

# Australian Podcast Ranker

Top Podcasts (Australian Made) | April 2024



Rank	Change	Podcast	Publisher	Sales representation	Monthly listeners	Monthly downloads	New episodes
1	-	Hamish & Andy	LiSTNR (SCA)	LiSTNR (SCA)	918,977	1,775,200	4
2	-	Casefile True Crime	Audioboom	ARN / iHeart	814,928	1,959,550	4
3	Debut	ABC News Top Stories	Australian Broadcasting Corporation	-	668,722	1,869,485	376
4	-1	Mamamia Out Loud	Mamamia	Mamamia	547,801	1,384,000	22
5	-1	Shameless	Shameless Media	Shameless Media	527,448	969,960	8
6	-1	The Imperfects	ARN / iHeart	ARN / iHeart	523,440	1,033,112	8
7	-1	Conversations	Australian Broadcasting Corporation	-	479,376	3,442,451	22
8	-	Life Uncut	ARN / iHeart	ARN / iHeart	379,213	1,028,498	19
9	-2	The Kyle & Jackie O Show	ARN / iHeart	ARN / iHeart	346,240	1,120,517	59
10	-	Australian True Crime	Bravecasting	Acast	309,719	923,238	12
11	-2	No Filter	Mamamia	Mamamia	298,196	595,724	8
12	+6	The Quicky	Mamamia	Mamamia	291,312	957,098	53
13	-2	ABC News Daily	Australian Broadcasting Corporation	-	289,598	962,491	22
14	Debut	The Mushroom Cook	News Corp Australia	News Corp / NOVA Entertainment	286,947	536,230	6
15	-3	7am	Schwartz Media	Schwartz Media / LiSTNR (SCA)	284,493	774,223	24
16	-3	Happy Hour with Lucy & Nikki	LiSTNR (SCA)	LiSTNR (SCA)	283,659	492,004	10
17	-	It's A Lot with Abbie Chatfield	LiSTNR (SCA)	LiSTNR (SCA)	250,674	497,099	12
18	-3	True Crime Conversations	Mamamia	Mamamia	239,626	492,449	4
19	-5	Squiz Today	Squiz Media	Squiz Media	238,318	558,714	26
20	-4	The Howie Games	LiSTNR (SCA)	LiSTNR (SCA)	206,217	526,462	14
21	+3	The Briefing	LiSTNR (SCA)	LiSTNR (SCA)	199,017	542,862	53
22	-2	I Catch Killers with Gary Jubelin	News Corp Australia	News Corp / NOVA Entertainment	196,914	524,074	10
23	-4	If You're Listening	Australian Broadcasting Corporation	-	193,116	582,594	8



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24	-3	SEN Breakfast	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	191,470	740,900	147
25	-2	ABC SPORT Daily	Australian Broadcasting Corporation	-	183,727	318,799	21
26	+8	Triple M Footy AFL	LiSTNR (SCA)	LiSTNR (SCA)	182,547	394,499	80
27	-1	Ben Fordham Live	Nine Radio	Nine	182,433	345,544	162
28	-6	Sky News Australia Update	News Corp Australia	News Corp / NOVA Entertainment	181,476	474,042	34
29	-1	Darling, Shine!	LiSTNR (SCA)	LiSTNR (SCA)	163,149	257,429	6
30	-	The Update	NOVA Entertainment	NOVA Entertainment	162,943	391,512	51
31	+4	Dyl & Friends	Clubby Sports	Clubby Sports / ARN / iHeart	161,484	324,590	16
32	-3	Do You F*cking Mind?	LiSTNR (SCA)	LiSTNR (SCA)	153,757	312,694	9
33	-2	She's On The Money	ARN / iHeart	ARN / iHeart	150,003	472,298	14
34	-1	Life and Crimes with Andrew Rule	News Corp Australia	News Corp / NOVA Entertainment	143,778	329,066	5
35	+3	Dr Karl Podcast	Australian Broadcasting Corporation	-	134,594	350,751	3
36	+18	Dan Does Footy	DM Podcasts	LiSTNR (SCA)	132,412	172,609	9
37	+6	Whateley	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	130,243	499,436	135
38	-2	The Rush Hour with JB & Billy	LiSTNR (SCA)	LiSTNR (SCA)	126,785	265,378	111
39	+6	Bizarre with Mick Molloy and Titus O'Reily	LiSTNR (SCA)	LiSTNR (SCA)	124,795	226,164	6
40	+1	All In The Mind	Australian Broadcasting Corporation	-	122,433	390,652	4
41	-2	Hourly News Bulletins	Nine Radio	Nine	121,580	298,722	2,563
42	-2	Late Night Live	Australian Broadcasting Corporation	-	120,445	838,379	53
43	+4	The Front	News Corp Australia	News Corp / NOVA Entertainment	119,987	320,674	27
44	-	The Matty Johns Podcast	News Corp Australia	News Corp / NOVA Entertainment	119,426	222,061	9
45	-3	The Morning Edition	Nine Publishing	Nine	115,478	310,680	26
46	+2	The Daily Aus	ARN / iHeart	ARN / iHeart	113,526	245,939	26



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47	-10	KICPOD	LiSTNR (SCA)	LiSTNR (SCA)	109,016	224,238	9
48	+132	everybody has a secret	Shameless Media	Shameless Media	108,684	176,806	4
49	+1	Roy and HG - Bludging on the Blindside	Australian Broadcasting Corporation	-	106,583	320,736	8
50	-18	The Marty Sheargold Show - Triple M Melbourne	LiSTNR (SCA)	LiSTNR (SCA)	103,932	233,989	44
51	-24	What's That Rash?	Australian Broadcasting Corporation	-	103,856	370,512	5
52	-3	CommSec Market Update	LiSTNR (SCA)	LiSTNR (SCA)	103,543	240,352	40
53	-2	Chat 10 Looks 3	DM Podcasts	LiSTNR (SCA)	100,606	179,443	2
54	+4	From The Newsroom	News Corp Australia	News Corp / NOVA Entertainment	93,017	172,658	50
55	+20	AM	Australian Broadcasting Corporation	-	88,864	353,060	183
56	+3	CANCELLED	Mamamia	Mamamia	87,573	152,718	6
57	+19	Levels Podcast	DM Podcasts	LiSTNR (SCA)	87,057	111,872	9
58	-2	7News Headlines	ARN / iHeart	ARN / iHeart	86,676	207,886	23
59	+2	Equity Mates Investing Podcast	Equity Mates Media	Acast	85,732	193,858	17
60	-7	Bloke In A Bar	Bloke in a Bar	BIAB Media	80,653	206,826	16
61	-15	The Health Report	Australian Broadcasting Corporation	-	79,309	342,484	23
62	-7	News Club	Squiz Media	Squiz Media	79,266	113,719	9
63	+6	Bang On	Australian Broadcasting Corporation	-	79,002	211,152	9
64	+3	Aunty Donna Podcast	LiSTNR (SCA)	LiSTNR (SCA)	77,965	174,973	5
65	+7	Everyone Relax	LiSTNR (SCA)	LiSTNR (SCA)	77,170	203,071	19
66	+33	Luke And Sassy Scott	LiSTNR (SCA)	LiSTNR (SCA)	74,199	119,659	7
67	+11	High Scrollers	NOVA Entertainment	NOVA Entertainment	73,944	119,068	10
68	-3	So Dramatic! with Megan Pustetto	NOVA Entertainment	NOVA Entertainment	71,973	262,359	39
69	-3	Australian Birth Stories	Australian Birth Stories	Australian Birth Stories	71,253	187,469	9



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70	+1	RN Breakfast	Australian Broadcasting Corporation	-	70,708	1,592,256	318
71	-1	Life Matters	Australian Broadcasting Corporation	-	70,696	479,792	80
72	+16	The Fin	Nine Publishing	Nine	69,715	95,538	5
73	+4	Outspoken the Podcast	ARN / iHeart	ARN / iHeart	69,407	125,836	12
74	-1	The Spill	Mamamia	Mamamia	69,178	185,521	23
75	+50	Footy Talk - Rugby League Podcast	LiSTNR (SCA)	LiSTNR (SCA)	68,998	102,631	18
76	-2	You Beauty	Mamamia	Mamamia	67,473	214,219	24
77	-14	The Missing Australia	News Corp Australia	News Corp / NOVA Entertainment	67,388	141,290	3
78	-21	The Party Room	Australian Broadcasting Corporation	-	67,257	134,771	3
79	+1	The Footy with Broden Kelly	Clubby Sports	Clubby Sports / ARN / iHeart	65,647	106,117	12
80	+2	The Ray Hadley Morning Show	Nine Radio	Nine	65,179	142,946	98
81	+8	Triple M Rocks Footy NRL	LiSTNR (SCA)	LiSTNR (SCA)	64,725	127,220	34
82	+5	Big Ideas	Australian Broadcasting Corporation	-	59,856	285,102	18
83	-15	SBS News In Depth	Special Broadcasting Service	Special Broadcasting Service	59,130	220,950	164
84	+2	FEAR & GREED   Business News	NOVA Entertainment	NOVA Entertainment	58,635	311,506	79
85	+71	Betoota Talks	DM Podcasts	LiSTNR (SCA)	58,612	92,887	8
86	+5	3AW is Football	Nine Radio	Nine	58,547	158,664	191
87	-23	Crime Insiders	LiSTNR (SCA)	LiSTNR (SCA)	58,462	122,302	9
88	-26	Hamish & Andy's Remembering Project	LiSTNR (SCA)	LiSTNR (SCA)	57,931	130,585	0
89	-6	Chanticleer	Nine Publishing	Nine	57,638	77,883	5
90	-5	SBS News Updates	Special Broadcasting Service	Special Broadcasting Service	54,741	179,801	89
91	-1	Hack	Australian Broadcasting Corporation	-	54,670	193,432	21
92	+1	Six Tackles With Gus	Nine Radio	Nine	54,401	75,513	5



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93	-12	Good Weekend Talks	Nine Publishing	Nine	53,525	69,130	4
94	-10	Motley Fool Money	LiSTNR (SCA)	LiSTNR (SCA)	53,281	107,833	8
95	+2	The Money Puzzle, with James Kirby	News Corp Australia	News Corp / NOVA Entertainment	52,603	102,952	10
96	+21	3AW Breakfast with Ross and Russel	Nine Radio	Nine	52,480	122,327	129
97	+57	Footy Talk – Daily Australian Rules Podcast	LiSTNR (SCA)	LiSTNR (SCA)	51,608	73,330	16
98	-3	Global Roaming with Geraldine Doogue and Hamish Macdonald	Australian Broadcasting Corporation	-	50,828	107,786	4
99	-5	Sit With Us	DM Podcasts	LiSTNR (SCA)	50,729	84,319	7
100	-75	Matt & Alex - All Day Breakfast	LiSTNR (SCA)	LiSTNR (SCA)	50,414	116,939	22
101	-22	Sunday Extra	Australian Broadcasting Corporation	-	49,640	150,091	31
102	-4	The Sounding Board	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	48,563	105,384	15
103	-11	The Shameless Book Club	Shameless Media	Shameless Media	48,520	78,200	6
104	+78	Carrie & Tommy	LiSTNR (SCA)	LiSTNR (SCA)	48,510	77,755	90
105	-4	3AW Mornings with Tom Elliott	Nine Radio	Nine	48,353	134,366	151
106	+25	Two Doting Dads	ARN / iHeart	ARN / iHeart	47,970	76,532	10
107	+2	Nothing To Wear	Mamamia	Mamamia	47,297	74,831	5
108	-2	Secrets We Keep	LiSTNR (SCA)	LiSTNR (SCA)	47,108	75,709	0
109	Return	Expanse	Australian Broadcasting Corporation	-	47,048	94,730	4
110	+14	Red Hot The Pod	DM Podcasts	LiSTNR (SCA)	46,034	60,145	4
111	-4	Uncomfortable Conversations with Josh Szeps	DM Podcasts	LiSTNR (SCA)	45,738	84,815	8
112	+1	PM	Australian Broadcasting Corporation	-	45,610	161,365	150
113	+9	Real Footy	Nine Publishing	Nine	44,742	80,951	10
114	+29	NRL 360	News Corp Australia	News Corp / NOVA Entertainment	43,159	75,807	16
115	-15	The Teacher's Pet	News Corp Australia	News Corp / NOVA Entertainment	42,633	84,645	0



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116	+30	FOX FOOTY Podcasts	News Corp Australia	News Corp / NOVA Entertainment	42,558	98,955	26
117	+10	Background Briefing	Australian Broadcasting Corporation	-	41,469	102,514	5
118	-16	The Daily Telegraph NRL Podcast	News Corp Australia	News Corp / NOVA Entertainment	41,258	65,282	11
119	+18	Sooshi Mango Saucy Meatballs Podcast	LiSTNR (SCA)	LiSTNR (SCA)	41,056	64,236	4
120	+10	The Jess Rowe Big Talk Show	LiSTNR (SCA)	LiSTNR (SCA)	40,899	83,560	7
121	-16	The World Today	Australian Broadcasting Corporation	-	40,769	140,741	152
122	+27	Sportsday	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	40,404	124,934	73
123	+56	SBS Arabic24	Special Broadcasting Service	Special Broadcasting Service	40,382	119,937	203
124	-9	Ladies, We Need To Talk	Australian Broadcasting Corporation	-	40,122	103,090	2
125	-15	The Minefield	Australian Broadcasting Corporation	-	39,400	116,562	5
126	-15	Quick Smart	Australian Broadcasting Corporation	-	39,168	71,455	4
127	+1	Our Little Edey – The Eden Westbrook Story	Podshape	Podshape / NOVA Entertainment	39,119	80,322	2
128	-9	Download This Show	Australian Broadcasting Corporation	-	38,947	87,123	4
129	-25	Days Like These	Australian Broadcasting Corporation	-	38,676	88,486	1
130	Debut	MISSING OR MURDERED	Podshape	Podshape / NOVA Entertainment	37,946	48,673	2
131	Return	RN Drive	Australian Broadcasting Corporation	-	37,269	221,536	181
132	-16	Fifi, Fev & Nick - 101.9 The Fox Melbourne	LiSTNR (SCA)	LiSTNR (SCA)	37,042	60,572	98
133	+2	Shandee's Story	News Corp Australia	News Corp / NOVA Entertainment	36,699	69,552	0
134	-74	The Lady Vanishes	ARN / iHeart	ARN / iHeart	36,569	92,045	1
135	-6	Nightlife	Australian Broadcasting Corporation	-	36,205	312,786	82
136	-2	JAM Nation with Jonesy & Amanda	ARN / iHeart	ARN / iHeart	36,129	135,622	82
137	-4	Credlin	News Corp Australia	News Corp / NOVA Entertainment	35,703	89,275	19
138	-18	The Science Show	Australian Broadcasting Corporation	-	35,594	107,403	26



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139	+3	Willow Talk Cricket Podcast	LiSTNR (SCA)	LiSTNR (SCA)	35,222	51,078	8
140	+11	Something To Talk About	News Corp Australia	News Corp / NOVA Entertainment	34,766	66,358	4
141	-15	Drive with Joel & Fletch	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	34,628	139,547	127
142	+23	Brownny's Podcast	News Corp Australia	News Corp / NOVA Entertainment	34,607	60,716	13
143	-29	Get Started Investing	Equity Mates Media	Acast	34,328	64,394	5
144	+1	Rear Vision	Australian Broadcasting Corporation	-	33,865	91,152	4
145	-6	Secrets of the Underworld	Podshape	Podshape / NOVA Entertainment	33,538	62,446	9
146	+6	The Rise & Conquer Podcast	ARN / iHeart	ARN / iHeart	33,433	73,492	7
147	+24	3AW Wide World of Sports	Nine Radio	Nine	33,364	75,458	87
148	-	Head Game	NOVA Entertainment	NOVA Entertainment	33,331	52,738	5
149	-9	Saturday Extra	Australian Broadcasting Corporation	-	33,227	167,370	24
150	-18	The Hook Up	Australian Broadcasting Corporation	-	33,124	83,981	13
151	-43	Jase and Lauren	NOVA Entertainment	NOVA Entertainment	32,705	91,088	39
152	+14	The Nutrition Couch	ARN / iHeart	ARN / iHeart	31,986	64,643	6
153	+16	S B S C a n t o n e s e - S B S ĀgqŠq{Àvì	Special Broadcasting Service	Special Broadcasting Service	31,921	134,704	149
154	+6	AIN'T THAT SWELL	DM Podcasts	LiSTNR (SCA)	31,693	57,538	10
155	Debut	Big Business with Brittney Saunders	NOVA Entertainment	NOVA Entertainment	31,623	40,171	4
156	-3	Paul Murray Live	News Corp Australia	News Corp / NOVA Entertainment	31,592	88,997	23
157	+17	The Hard Ball Gets AFL Show	West Australian Newspapers	West Australian Newspapers	31,187	51,916	15
158	-106	The Grade Cricketer	DM Podcasts	LiSTNR (SCA)	31,175	53,672	4
159	Return	Parental As Anything, with Maggie Dent	Australian Broadcasting Corporation	-	31,015	86,805	3
160	-3	The Kick it Forward Podcast	Clubby Sports	Clubby Sports / ARN / iHeart	30,899	42,448	8
161	+16	Law Report	Australian Broadcasting Corporation	-	30,807	86,015	5



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162	Return	Dino Dome	Australian Broadcasting Corporation	-	30,460	250,860	4
163	+1	The Bolt Report	News Corp Australia	News Corp / NOVA Entertainment	30,226	75,687	19
164	-23	A Life of Greatness	LiSTNR (SCA)	LiSTNR (SCA)	29,848	59,183	9
165	-7	Future Tense	Australian Broadcasting Corporation	-	28,875	70,246	4
166	+4	This Working Life	Australian Broadcasting Corporation	-	28,651	70,949	5
167	Return	Tradies	Clubby Sports	Clubby Sports / ARN / iHeart	28,521	47,898	10
168	Debut	Bondi Badlands	Nine Publishing	Nine	28,092	55,814	2
169	-19	That's Enough Already with Urzila Carlson	LiSTNR (SCA)	LiSTNR (SCA)	28,060	54,160	4
170	+3	Where's Your Head At?	DM Podcasts	LiSTNR (SCA)	27,922	38,561	4
171	-48	Mick & MG in the Morning - 104.9 Triple M Sydney	LiSTNR (SCA)	LiSTNR (SCA)	27,851	64,224	53
172	-10	Dr Justin Coulson's Happy Families	ARN / iHeart	ARN / iHeart	27,404	122,209	22
173	-52	Somehow Related? with Dave O'Neil & Glenn Robbins	Nine Radio	Nine	27,293	78,777	6
174	+12	SBS News	Special Broadcasting Service	Special Broadcasting Service	26,895	84,868	74
175	-31	Your News Now	ARN / iHeart	ARN / iHeart	26,825	89,277	127
176	+5	The Money	Australian Broadcasting Corporation	-	26,375	75,175	4
177	+1	Giddy Up with Gareth Hall	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	26,370	103,926	172
178	-11	The Teacher's Trial	News Corp Australia	News Corp / NOVA Entertainment	26,152	58,011	0
179	-20	Ricki-Lee, Tim and Joel	NOVA Entertainment	NOVA Entertainment	25,334	101,816	50
180	-25	How Other Dads Dad with Hamish Blake	HODD Media	HODD Media	24,962	39,048	0
181	Return	Footy Classified	Nine Radio	Nine	24,850	35,352	8
182	-21	Squiz Kids	Squiz Media	Squiz Media	24,825	120,176	18
183	-15	What The Duck?!	Australian Broadcasting Corporation	-	24,671	70,979	4
184	+9	The Space	NOVA Entertainment	NOVA Entertainment	24,607	60,499	55





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185	-2	Triple M Night Shift	LiSTNR (SCA)	LiSTNR (SCA)	24,364	60,582	63
186	Debut	Hughesy Ed and Erin - 2DayFM	LiSTNR (SCA)	LiSTNR (SCA)	24,014	41,764	39
187	+1	The Rabbit Hole	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	23,967	36,852	4
188	Debut	Mushroom Case Daily	Australian Broadcasting Corporation	-	23,957	38,785	2
189	+3	Crunch Time	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	23,855	66,444	30
190	-15	Fitzy and Wippa with Kate Ritchie	NOVA Entertainment	NOVA Entertainment	23,519	111,484	83
191	-1	Breakfast with Vossy	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	23,360	91,809	218
192	-5	Rusty's Garage	LiSTNR (SCA)	LiSTNR (SCA)	22,992	47,577	7
193	-46	Drive with Jacqui Felgate	Nine Radio	Nine	22,856	45,472	115
194	+6	Grow and Glow with Ashy and Keiara	Podshape	Podshape / NOVA Entertainment	22,771	48,936	15
195	-10	The History Listen	Australian Broadcasting Corporation	-	22,673	71,818	4
196	Return	Morning Glory with Matty Johns	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	22,369	38,708	34
197	-6	The SuperCoach NRL Podcast	News Corp Australia	News Corp / NOVA Entertainment	22,224	33,876	11
198	-26	The Chrissie Swan Show	NOVA Entertainment	NOVA Entertainment	22,012	68,209	28
199	Debut	Galey & Emily Jade on 1029 Hot Tomato	ARN / iHeart	ARN / iHeart	21,892	22,684	14
200	Return	Car Trip Trivia	NOVA Entertainment	NOVA Entertainment	21,487	61,671	13



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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 2.1 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, Bloke in a Bar, DM Podcasts, 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, 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 v2.1.

\* 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 v2.1 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."

