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New podcast categories announced for Australian Radio Awards

Three new podcast categories have been introduced for the 2018 Australian Commercial Radio Awards to celebrate the best original podcasts produced in Australia.

Four awards will be presented - Best Original Podcast (Branded); Best Original Podcast (Unbranded) and Best Radio Show Podcast (Metro and Non-Metro).

“There are a lot of exciting things happening in podcasting right now and this new award category will shine a light on the very best home-grown content being produced in this area,” said Commercial Radio Australia chief executive Joan Warner.

“Podcasting in all its forms is becoming an integral part of the media landscape. Radio has been podcasting for many years as a form of catch up radio, often with extended and new content related to a radio show. Radio is now once again leading the way in producing and commissioning original, cutting-edge podcasts on topics ranging from arts and comedy to social commentary, sport, health and politics. Radio is key to driving the future success of the podcast sector. ”

The new podcast awards will be presented at the 30th annual Australian Commercial Radio Awards (the ACRA), to be held at the Melbourne Convention and Exhibition Centre on Saturday, October 20.

Entries for the awards are open now through to 18 May 2018.

The podcast categories are:

- **Best Original Podcast (Branded)** – open to Australian-made, commercial brand-associated podcasts produced by CRA members or members in association with partner organisations
- **Best Original Podcast (Unbranded)** – open to Australian-made podcasts with no commercial brand association, produced by CRA members or members in association with partner organisations
- **Best Radio Show Podcast (Metropolitan and Non-Metropolitan)** – open to CRA members for podcasts that contain new or extended content to a radio show.

Edison Research’s Infinite Dial Australia study released in June 2017 found that 29% of Australians aged 12 and over have listened to a podcast and 10% listen weekly.

“The industry recognises that listeners are consuming audio in different ways and we can provide more choice by complementing the mass reach of our live radio stations with more personalised, on-demand podcast content,” Ms Warner said.

Information on how to enter the awards, categories and conditions of entry can be found at the website www.acras.com.au.

Media contacts: Judy Shaw – 0418 415 965 & Melissa Fleming - 0417 499 529

Commercial Radio Australia: www.commercialradio.com.au

Twitter: [@ComRadioAU](https://twitter.com/ComRadioAU)

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