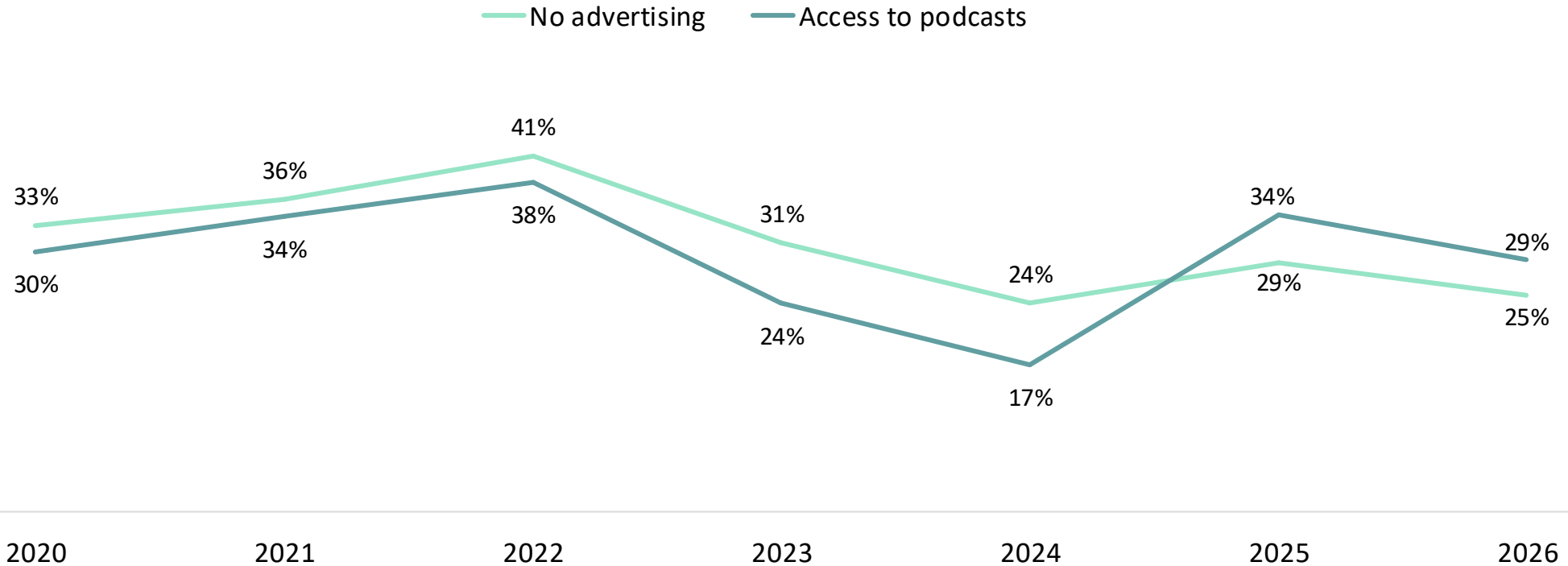
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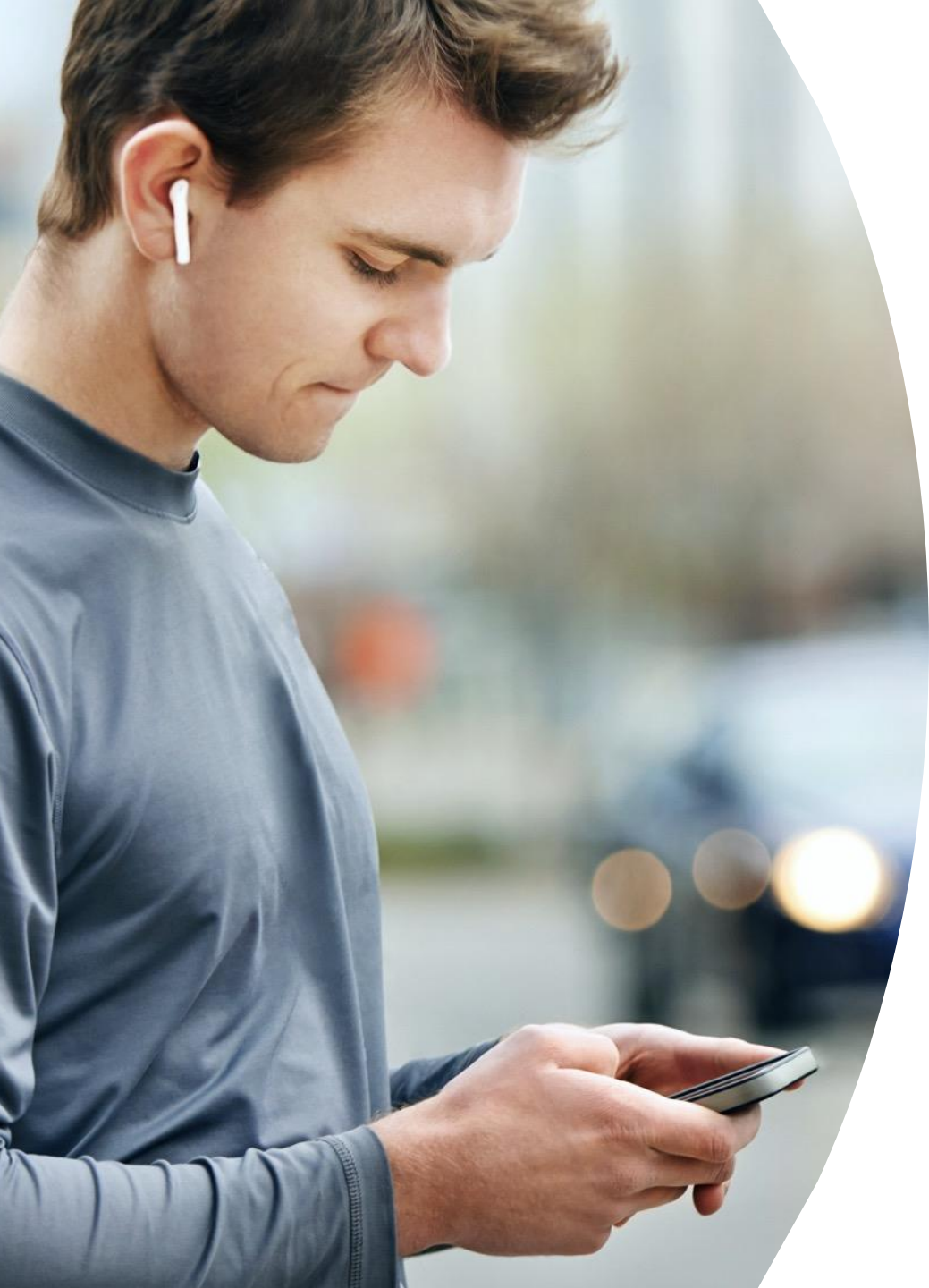




Listeners are slightly more willing to pay for access to podcasts than for an ad-free experience

Would you be willing to pay for a podcast service/individual podcast for...





We primarily pay to access a selection of podcasts, followed by avoiding ads

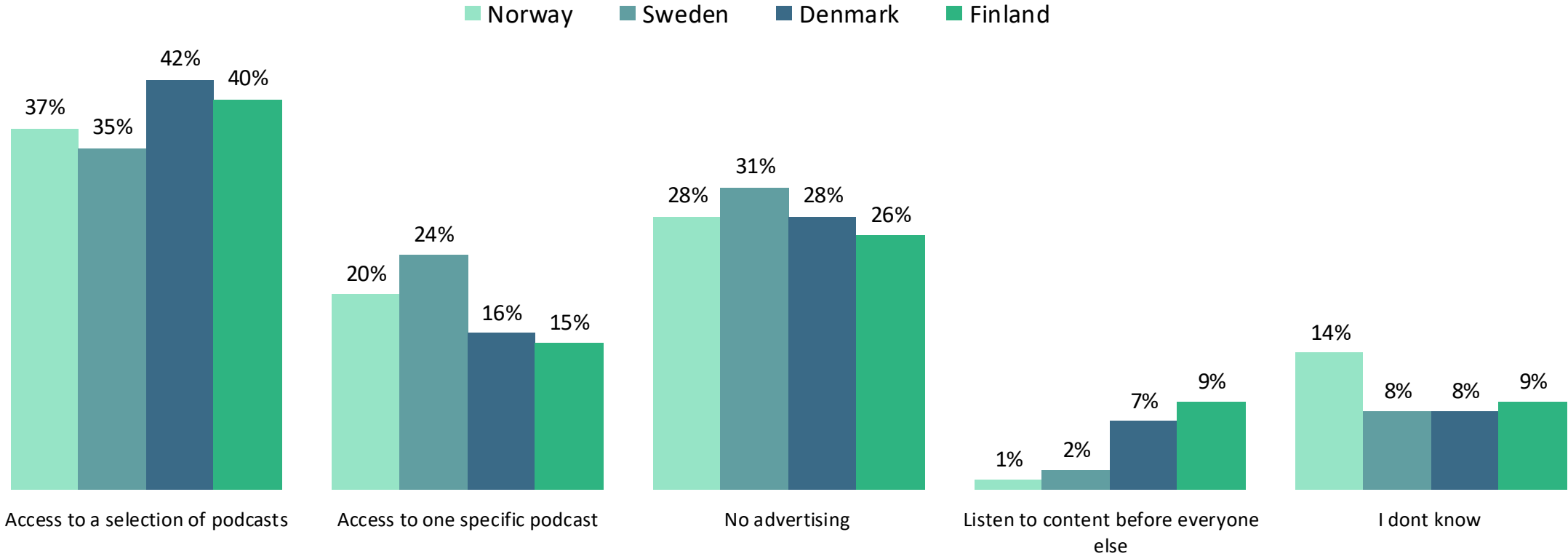
Survey conducted by Norstat 2026

DEN STORE
PODRAPPORTEN

Access to a selection of podcasts is the primary driver for payment

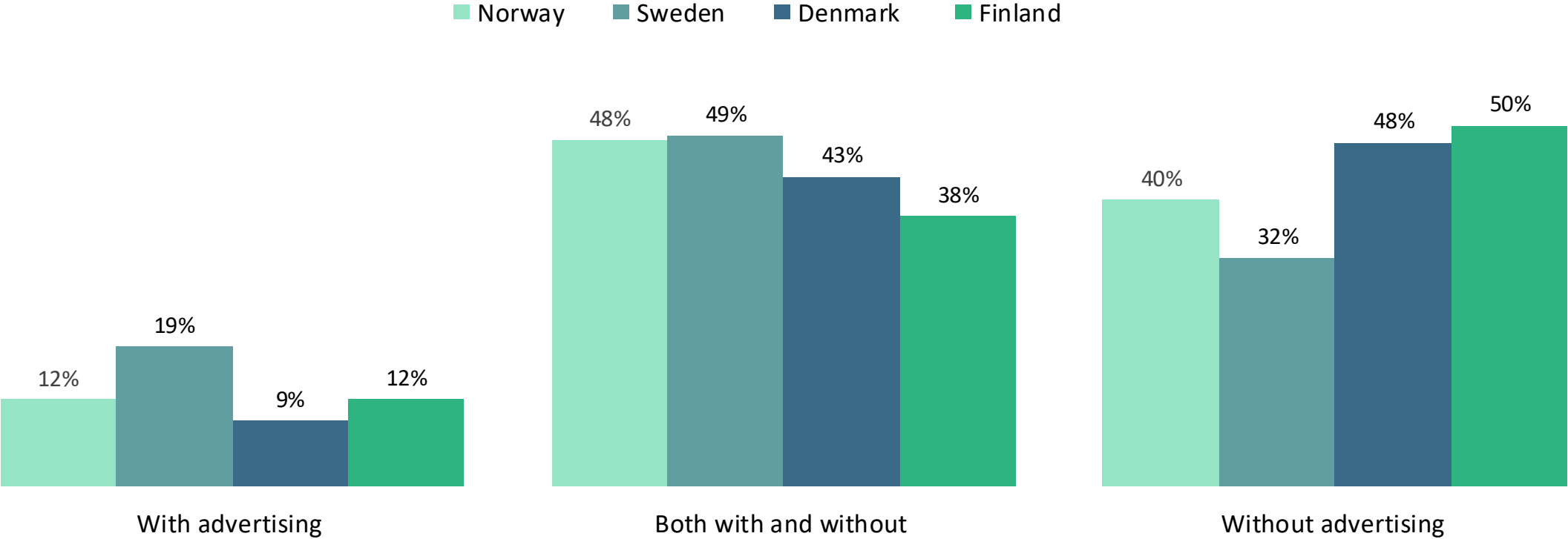
What is the **main reason you pay** for podcasts?

Among **those who pay for podcasts, but not Spotify**



Norway and Sweden has highest reach potential for podcast advertising

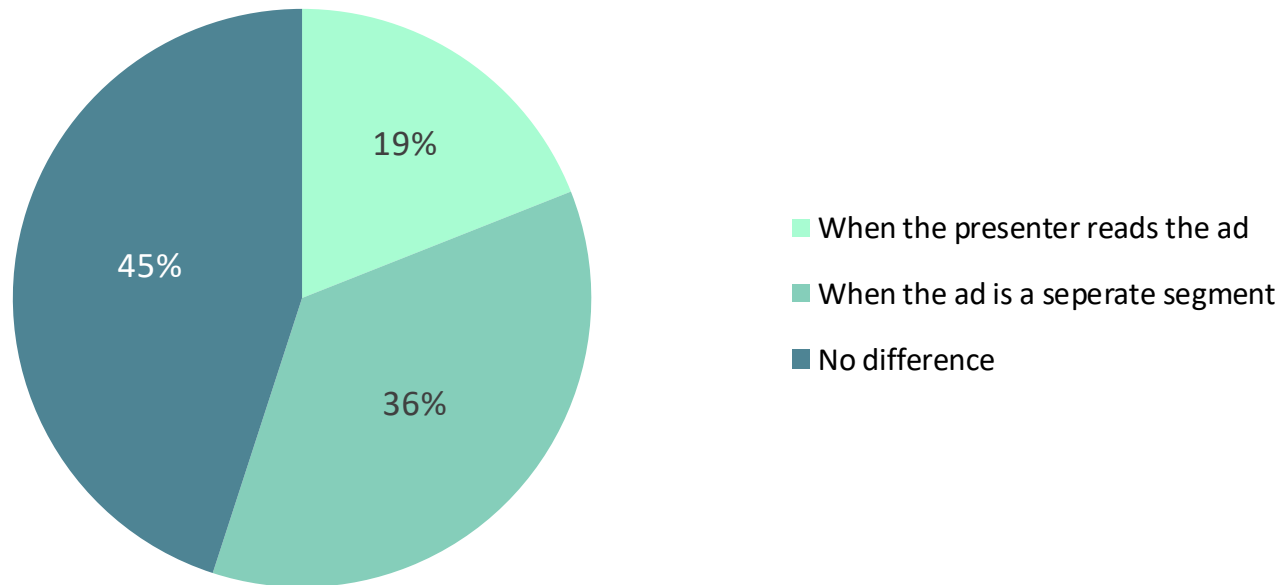
Do you mainly listen to **podcasts with or without advertisements?**





Attention of podcast advertising

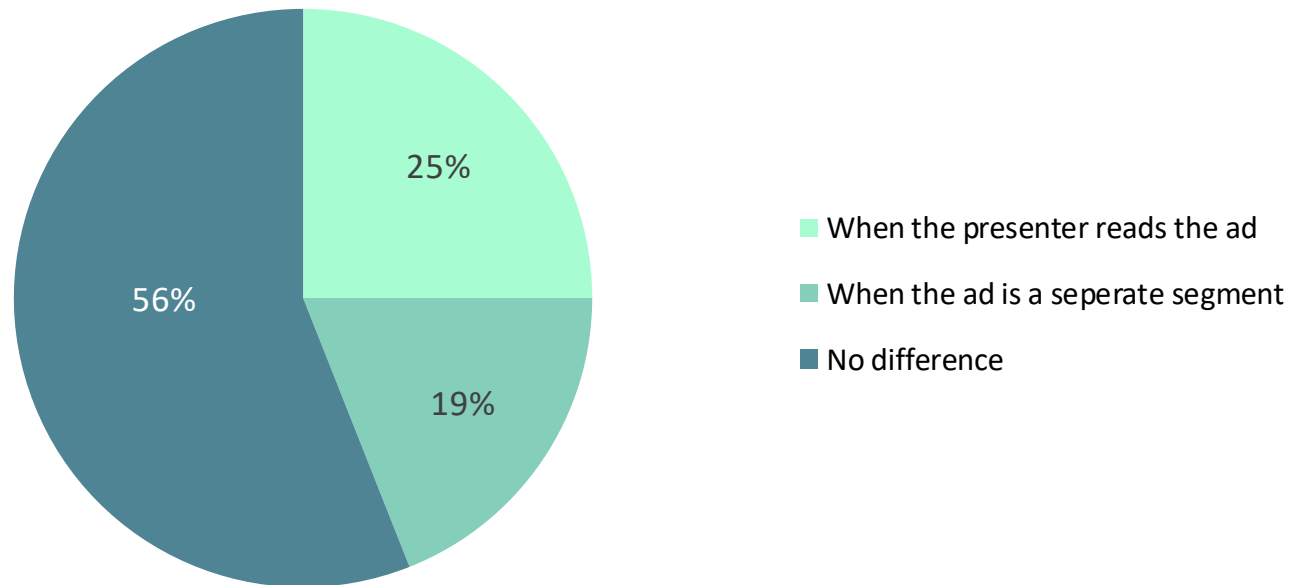
Which of the following advertising content are you **most likely to notice**?





Credibility in podcast advertising

Which of the following advertising content do you **find the most credible**?



1 in 4 have taken action after hearing a podcast ad

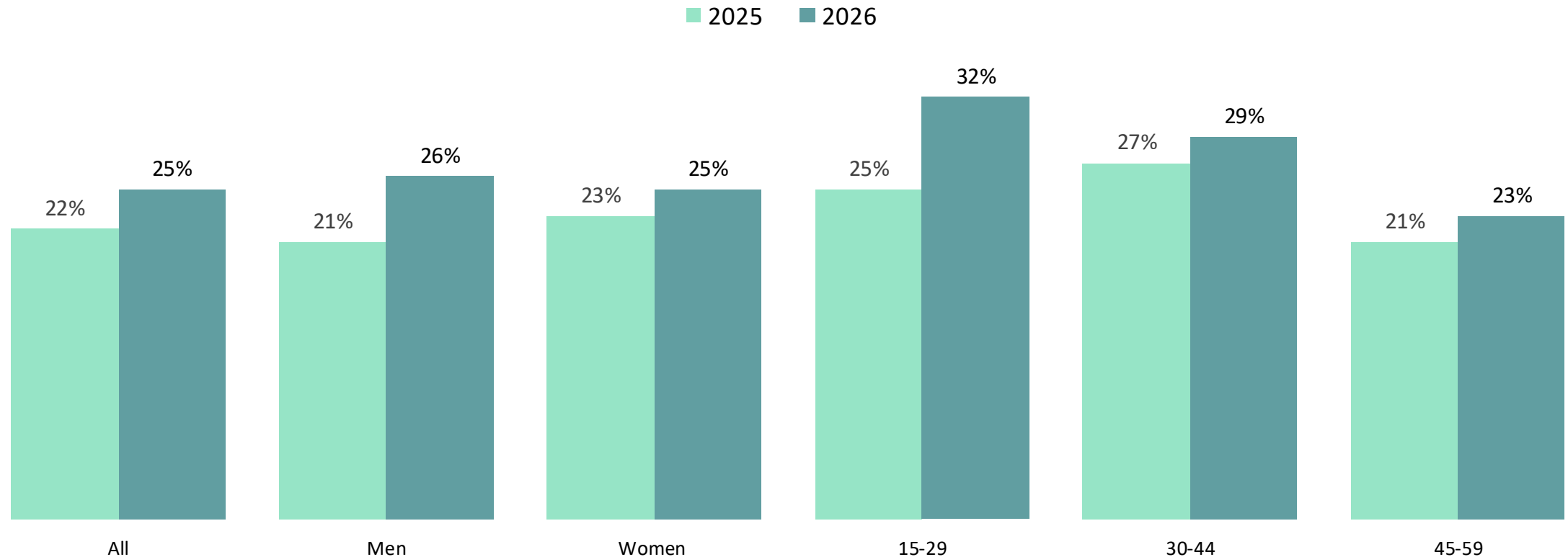




1 in 4 have taken action after hearing a podcast ad

When you've **heard an advertisement** for a product or service in a podcast, **have you ever done the following?**

Aggregated statistics on the choices bought/ordered it, considered buying/ordering it, sought more information, told someone else about it



A young man with curly hair, wearing blue headphones and a green hoodie, is looking at a tablet in a kitchen. The kitchen has white cabinets and a tiled backsplash. On the counter, there is a plate of food, a jar of oats, and a glass. The text "VIDEO PODCAST" is overlaid in the center of the image.

VIDEO PODCAST

Reminder

Video podcasts are not the same as short clips on social media

Video podcast is full-length videos of the episodes, and users can choose whether they want to see or listen to it



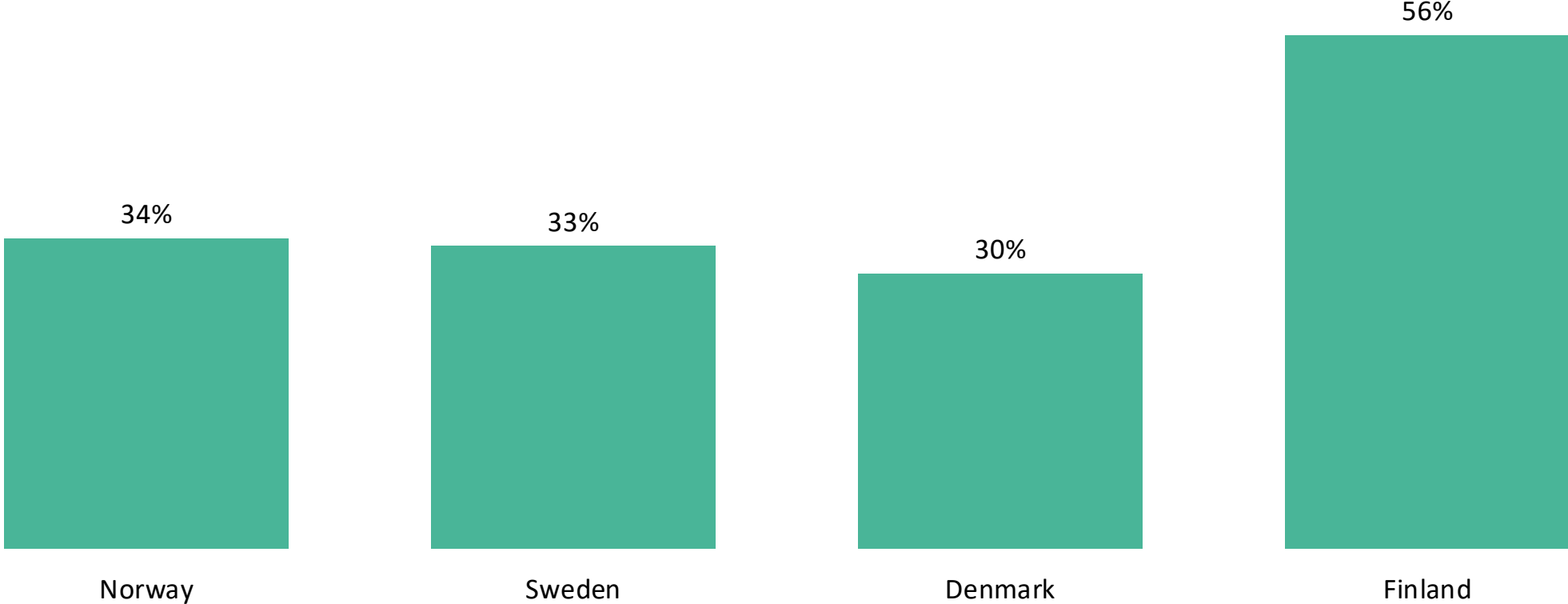
Awareness and use of video podcasts is highest in Finland



Finland is far ahead in awareness of video podcasts

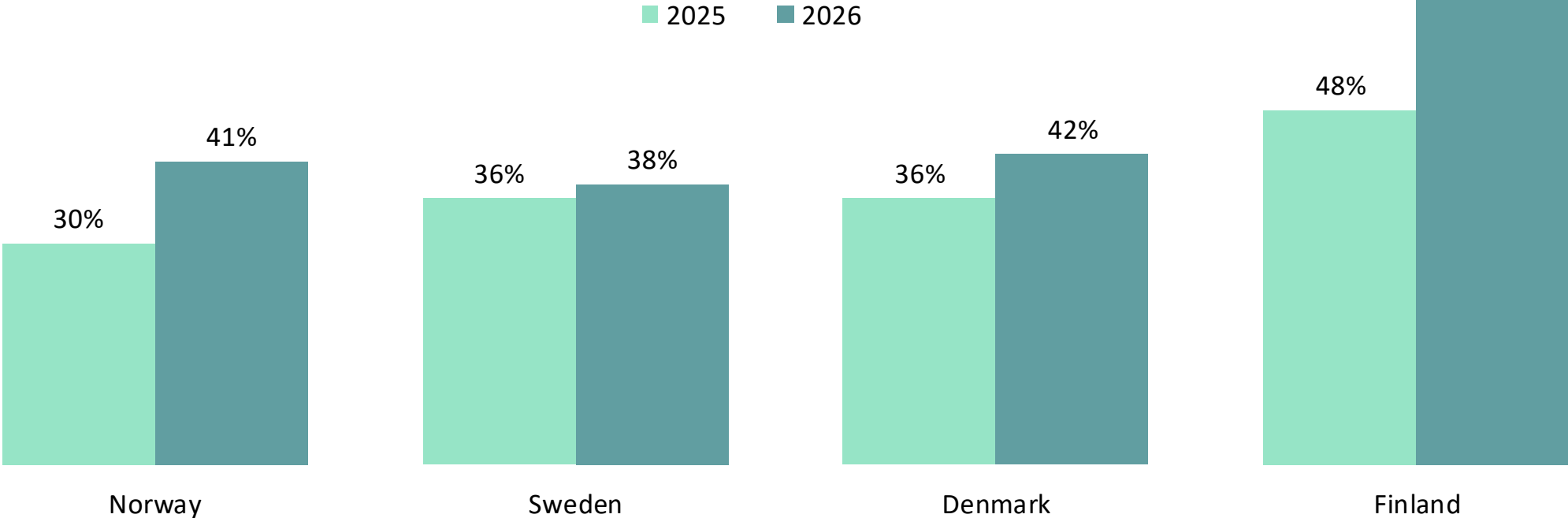
Are you **familiar with** video podcasts (vodcasts)?

Population aged 15+



Awareness of video podcasts is increasing among podcast listeners, especially in Norway and Finland

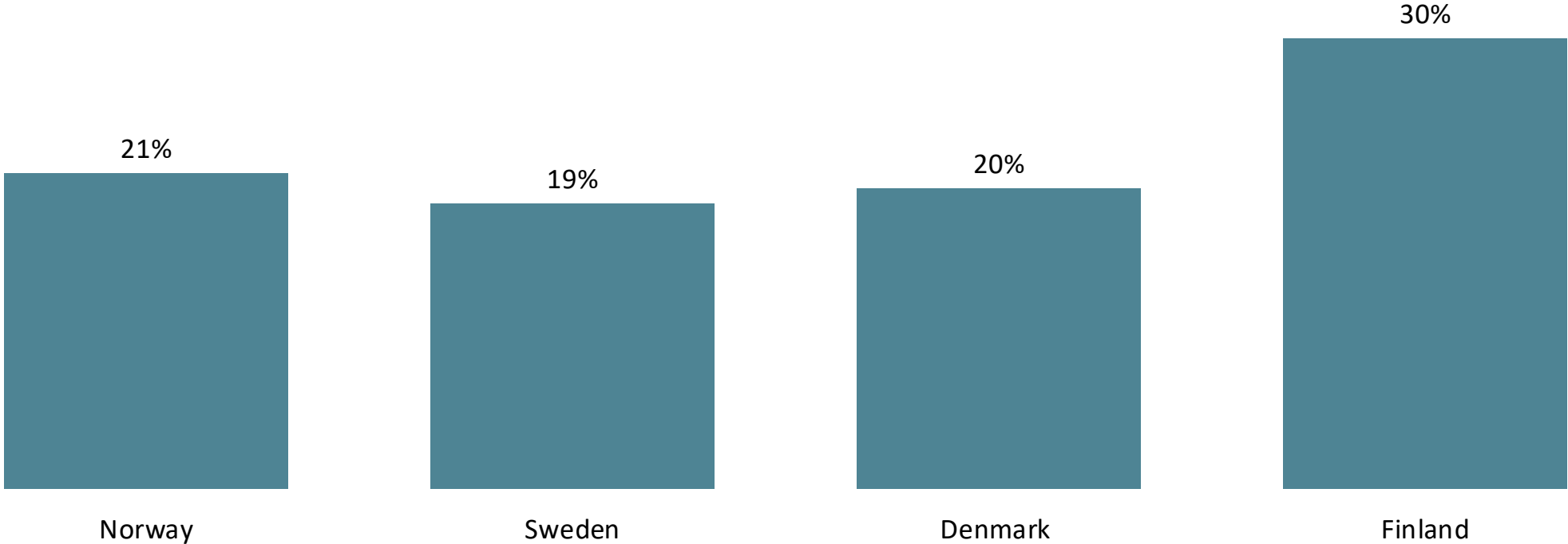
Are you **familiar with** video podcasts (vodcasts)?
Amongst **podcast listeners**



More people have seen/heard video podcasts in Finland

Have you ever **watched/listened** to video podcast?

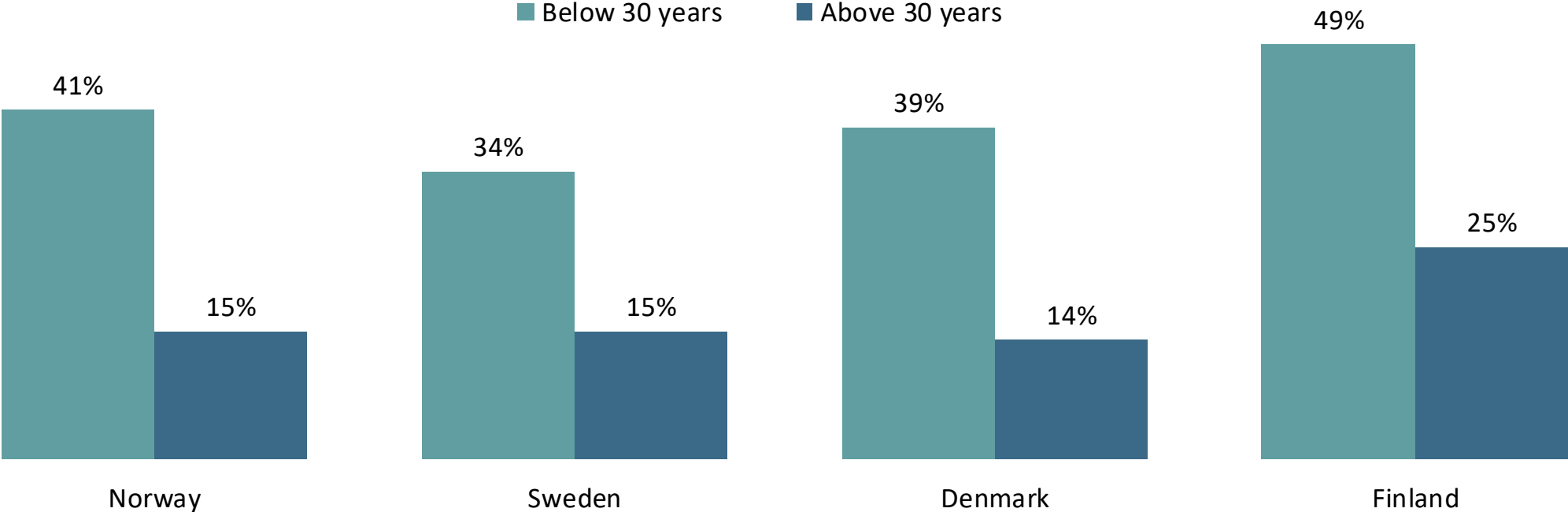
Population aged 15+

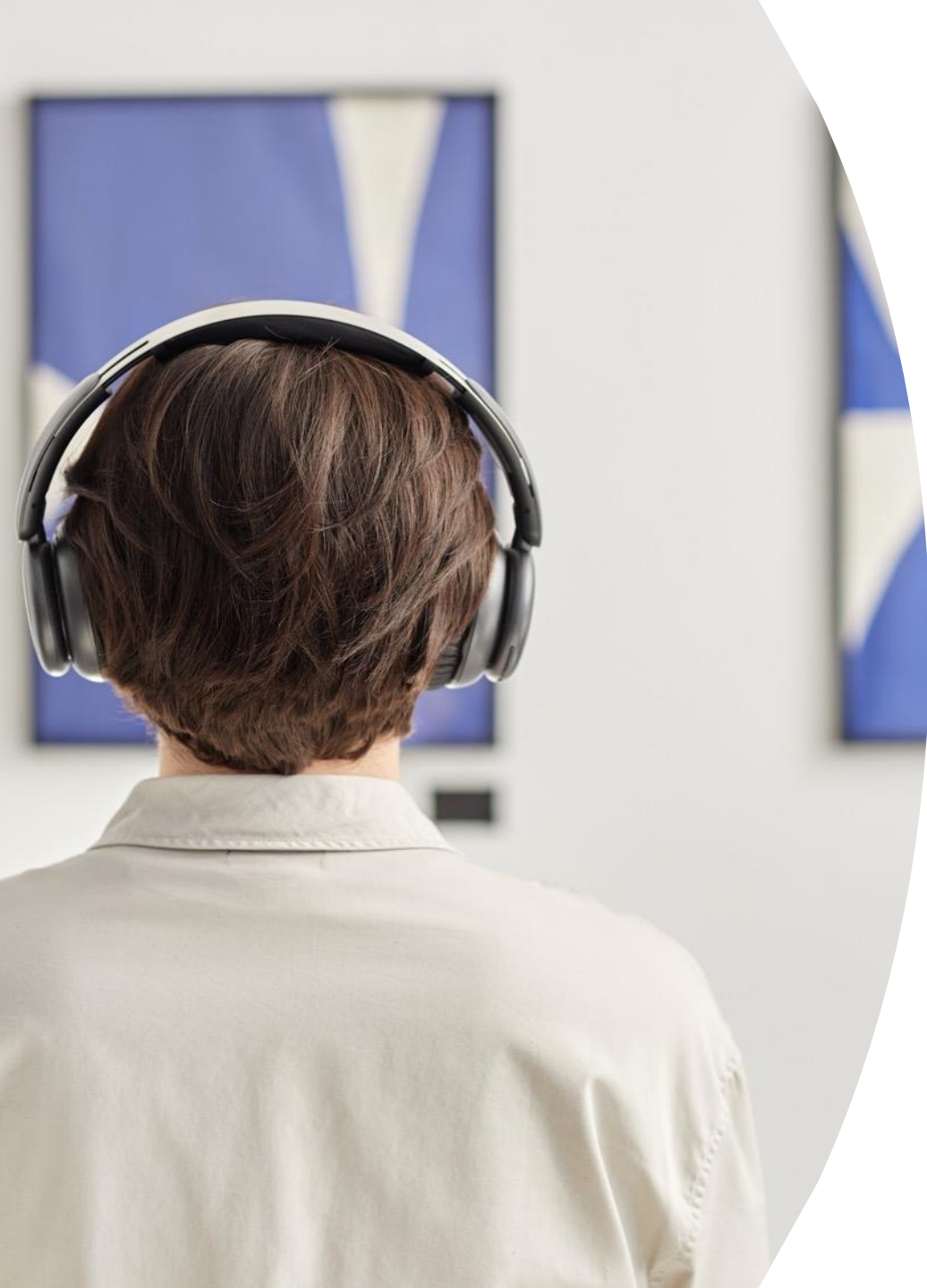


Those below 30 years have tried video podcasts to a greater extent

Have you ever **watched/listened** to video podcast?

Population aged 15+





Most people still prefer listening over watching podcasts

Survey conducted by Norstat 2026

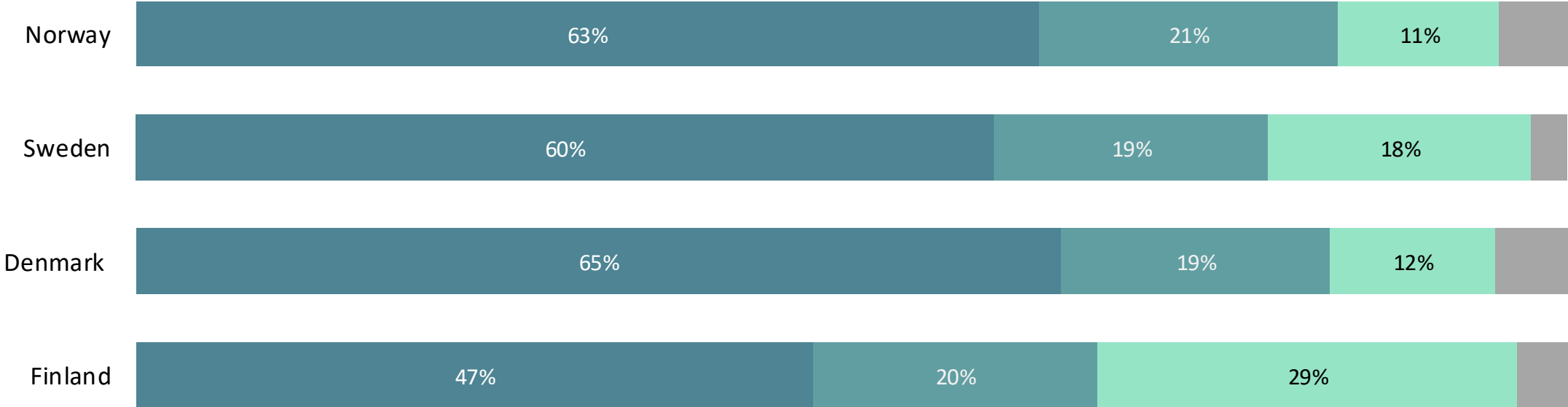
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Most people still use podcasts primarily for listening

What best describes how you use podcasts?

Amongst those who have tried video podcast

■ Only/Mostly audio ■ Equal amount audio and video ■ Only/Mostly video ■ I don't know



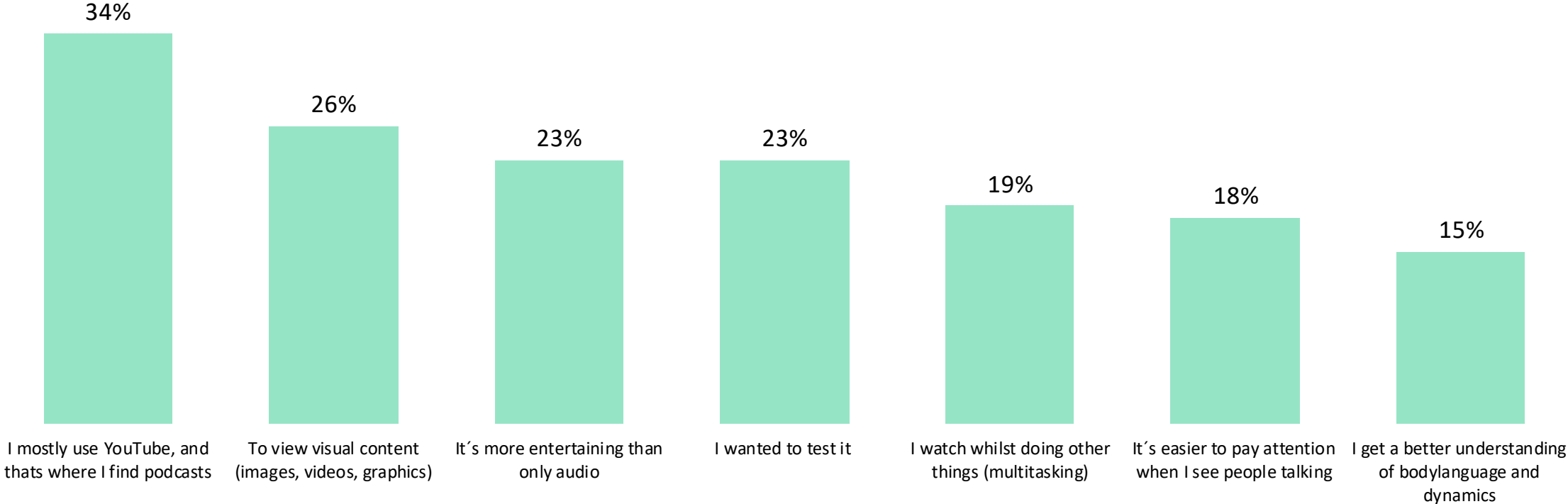


YouTube is the main reason why people watch video podcasts

YouTube is the most important reason for using video podcasts in all countries

You've watched/listened to video podcasts. Why?

Amongst those who have tried video podcast



YouTube is the most important reason for using video podcasts in all countries

You've watched/listened to video podcasts. **Why?**

Amongst those who have tried video podcast



1. I use YouTube a lot, and thats where I find podcasts
2. To include visual content (images, video, graphics)
3. I wanted to test it
4. I am watching whilst doing other things



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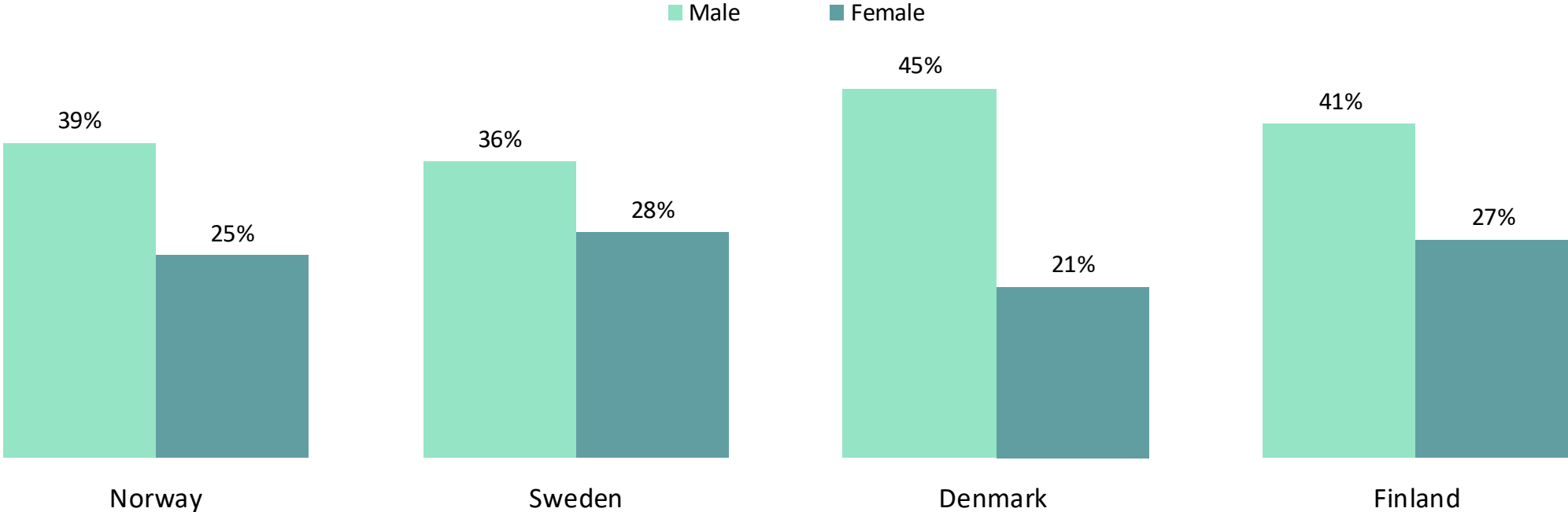


1. I use YouTube a lot, and thats where I find podcasts
2. To include visual content (images, video, graphics)
3. I wanted to test it
4. I am watching whilst doing other things

YouTube distribution is especially important for men

You've watched/listened to video podcasts. **Why?**

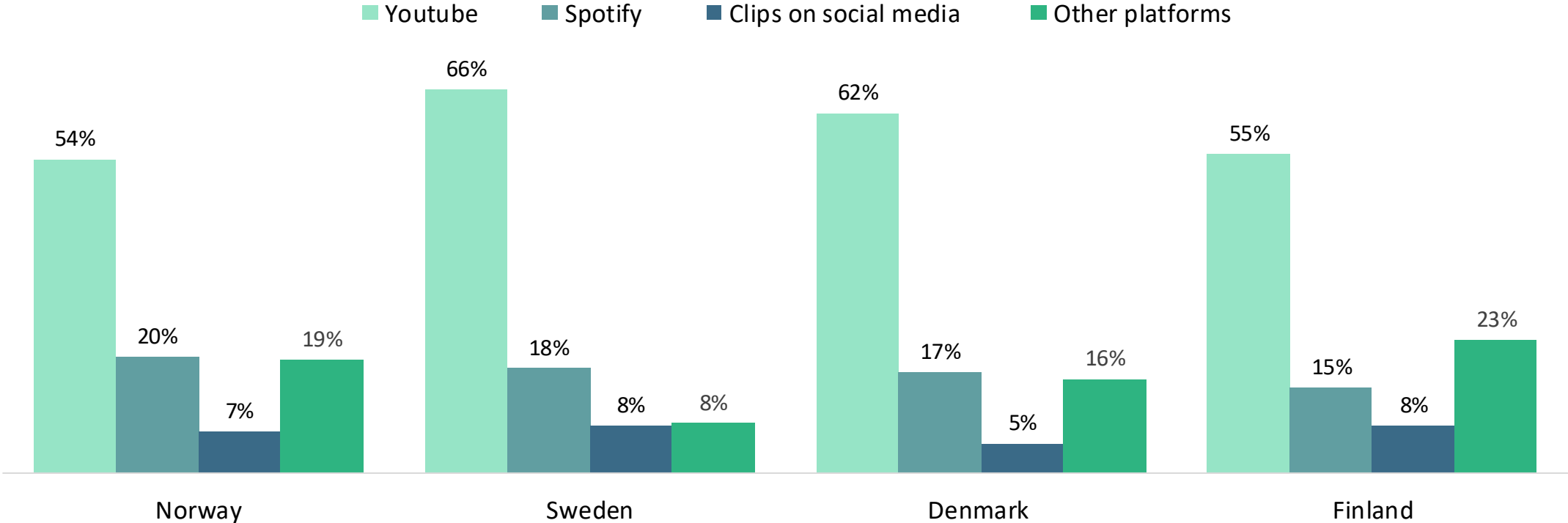
Amongst those who **have tried video podcast** and who have responded: «I use YouTube a lot, and that's where I find podcasts.»



YouTube is by far the largest player for video podcasts

What apps or services do you use most often when you watch/listen to a video podcast?

Among those who have tried video podcasts





DISCOVERY

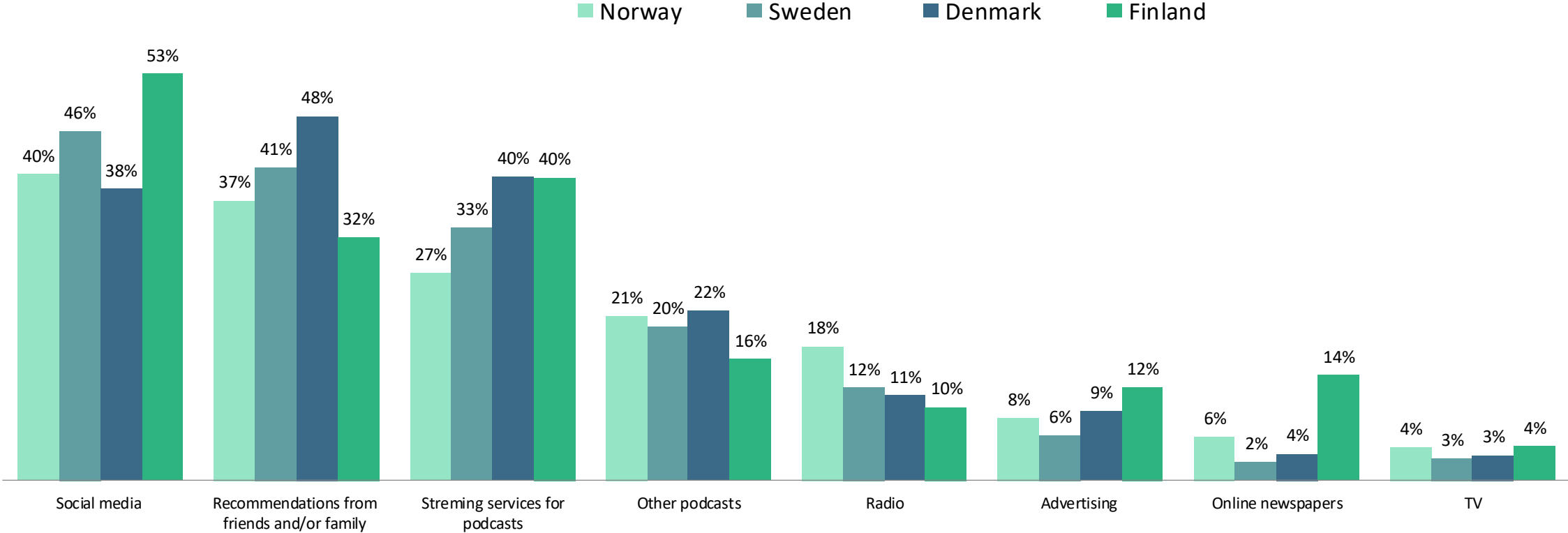
New this year

Social media is where most people discover new podcasts



The Nordic countries have a relatively similar pattern when it comes to discovering new podcasts

Where do you discover new podcasts?

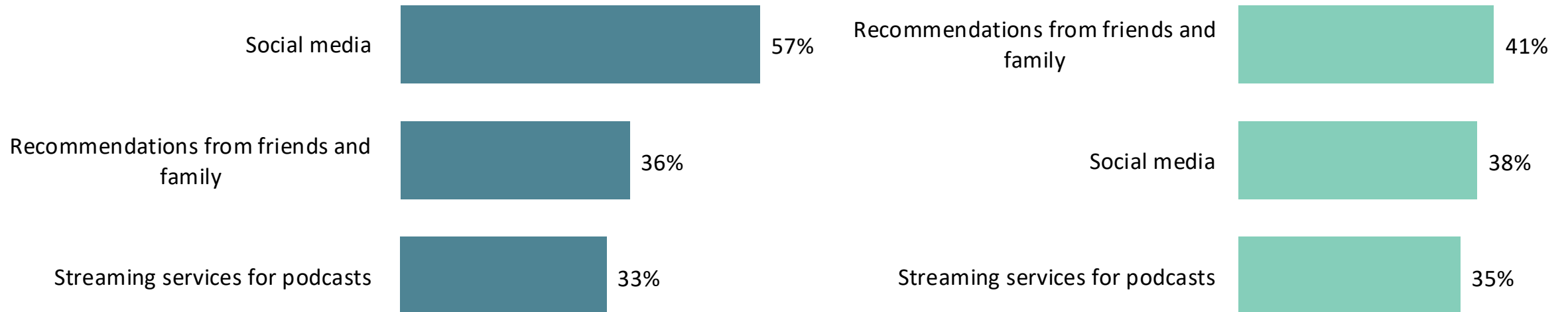


Social media dominates among those below 30 years in the Nordics

Where do you **discover new podcasts**?

Below 30 years

Above 30 years

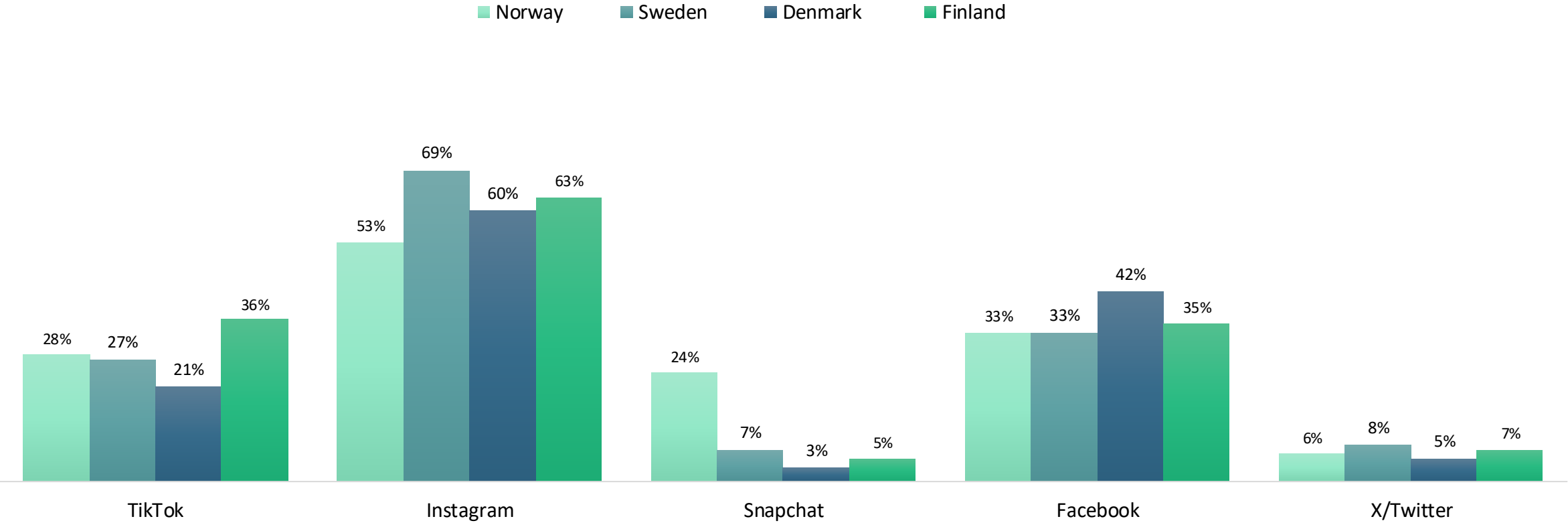


Instagram has the widest reach across countries and age groups



Instagram has the widest reach across countries, while Snapchat is only relevant in Norway

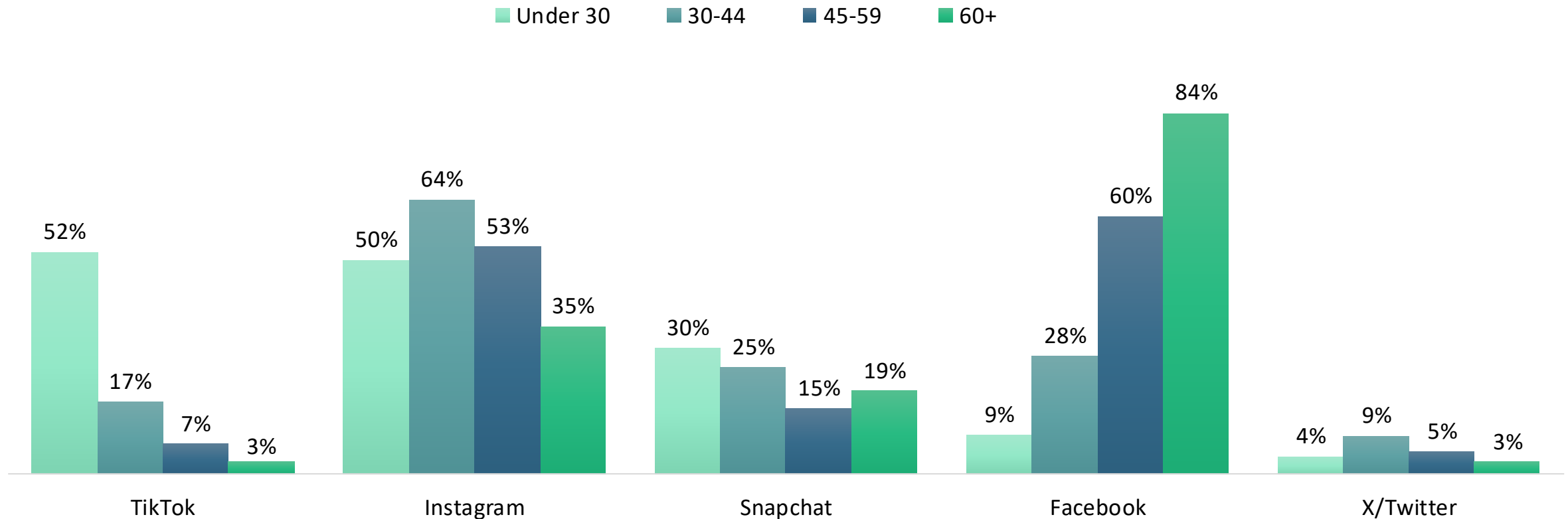
On which social media do you discover new podcasts?





TikTok dominates among the youngest, while the oldest are on Facebook

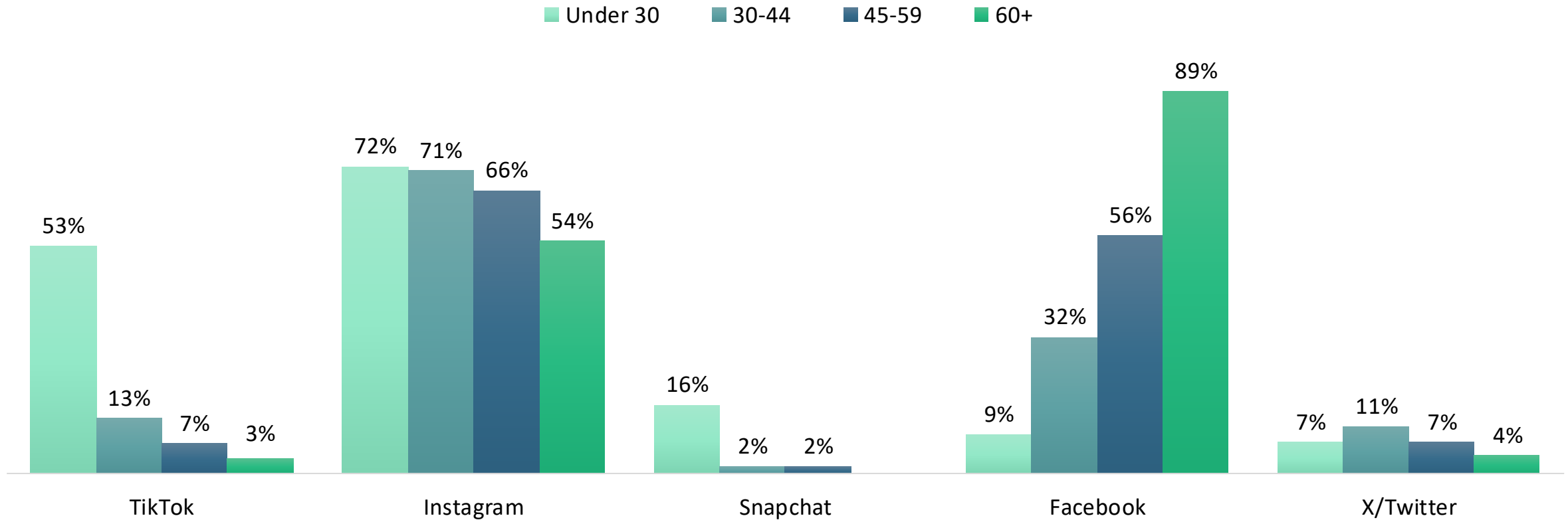
On **which social media** do you discover new podcasts?





Which social media is most effective depends on age

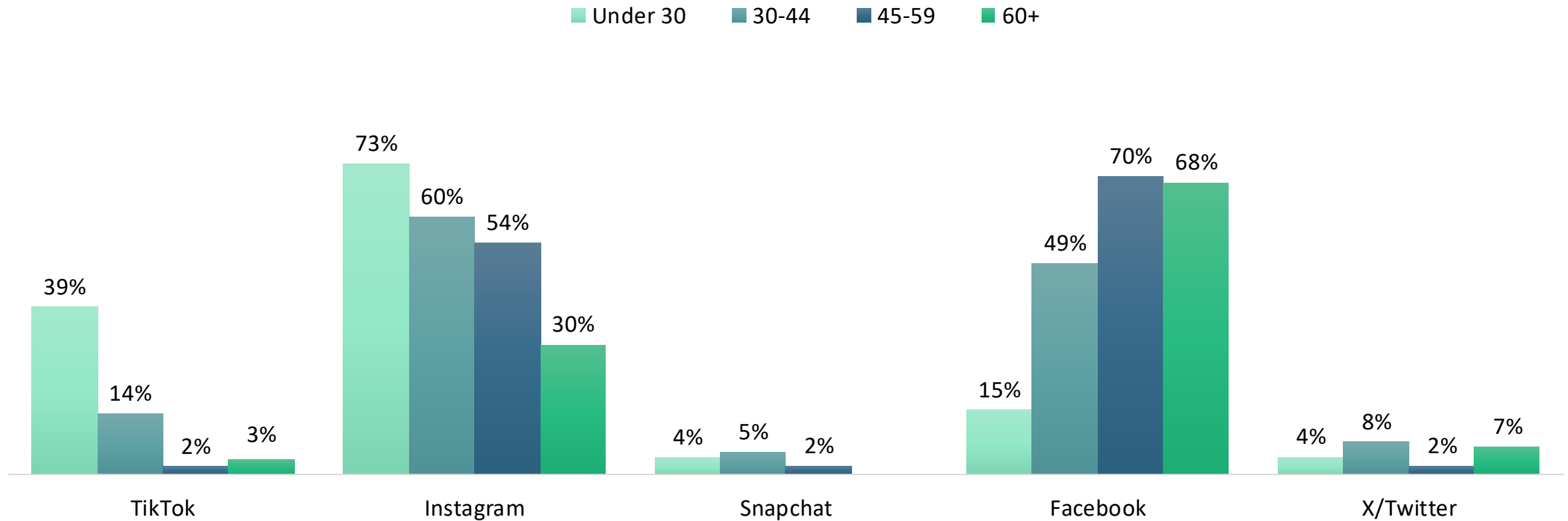
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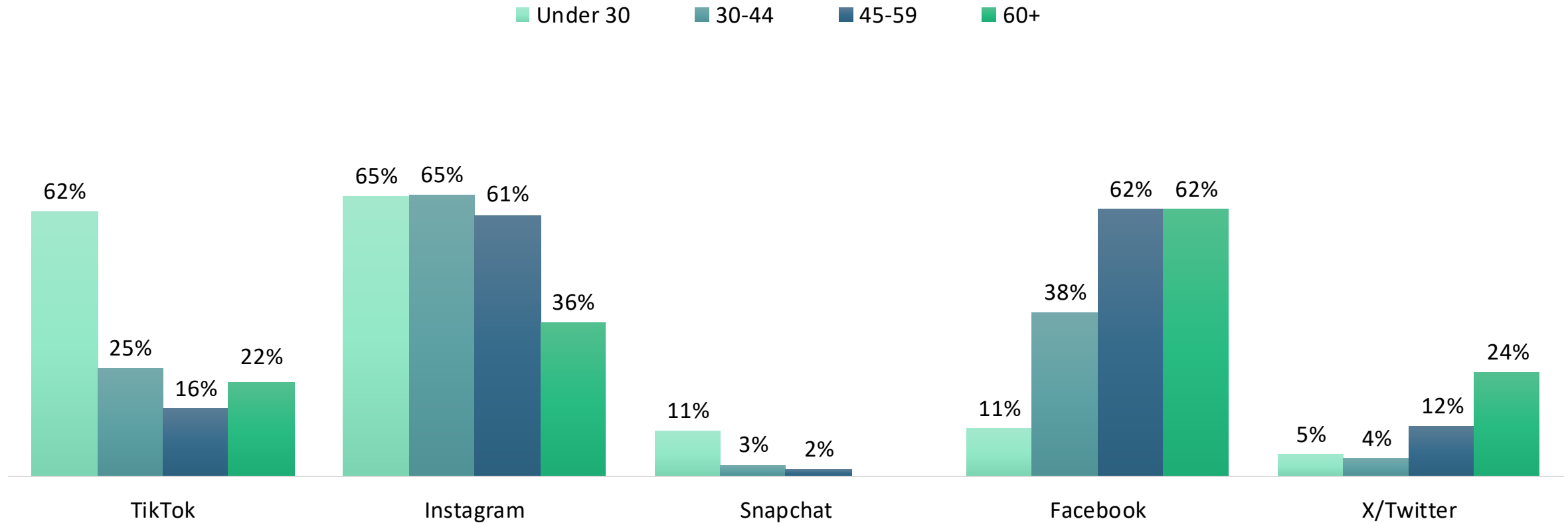
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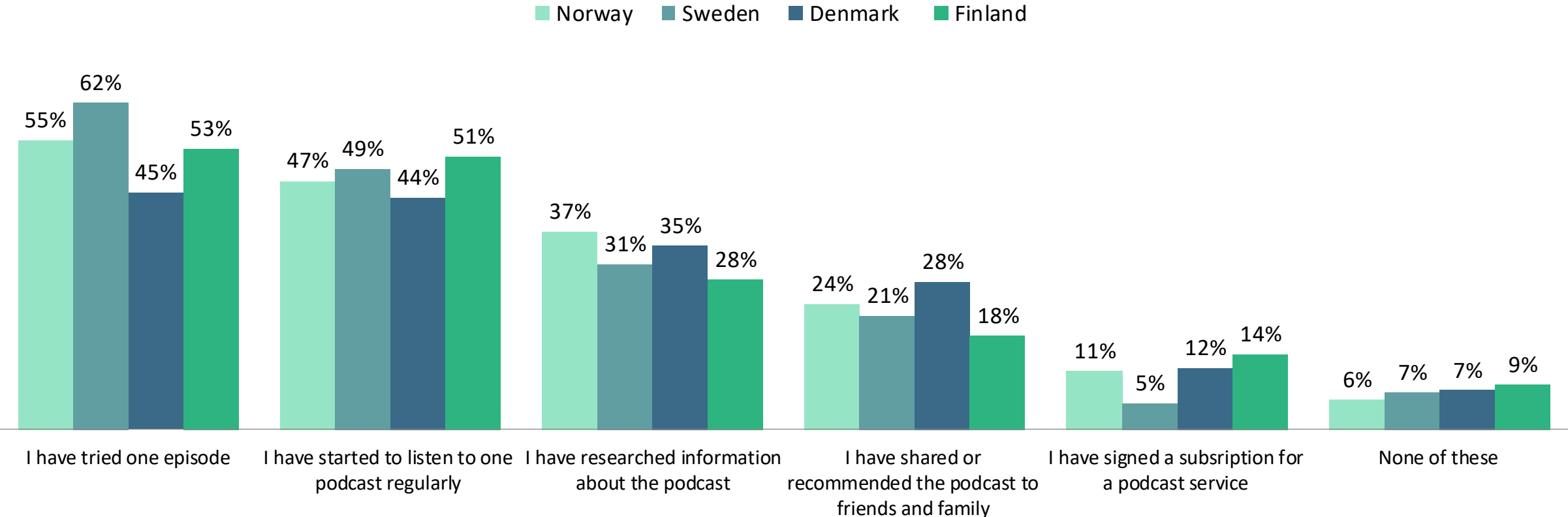
On which social media do you discover new podcasts?



Many people take one or more actions after discovering podcasts on social media

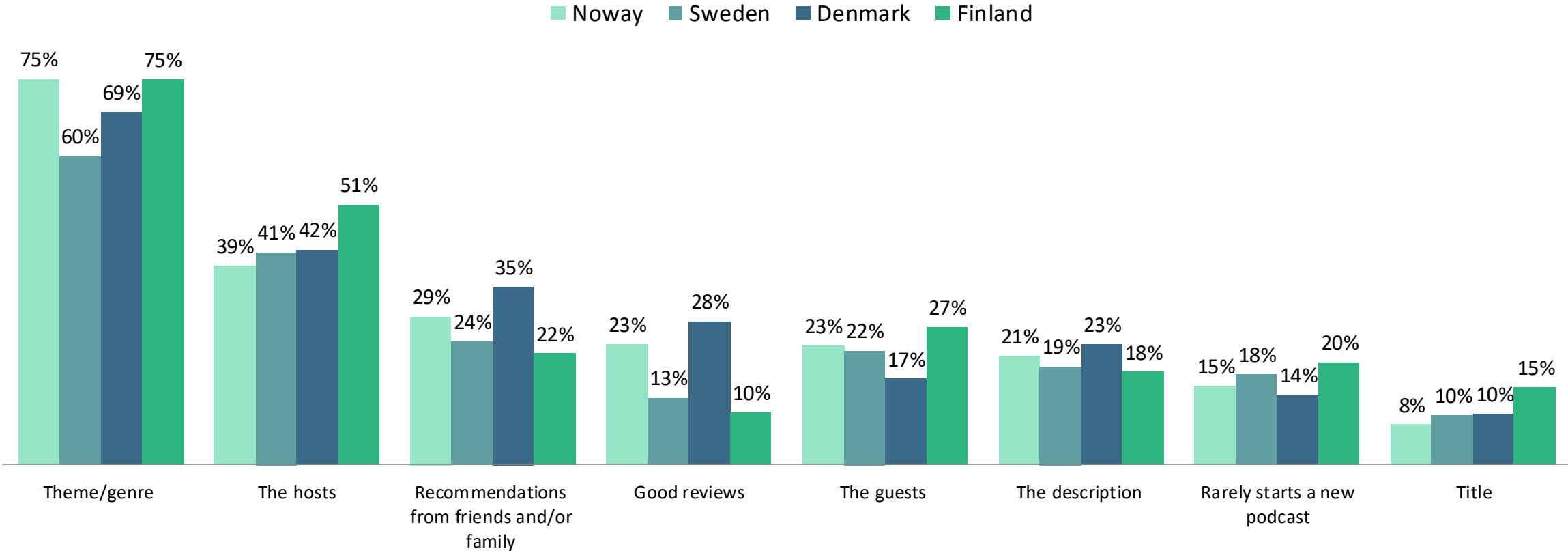
You answered that you have **discovered podcasts on social media**.

Have you **done any of these things** afterwards?



Topics, genre and hosts are most important when choosing a new podcast

What is important to you when you start listening to a new podcast?





WHY DO WE LISTEN TO PODCASTS?

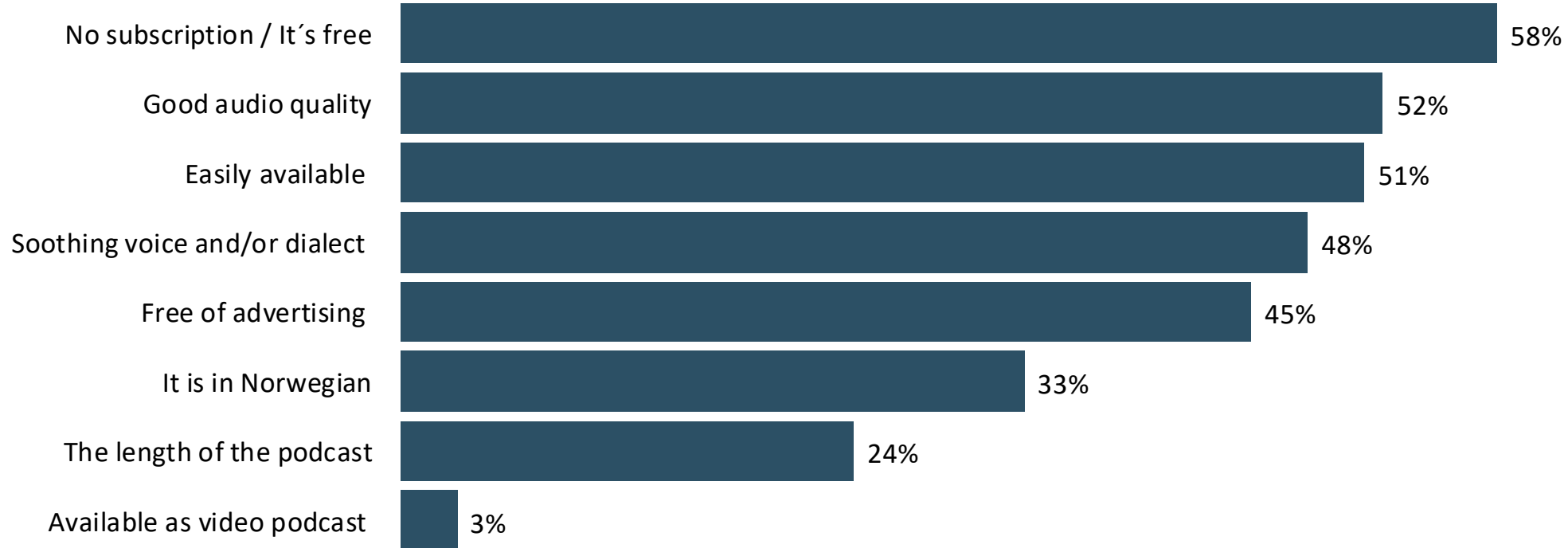
**The strength still lies in
accessibility and flexibility – now
reinforced by high perceived
quality and free access**





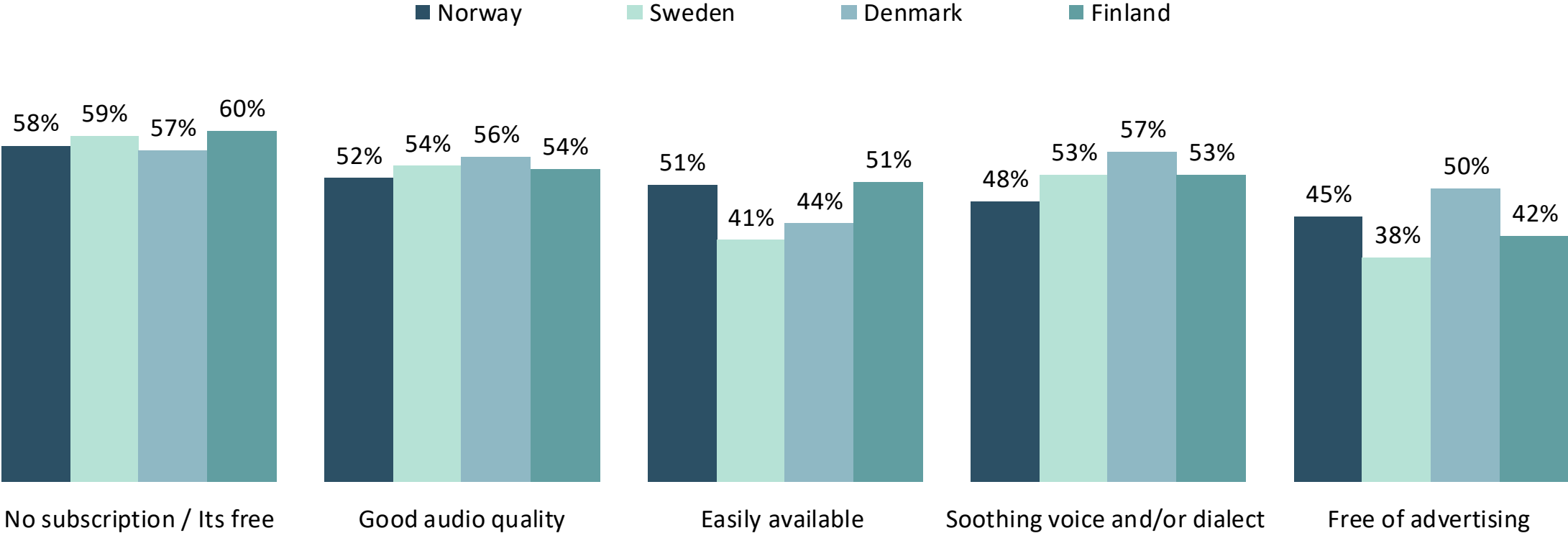
Important features of podcasts ranked from top to bottom

Which of these **characteristics** of podcasts **are important to you?**



Top 5 characteristics in the Nordics

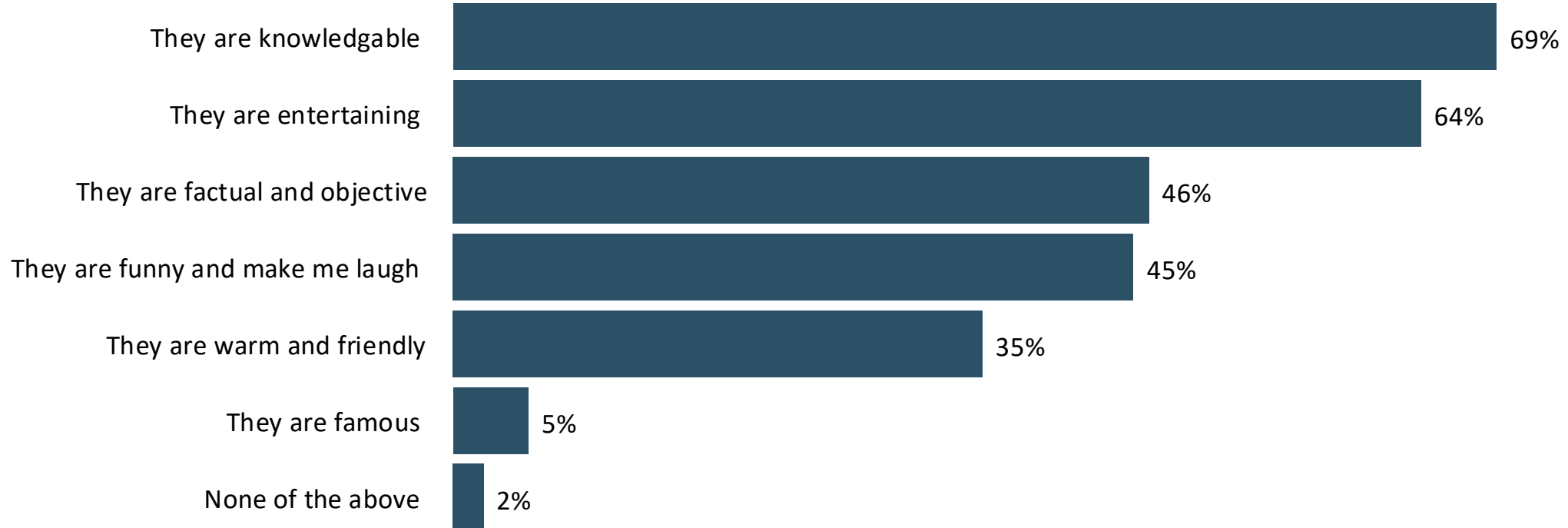
Which of these characteristics of podcasts are important to you?





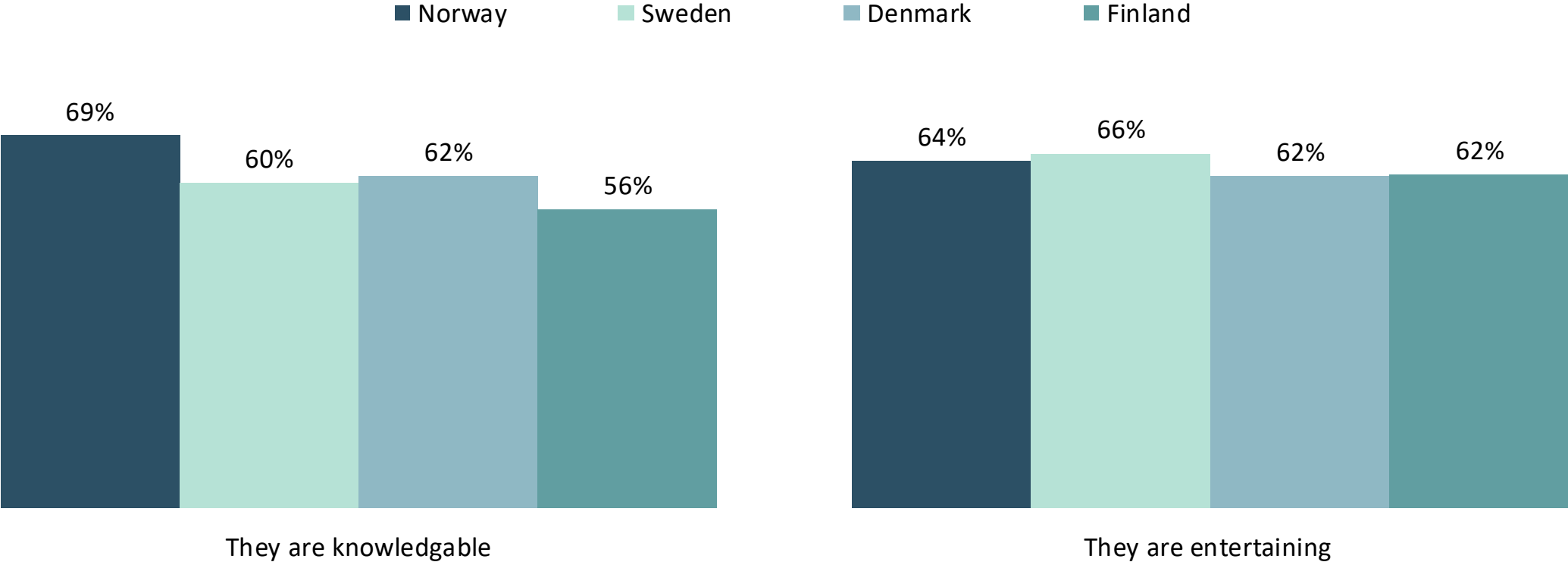
Many factors of the podcast hosts are important

Which of these **characteristics of podcast hosts** are important to you?



It's important to people that podcast hosts are knowledgable and entertaining

Which of these characteristics of podcast hosts are important to you?



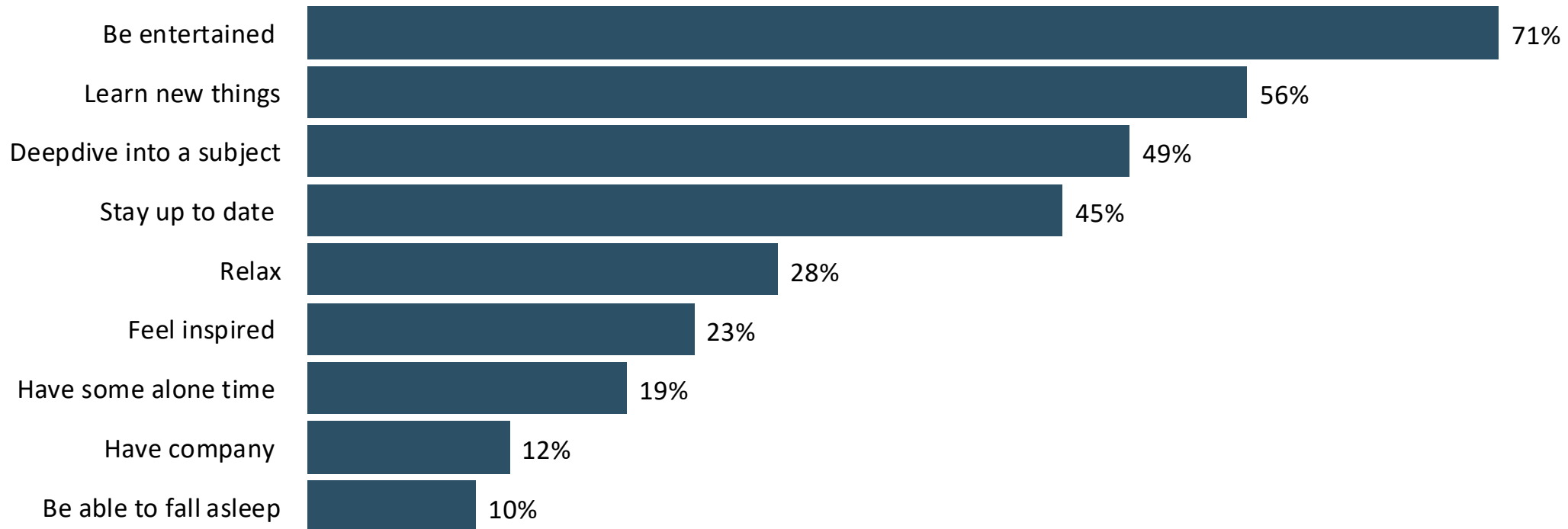
More than 9 out of 10 people do something else while listening to podcasts





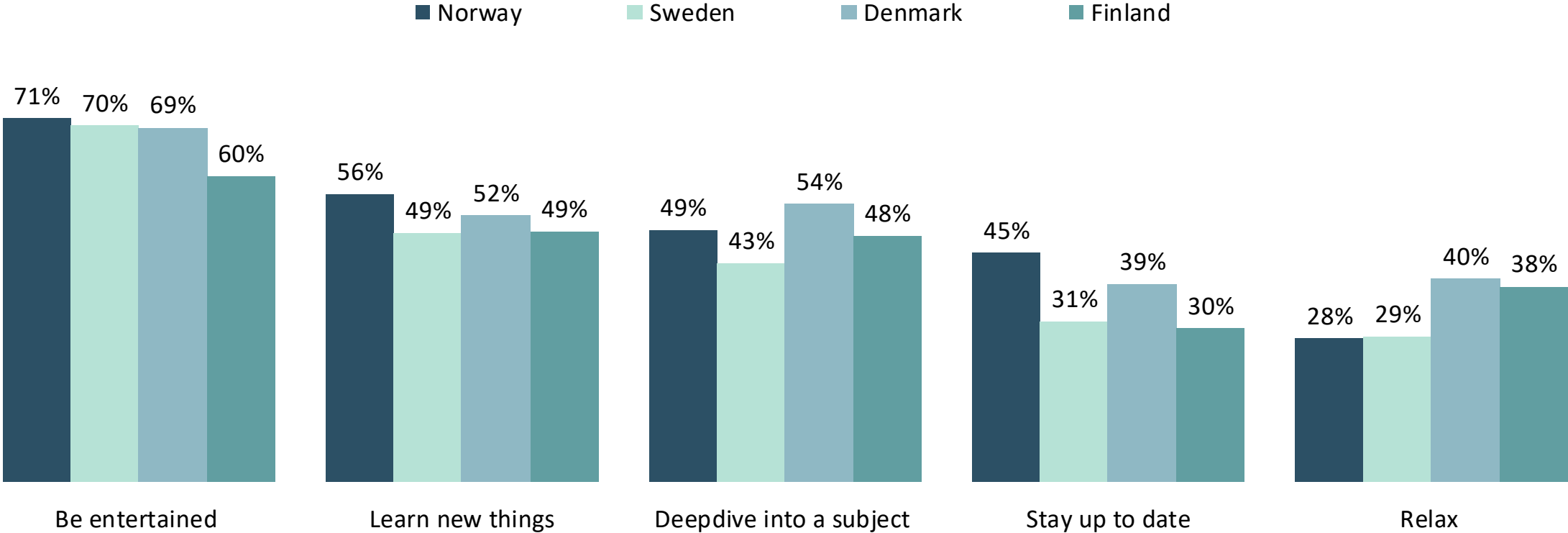
Being entertained is still the most important reason to listen

When you listen to podcasts, what is important to you?



The reasons for listening to podcast are similar across the Nordics

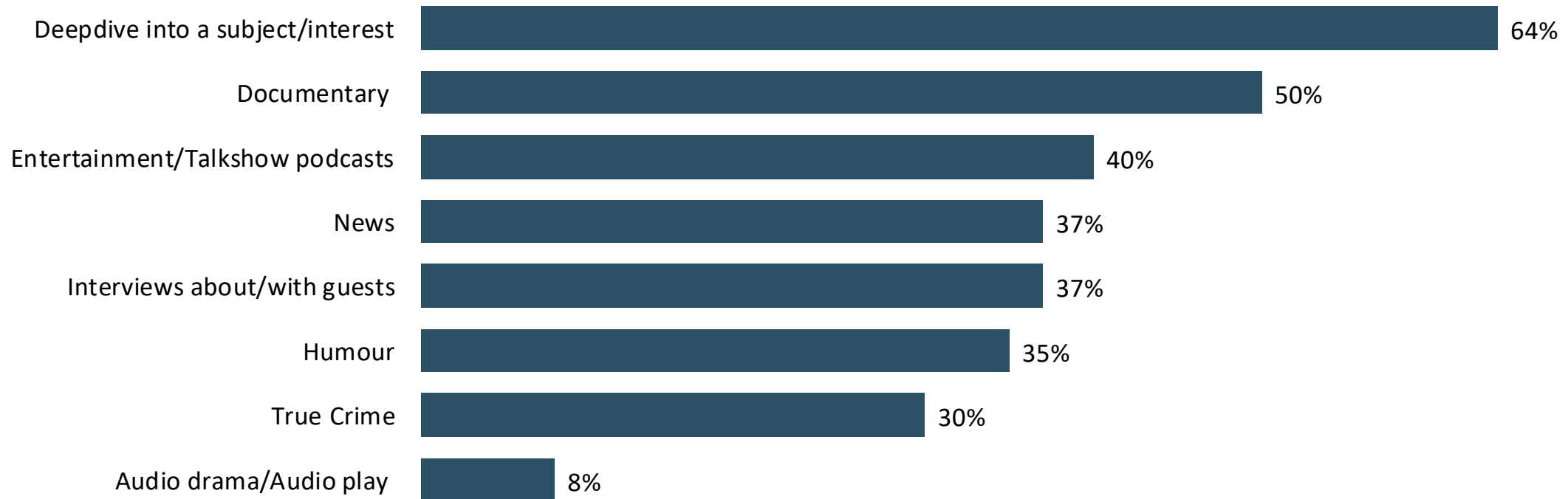
When you listen to podcasts, what is important to you?





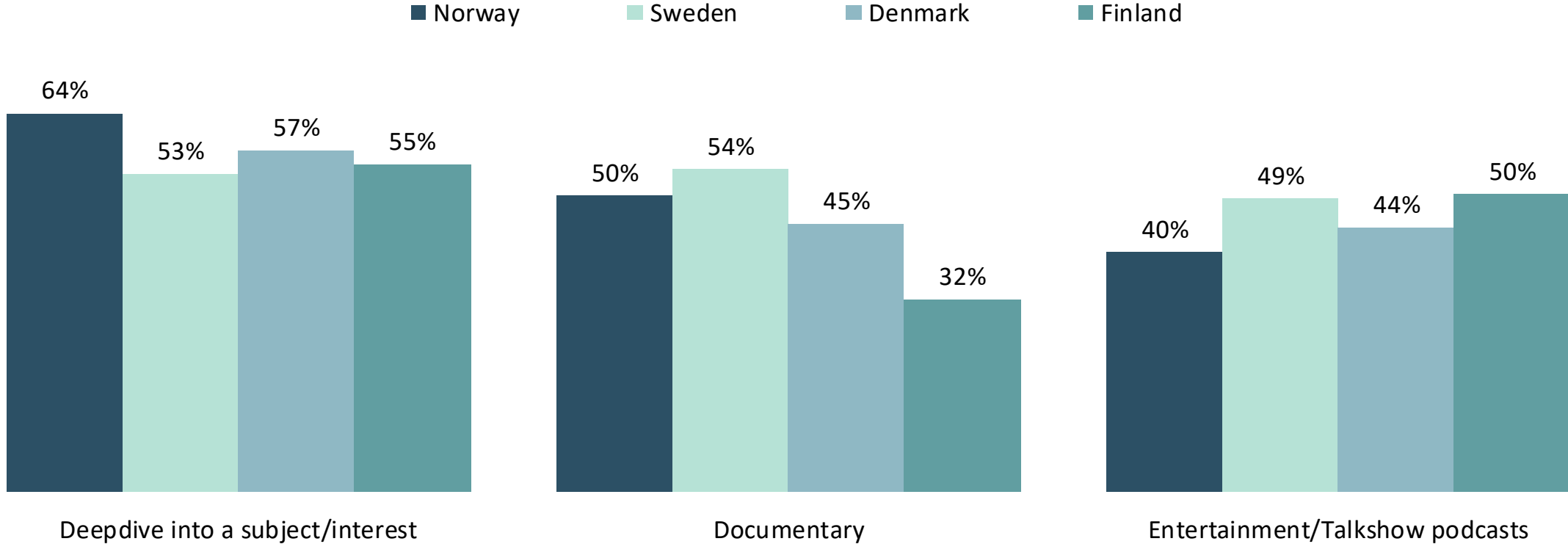
Podcast types people listen to in Norway

What types of podcasts do you listen to?



Top 3 types of podcasts listened to in the Nordics

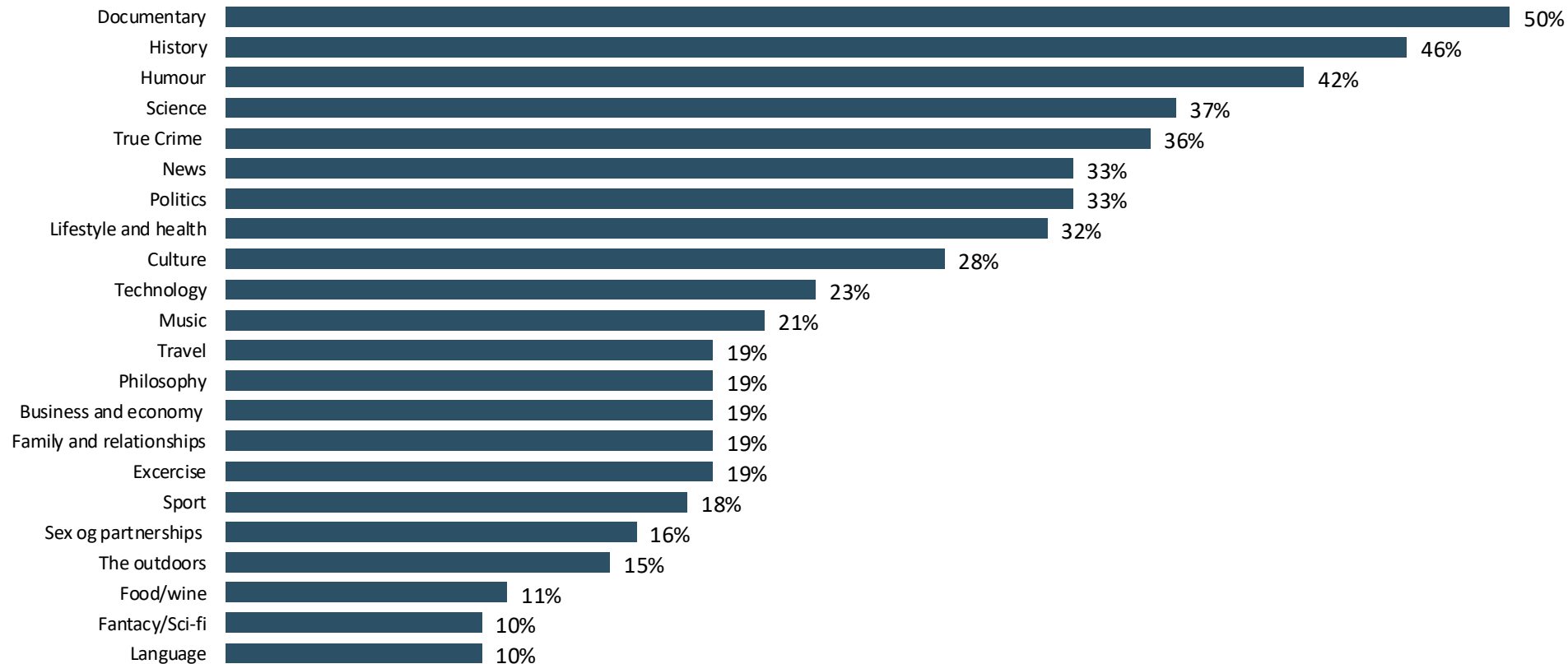
What types of podcasts do you listen to?





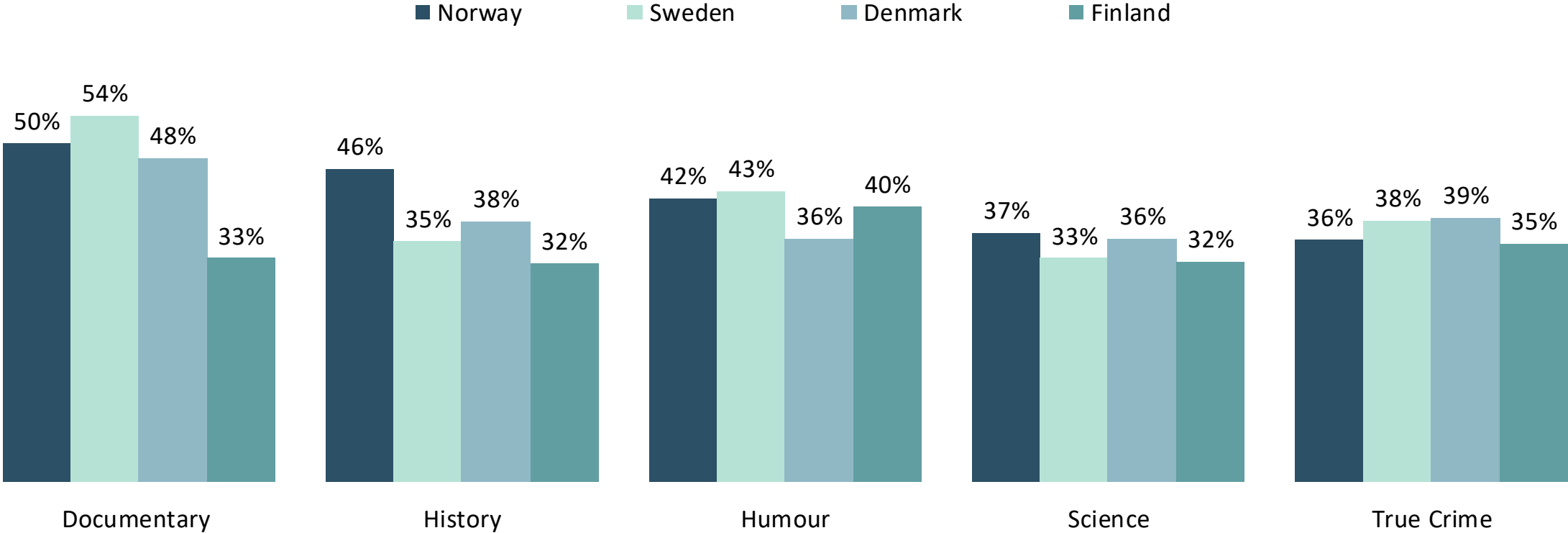
Wide range of topics that listeners are interested in

Which of these topics are you interested in hearing about in podcasts?



Top 5 topics people want to listen to in the Nordics

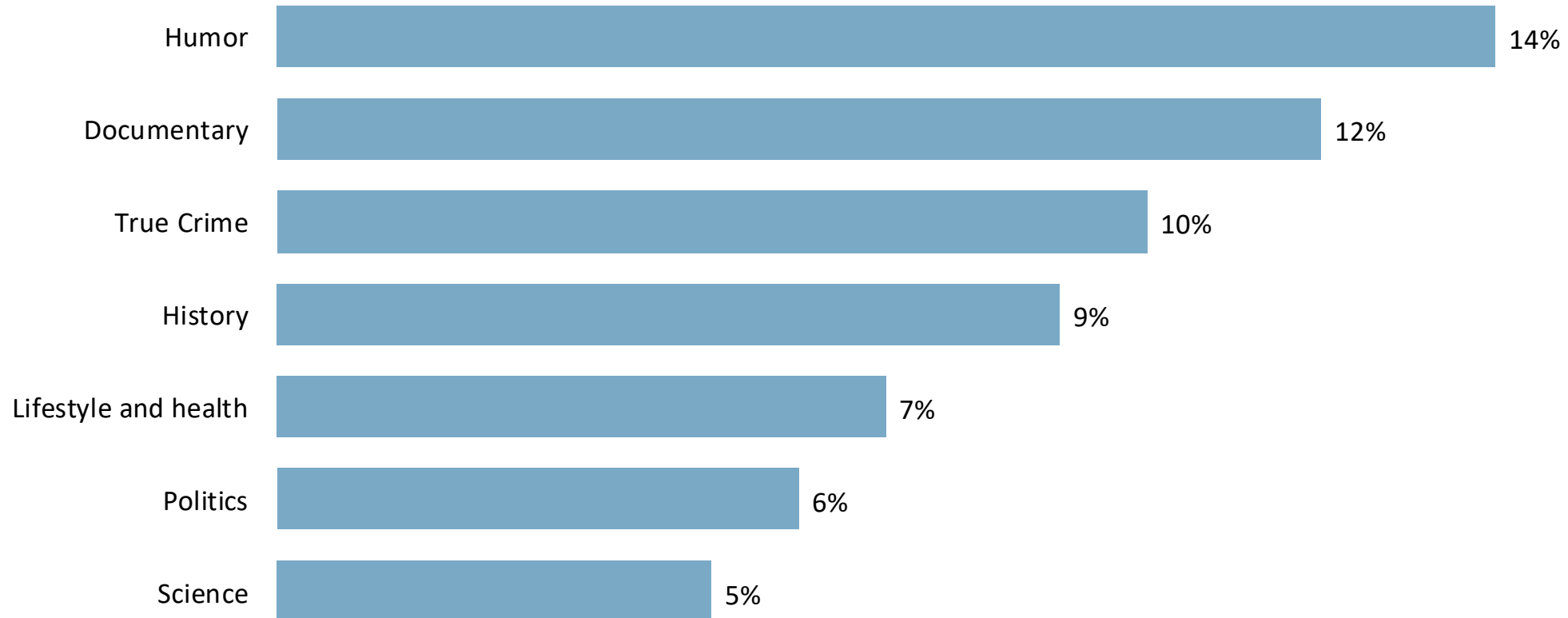
Which of these topics are you interested in hearing about in podcasts?





Top selection of podcast subjects - Norway

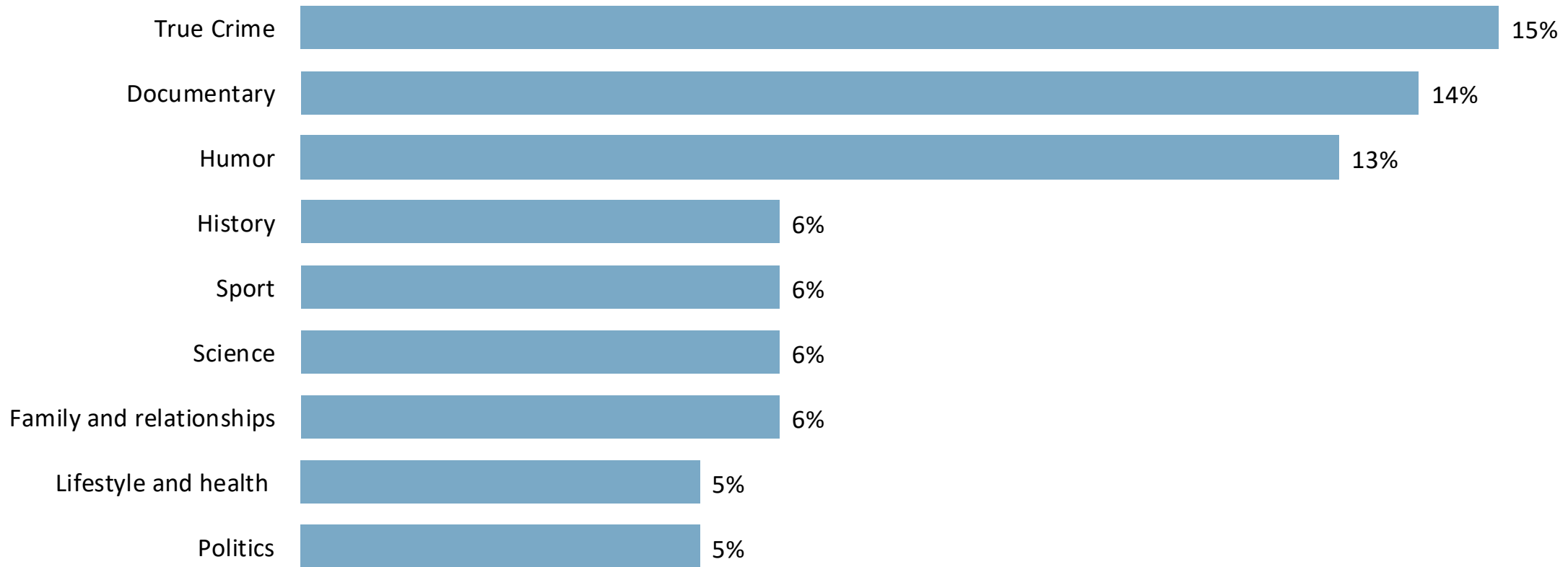
If you had to **choose one subject**, which one would you choose?





Top selection of podcast subjects - Sweden

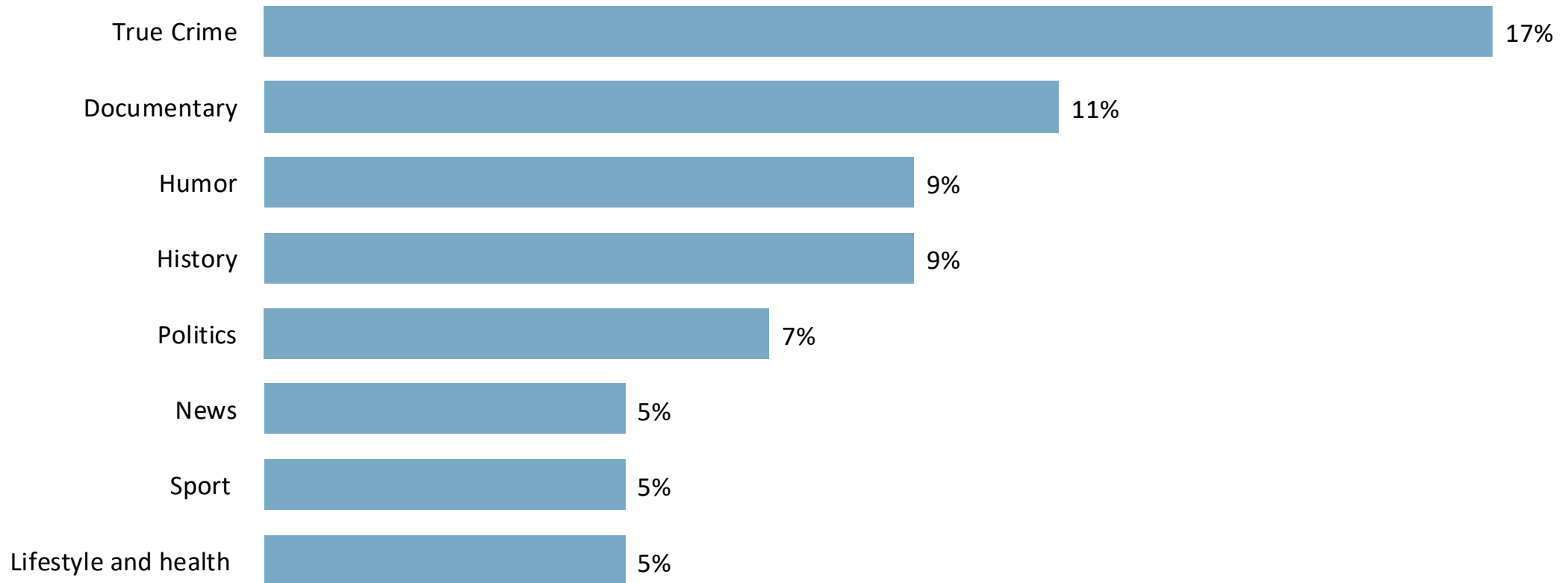
If you had to choose one subject, which one would you choose?





Top selection of podcast subjects - Denmark

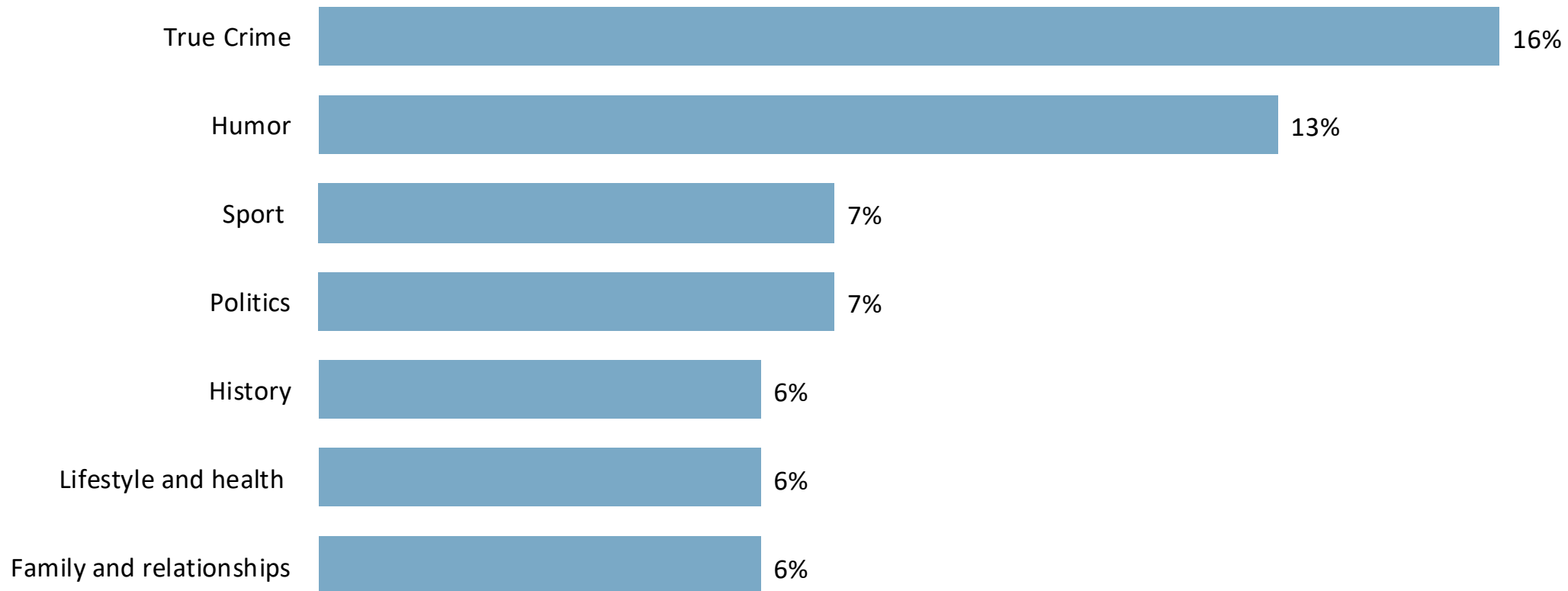
If you had to **choose one subject**, which one would you choose?





Top selection of podcast subjects - Finland

If you had to **choose one subject**, which one would you choose?



Podcasts mainly covers three needs

1. Entertainment and company

– to unwind

2. Immersion and personal development

connect

- to

3. To get info on the go

- to connect





WHAT CHARACTERIZES THE PODCAST LISTENER?

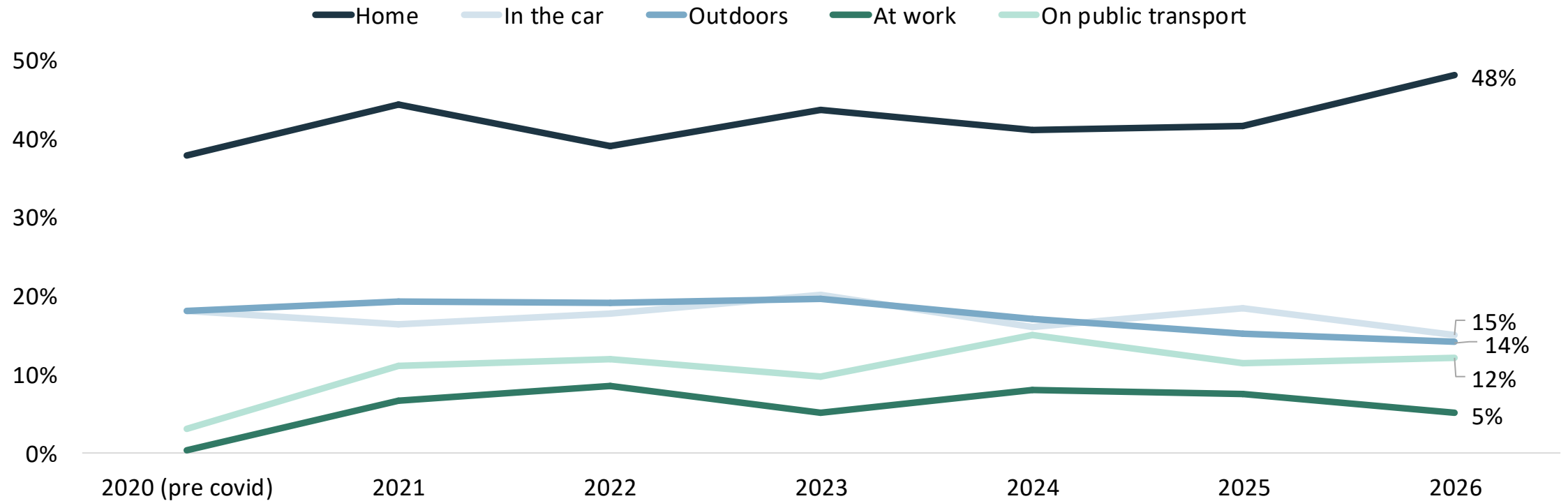
Podcasts are primarily a home medium, but many people also listen outside the home





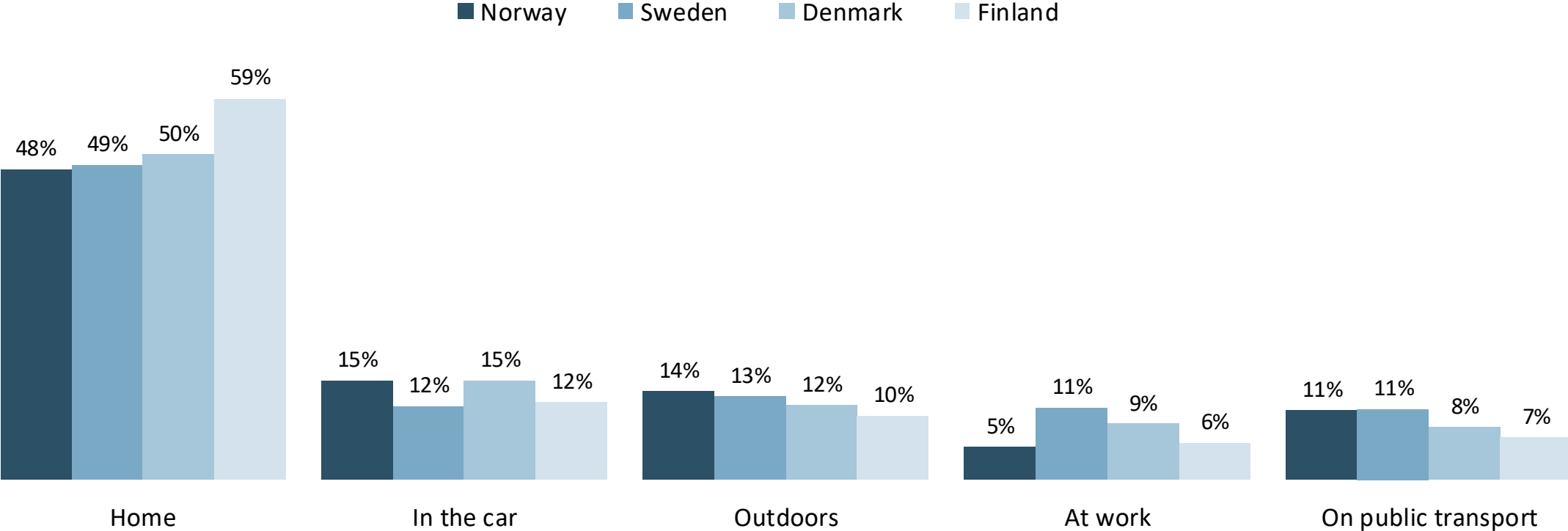
Most people have listened at home for many years

In which of these places do you listen to podcasts most often?



In Finland, more people listen at home compared to the other countries

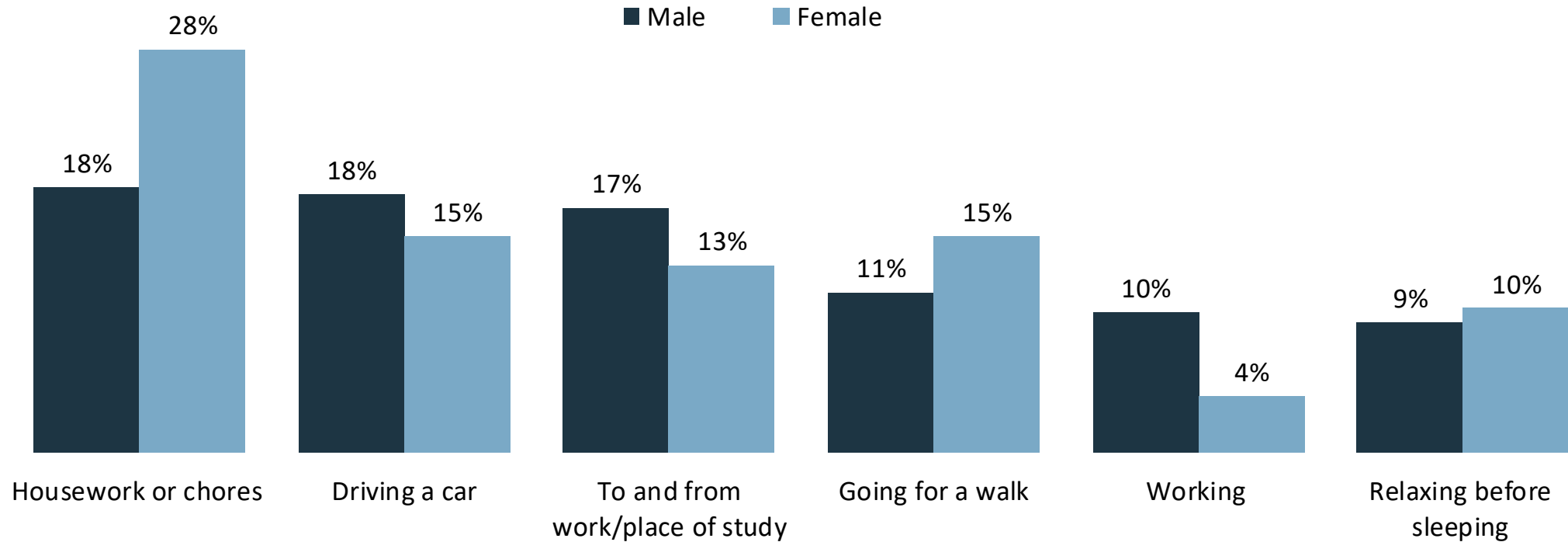
In which of these places do you listen to podcasts the most?





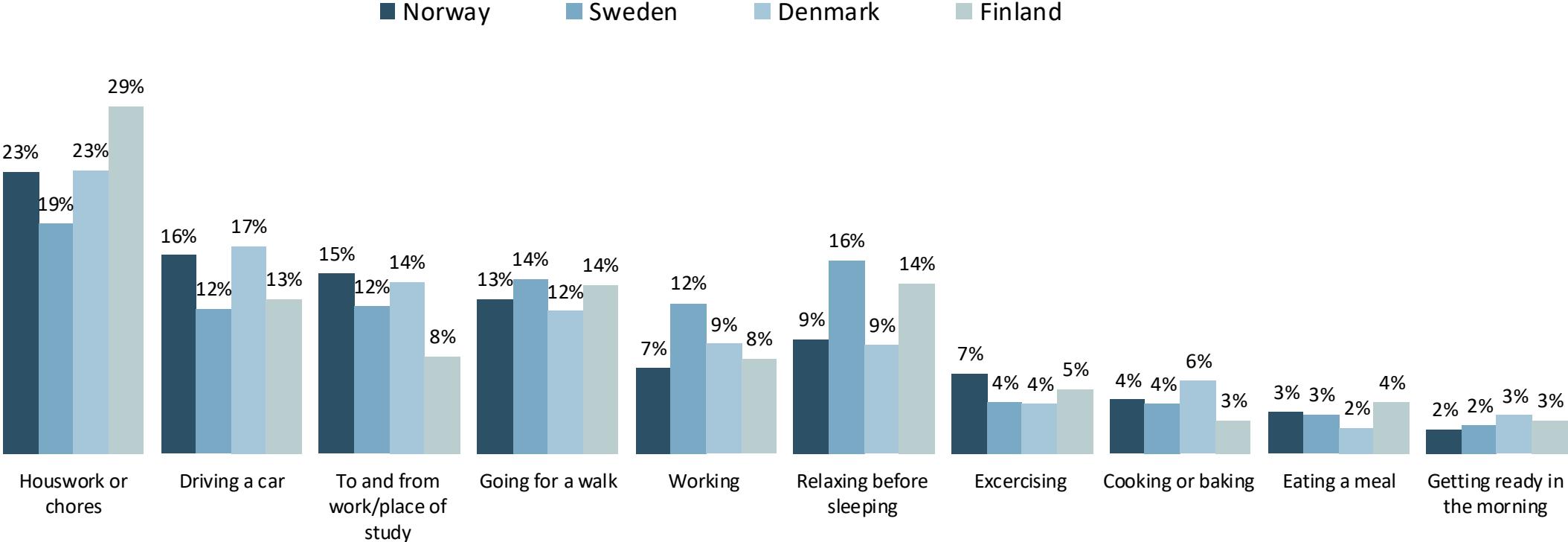
More women than men do housework when listening to podcasts

What do you **most often do** when listening to a podcast?



Most people do other things while listening to podcasts

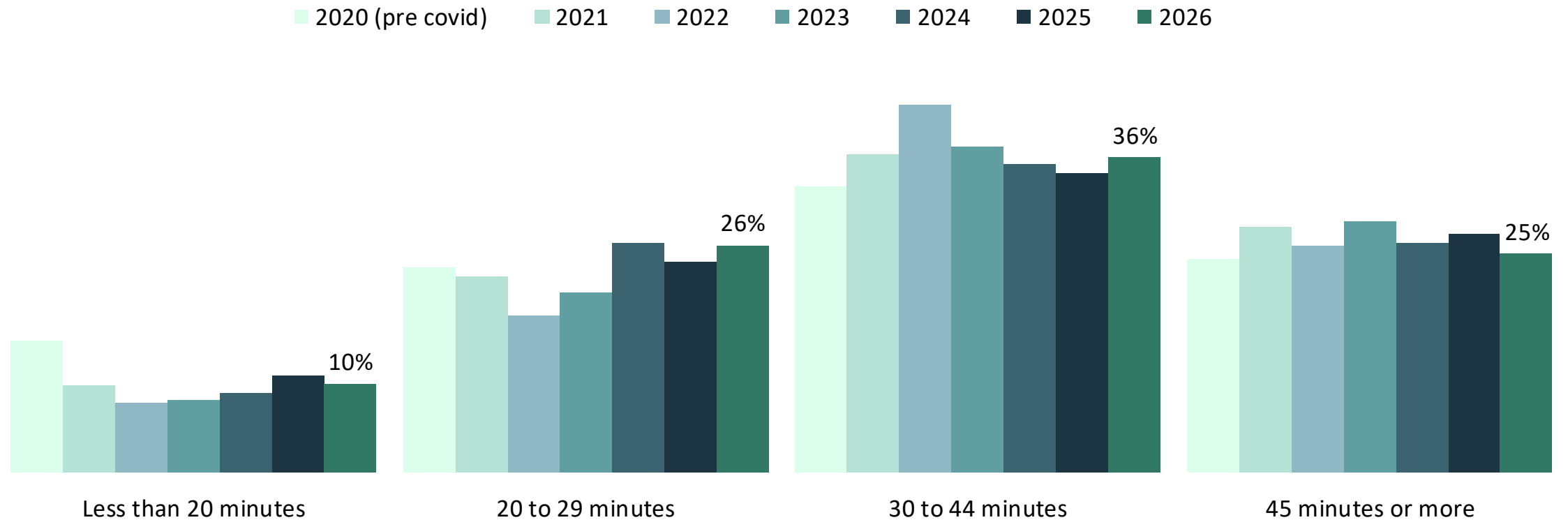
What do you **most often do** when listening to a podcast?





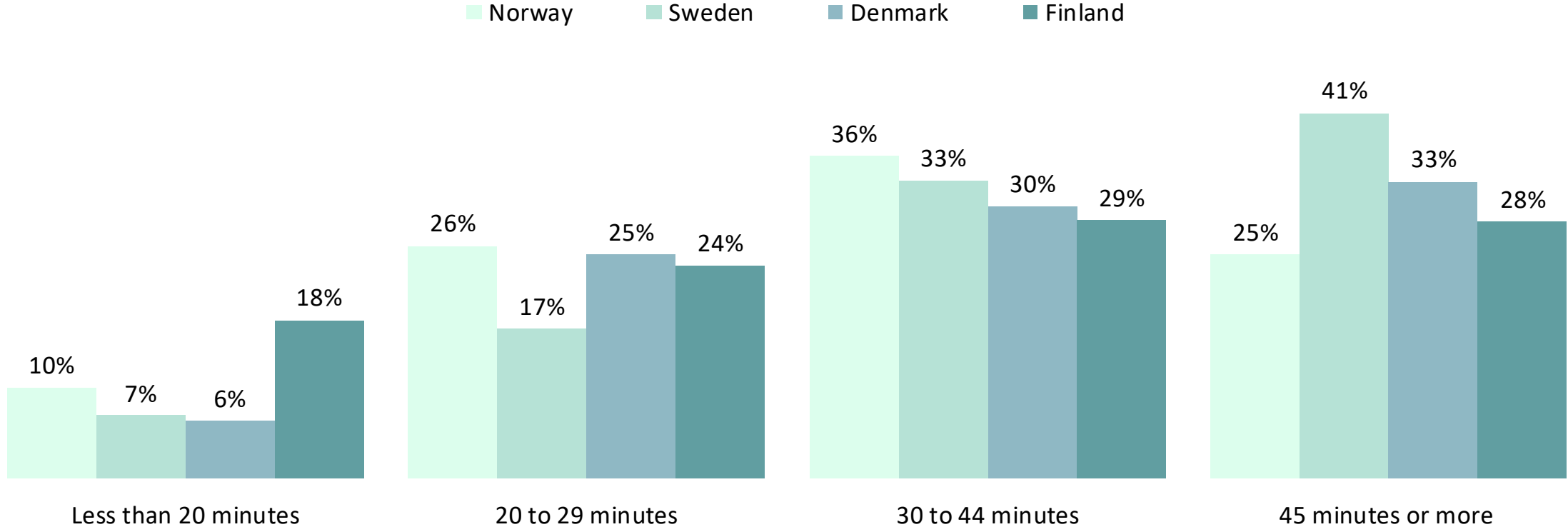
Most people want a certain length for their podcast episode

What would you say is the **optimal time** for a podcast episode?



A certain length of the episode applies to all four countries

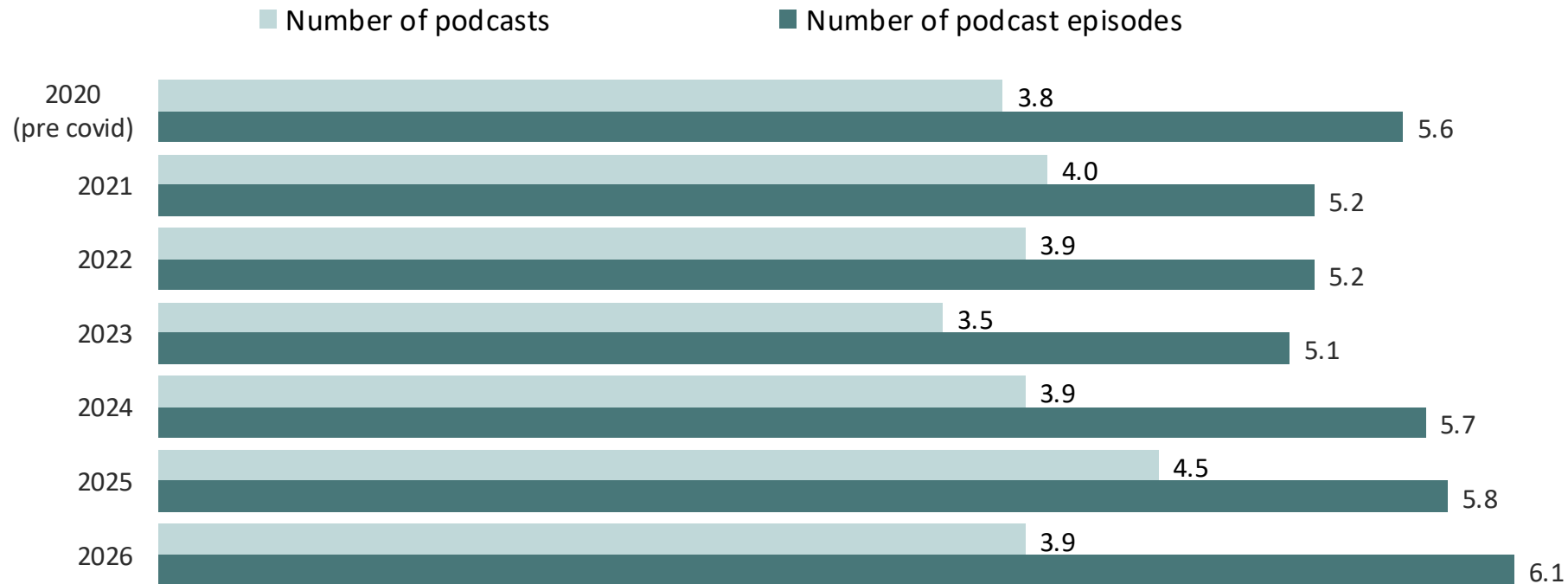
What would you say is the **optimal time** for a podcast episode?





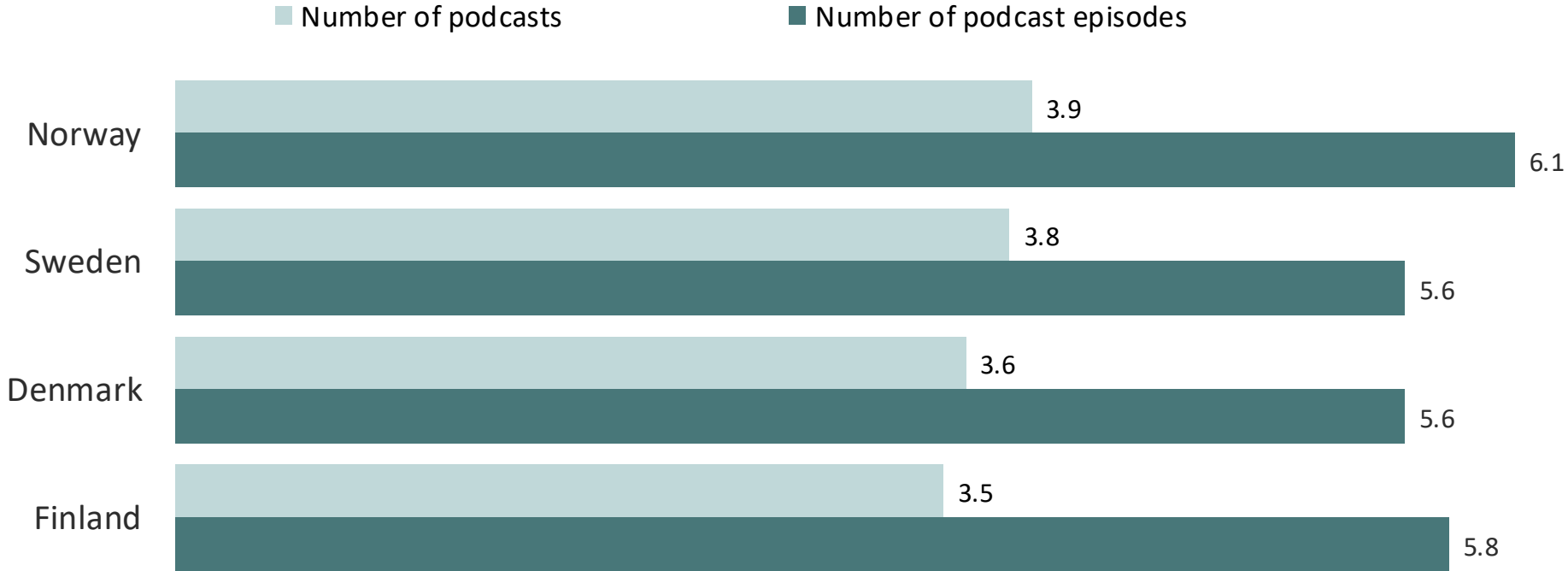
People tend to listen to more and more episodes per week

How many podcast episodes/podcasts have you listened to in the last week?



Very similar amount of podcasts and episodes listened to per week

How many podcast episodes/podcasts have you listened to in the last week?

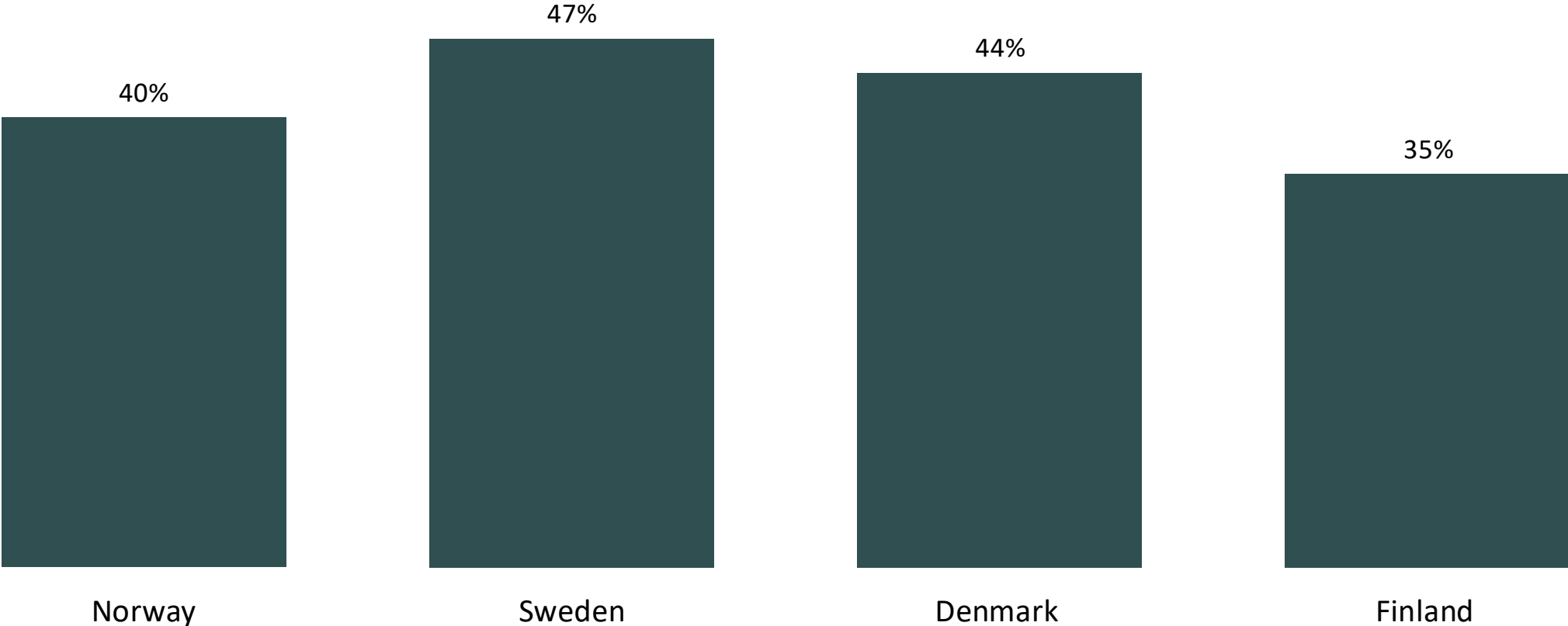


**4 out of 10 have listened to
podcasts together with someone**



Sweden and Denmark have highest share of people listening together

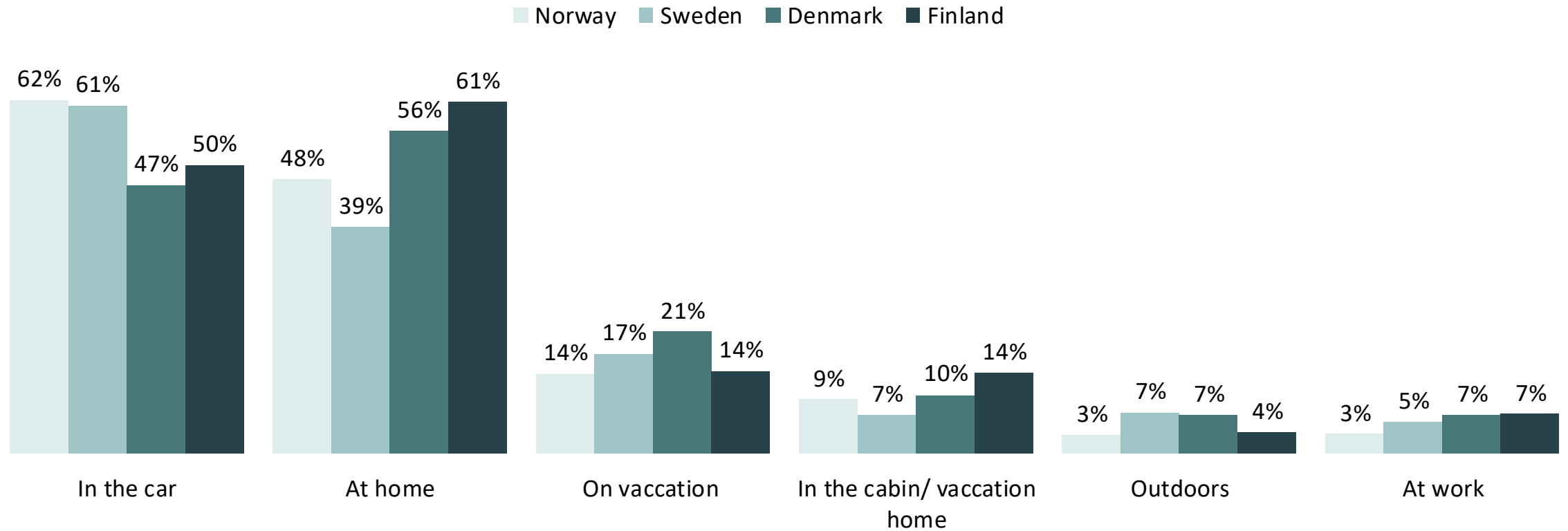
Have you ever listened to **podcasts with others**?



Most people listen together in the car or at home

In what situations have you listened to podcasts with others?

Amongst those who have listened together

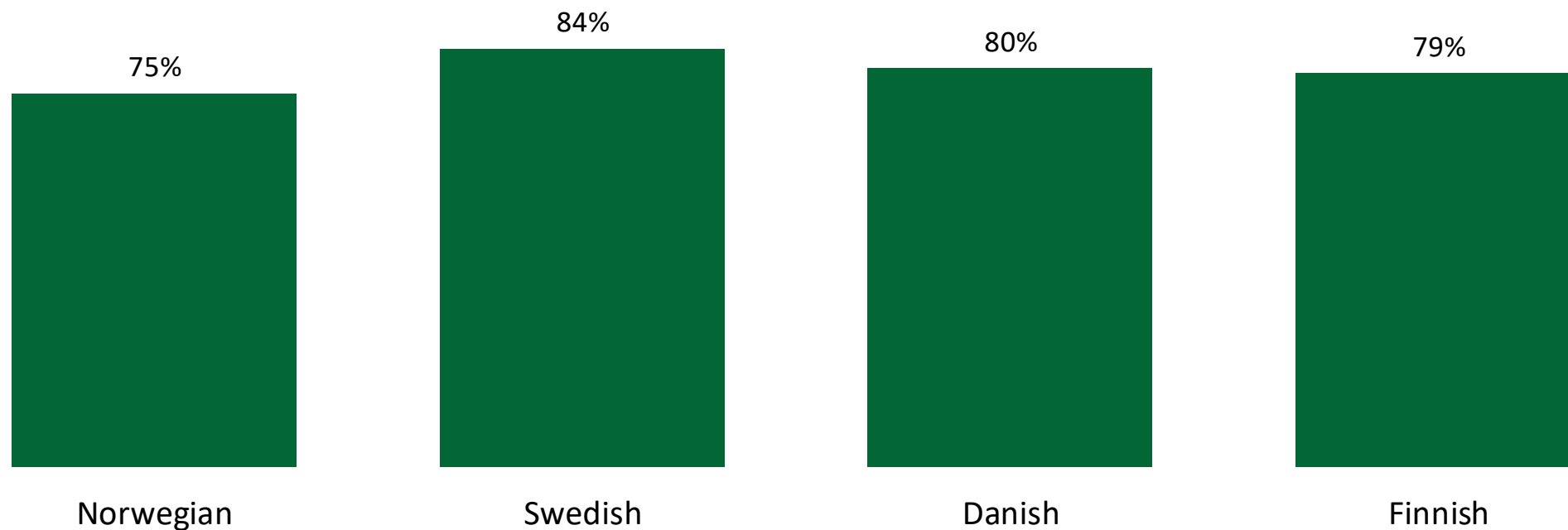


Most people still listen to podcasts in their native language



We primarily listen to podcasts in our native language

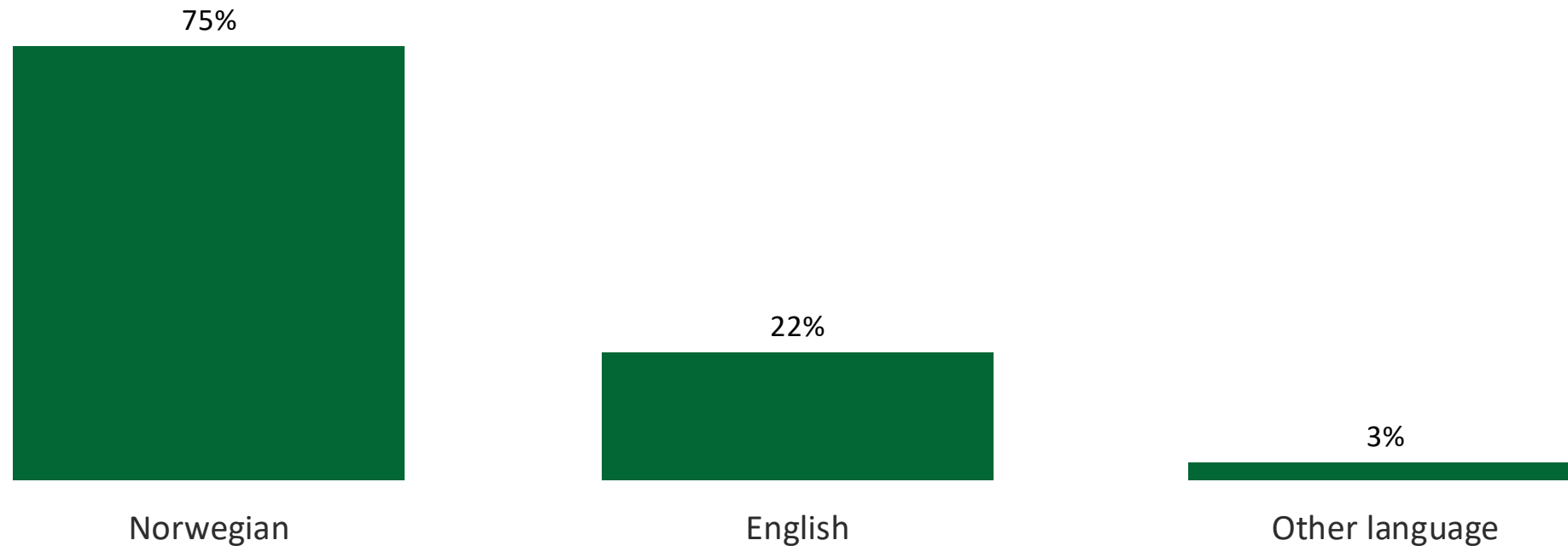
What percentage of the podcasts you listen to are in...?





Most of the podcasts Norwegians listen to are Norwegian, and about the same proportion as in 2024 and 2025

What percentage of the podcasts you listen to are...?



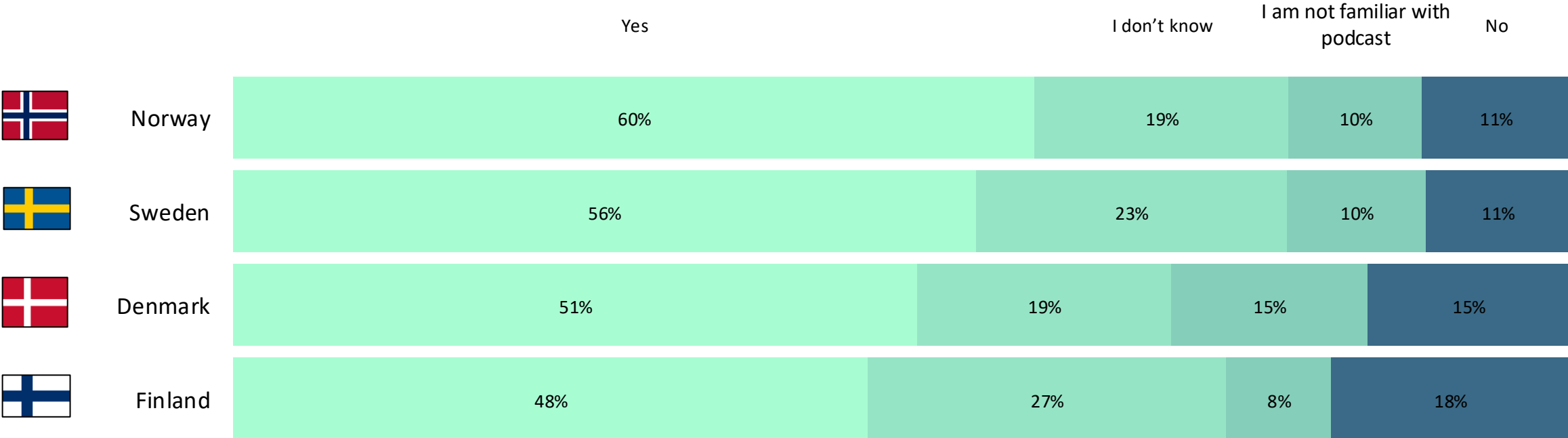


GROWTH POTENTIAL

The potential for podcasts has not yet been reached – if people do as they say

Do you think you will listen to podcasts in the future?

Among the population 15+





www.podrapporten.no