



Edison Research to Present The Infinite Dial 2024 Australia

Media Advisory

Somerville, NJ, June 5, 2024 – Edison Research announces the upcoming The Infinite Dial® 2024 Australia webinar, taking place at 9:00pm EDT on Tuesday July 2, 2024 (11:00am AEST on Wednesday July 3, 2024).

The study was commissioned by major sponsor [CRA \(Commercial Radio & Audio\)](#) with additional sponsors [LiSTNR](#), [Nine](#), [ARN](#), and [Nova](#).

[Registration for the webinar is now open](#)

The webinar will provide detailed insight into Australians' digital audio behavior. Industry expert panelists will break down the latest trends including podcast listening, audio streaming services, and smart speaker ownership. These audio experts include:

- Larry Rosin, President of Edison Research
- Lucy Formosa Morgan, Managing Director at Magna Australia
- Abi Wallis, Head of SCAiQ
- Nicole Bence, Chief Commercial Officer at Nova Entertainment
- Jo Dick, Chief Commercial Officer, CRA
- Tim Burrowes, Founder, Unmade (Moderator)

Following the session there will be a live audience-driven Q&A with webinar attendees.

Findings also include global comparisons among other Infinite Dial reports. The 2024 survey marks the eight annual release of the study in Australia, and the continued expansion of The Infinite Dial®, the longest running survey of digital media consumer behavior in the U.S.

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