



Podcast and video for
science communication.

Current Situation in Italy

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IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
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Mission 4 “Education and Research” - Component 2: “From research to business” - Investment
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”



Current Situation in Italy:

The Exponential Growth of the Italian Podcast Ecosystem:

Significant Increase in Listeners: The number of monthly podcast listeners in Italy has been steadily rising in recent years, reaching around 11.9 million in 2023. This trend continued even more sharply in 2024, with 17.2 million listeners as of September.

Mainstream Market Penetration: By early 2025, nearly one in three Italians reported listening to podcasts and audiobooks, highlighting the shift of podcasting from a niche interest to a mainstream phenomenon.

Growth of Video Podcasts: Video podcasts are seeing major growth, with an 80% increase in listeners compared to 2023, showing a strong preference—especially among young people—for content with visual elements.

Opportunities for Knowledge Sharing: The consistent audience growth presents a major opportunity for individuals and organizations aiming to create and distribute audio content, particularly in educational and informative fields.

Current Situation in Italy:

Demographics and Listening Habits of the Italian Audience:

Broad Population Reach: In 2023, 39% of the Italian population had listened to a podcast in the previous month.

Strong Presence of Specific Segments: Listening is especially high among people under 35 (39%), university graduates (28%), students (9%), and professionals in senior roles (12%).

Gen Z and Video Podcasts: Gen Z is a key driver in the rise of video podcasts.

Gender and Age Distribution: Men slightly outnumber women among podcast listeners (54% vs 46%), but listening is well distributed across age groups: 18–29, 30–39, 40–49, and 50–54.

Listening Duration and Frequency:

The average session lasts around 25 minutes, with an average daily listening time of about 37 minutes. 48% of listeners consider podcast listening a weekly habit, and 11% listen daily.

Devices and Listening Locations:

The smartphone is the preferred device (75%) (*Source: "Panorama italiano.pdf", p.1*), with most listening happening at home (74%), followed by in the car (33%).

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Podcasts as a Powerful Tool for Knowledge Sharing:

Convenience and Multitasking: The majority of Italian listeners (77%) consume podcasts while doing other activities, making them ideal for flexible learning and information consumption.

High Engagement and Loyalty: A significant portion of listeners (62%) follow every episode of the podcasts they enjoy, with 48% completing entire series and another 34% listening to at least the first or several episodes.



THANKS!

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