

# Australian Podcast Ranker

Top Publishers | March 2023



| Rank | Change | Publisher                          | Sales representation                     | Monthly listeners | Monthly downloads |
|------|--------|------------------------------------|--|-------------------|-------------------|
| 1    | -      | ARN / iHeartMedia                  | ARN's iHeartPodcast Network Australia    | 5,198,733         | 24,424,578        |
| 2    | -      | LiSTNR (SCA)                       | LiSTNR (SCA)                             | 3,687,927         | 11,027,785        |
| 3    | -      | SiriusXM Podcast Network           | LiSTNR (SCA)                             | 2,557,328         | 8,999,053         |
| 4    | -      | Audioboom                          | ARN's iHeartPodcast Network Australia    | 2,504,291         | 7,346,125         |
| 5    | +1     | News Corp Australia                | News Corp Australia / NOVA Entertainment | 1,597,537         | 5,105,385         |
| 6    | -1     | Wondery                            | LiSTNR (SCA)                             | 1,508,084         | 5,714,104         |
| 7    | -      | Mamamia                            | Mamamia                                  | 1,439,662         | 6,306,534         |
| 8    | -      | Nine                               | Nine                                     | 1,290,998         | 3,570,468         |
| 9    | -      | NOVA Entertainment                 | NOVA Entertainment                       | 1,110,810         | 3,905,409         |
| 10   | +1     | DM Podcasts                        | LiSTNR (SCA)                             | 707,278           | 1,563,197         |
| 11   | -1     | Shameless Media                    | Shameless Media                          | 667,134           | 1,580,222         |
| 12   | -      | Sports Entertainment Network (SEN) | Sports Entertainment Network (SEN)       | 533,425           | 3,411,851         |
| 13   | -      | Schwartz Media                     | LiSTNR (SCA) / Schwartz Media            | 439,727           | 1,403,895         |
| 14   | +1     | Squiz Media                        | Squiz Media                              | 410,764           | 1,363,858         |
| 15   | -1     | Special Broadcasting Service       | Special Broadcasting Service             | 359,895           | 2,848,999         |

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POWERED BY TRITON DIGITAL'S PODCAST METRICS

Triton Digital's Podcast Metrics measurement service is certified by the IAB Tech Lab as complying with Version 2.2 of the IAB Podcast Measurement Technical Guidelines.

## ABOUT THE AUSTRALIAN PODCAST RANKER

The Australian Podcast Ranker lists the Top 200 podcasts from participating publishers that are consumed by listeners located in Australia. The All-Australian Top 200 Category Ranker lists only the Top 200 podcasts commissioned by an Australian publisher, consumed by listeners located in Australia.

The Australian Podcast Ranker is based on a calendar month reporting period. The entities listed are ranked by Monthly Listeners in accordance with the latest IAB Podcast Technical Measurement Guidelines. If you wish to sort by downloads, you can click on the "Downloads" column to re-sort amongst the existing data.

For podcasts with multiple categories in the RSS feed, we display and filter by only the first category.

The Top Sales Representatives ranker includes participating entities that have been delegated advertising sales responsibilities by a publisher, such as a third-party sales house, sales representation firm, or sales network. Listener and download numbers from multiple publishers can be aggregated under one sales representative.

The Ranker is commissioned by Commercial Radio & Audio and includes the participation of the following publishers and sales representation: Acast, Adore Beauty, ARN/iHeartPodcast Network Australia, Audioboom, Australian Birth Stories, Australian Broadcasting Corporation, BBC, Bloke in a Bar, DM Podcasts, Guardian Media Group, Hidden Brain Media, HODD Media, Johns Media, Kinderling Kids Radio, LiSTNR (SCA), Motorsport Podcast Network, NBCUniversal News Group, News Corp Australia, Nine, Nova Entertainment, Podshape, Ranieri & Co, RSN Racing & Sport, Schwartz Media, SiriusXM Podcast Network, Sports Entertainment Network (SEN), The Chaser, The Horde, TOFOP Productions, Wavelength Creative, West Australian Newspapers, Wondery.

## METRIC DEFINITIONS

\* Listeners - A 'listener' is a single user who downloads content for either immediate or delayed consumption. Listeners are identified by a combination of IP address and user agent in accordance with the IAB filtering rules described in the IAB Podcast Measurement Technical Guidelines v2.2.

\* Downloads - A 'download' is a unique file request that was downloaded. Downloads include complete file downloads, progressive downloads, as well as partial downloads in accordance with the IAB Podcast Measurement Technical Guidelines v2.2 filtering rules (i.e. spiders and bots, data centers, one-minute of content minimum download, etc.). This process filters multiple requests from the same IP address, user agent, episode and date.

\* Publisher - An entity that represents a group of podcasts that it either commissions, produces itself or acts as the primary representative for that content in Australia.

\* Rank

\* "Debut" indicates that the show is new to the ranker, making its debut for the first time in the last 13 months.

\* "Return" indicates that the show has returned to the Top 200 after having not appeared in the previous reporting period(s).

\* Index (Monthly Podcast pop 18+) - Compares % of a podcast's audience against the overall Australian monthly podcast listener population (age 18+). Eg: Index 125 "Genre X is 25% more likely than average monthly podcast listener to do purchase a new car."

