

Australian Podcast Ranker

Top Podcasts | November 2023



Rank	Change	Podcast	Publisher	Sales representation	Monthly listeners	Monthly downloads	New episodes
1	-	Hamish & Andy	LiSTNR (SCA)	LiSTNR (SCA)	1,049,514	2,091,717	5
2	-	Casefile True Crime	Audioboom	ARN / iHeart	883,406	2,312,468	5
3	-	Shameless	Shameless Media	Shameless Media	651,112	1,387,957	9
4	-	Mamamia Out Loud	Mamamia	Mamamia	628,058	1,657,154	24
5	Debut	Conversations	Australian Broadcasting Corporation	-	538,786	5,489,175	22
6	-	The Kyle & Jackie O Show	ARN / iHeart	ARN / iHeart	516,814	1,682,874	88
7	-2	The Imperfects	ARN / iHeart	ARN / iHeart	514,443	1,044,805	5
8	-1	Life Uncut	ARN / iHeart	ARN / iHeart	428,229	1,243,699	18
9	Debut	ABC News Daily	Australian Broadcasting Corporation	-	385,108	1,209,891	22
10	-2	7am	Schwartz Media	Schwartz Media / LiSTNR (SCA)	357,436	1,194,522	28
11	+1	Australian True Crime	Bravecasting	Acast	316,092	1,137,788	15
12	-3	No Filter	Mamamia	Mamamia	315,430	731,339	7
13	-3	Stuff You Should Know	ARN / iHeart	ARN / iHeart	314,930	1,622,316	19
14	-3	Crime Junkie	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	285,352	674,739	5
15	-	Squiz Today	Squiz Media	Squiz Media	271,962	758,800	30
16	+1	It's A Lot with Abbie Chatfield	LiSTNR (SCA)	LiSTNR (SCA)	268,595	579,031	11
17	-4	SmartLess	Wondery	LiSTNR (SCA)	241,886	535,895	5
18	-2	The Quicky	Mamamia	Mamamia	235,632	1,083,006	54
19	-	True Crime Conversations	Mamamia	Mamamia	234,818	528,519	6
20	-6	How Other Dads Dad with Hamish Blake	HODD Media	HODD Media	221,975	356,914	4
21	+5	The Howie Games	LiSTNR (SCA)	LiSTNR (SCA)	219,656	886,385	23
22	-1	Morbid	Wondery	LiSTNR (SCA)	209,912	554,198	9
23	-1	I Catch Killers with Gary Jubelin	News Corp Australia	News Corp / NOVA Entertainment	199,501	649,401	8



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24	Debut	If You're Listening	Australian Broadcasting Corporation	-	193,682	535,971	5
25	-5	On Purpose with Jay Shetty	ARN / iHeart	ARN / iHeart	191,061	662,057	8
26	-2	Sky News Australia Update	News Corp Australia	News Corp / NOVA Entertainment	185,466	510,029	36
27	-4	The Briefing	LiSTNR (SCA)	LiSTNR (SCA)	182,626	625,345	59
28	Debut	ABC SPORT Daily	Australian Broadcasting Corporation	-	182,335	325,697	22
29	-2	She's On The Money	ARN / iHeart	ARN / iHeart	181,436	706,932	16
30	-1	Your News Now	ARN / iHeart	ARN / iHeart	177,287	402,938	136
31	-6	The Update	NOVA Entertainment	NOVA Entertainment	173,885	426,280	54
32	-1	Dateline NBC	NBCUniversal News Group	LiSTNR (SCA)	169,945	504,956	10
33	-3	No Such Thing As A Fish	Audioboom	ARN / iHeart	166,519	500,255	5
34	-16	Bloke In A Bar	Bloke in a Bar	BIAB Media	162,964	407,564	19
35	+4	Hourly News Bulletins	Nine Radio	Nine	149,425	335,413	2,239
36	-2	Darling, Shine!	LiSTNR (SCA)	LiSTNR (SCA)	148,891	240,489	4
37	-2	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery	LiSTNR (SCA)	147,183	459,785	9
38	-6	Ben Fordham Live	Nine Radio	Nine	142,781	331,553	126
39	+95	everybody has a secret	Shameless Media	Shameless Media	141,860	241,453	5
40	-12	The Rush Hour with JB & Billy	LiSTNR (SCA)	LiSTNR (SCA)	135,751	291,893	146
41	Debut	Dr Karl Podcast	Australian Broadcasting Corporation	-	134,443	441,714	5
42	-4	The Mel Robbins Podcast	SiriusXM Podcast Network	LiSTNR (SCA)	134,184	298,059	9
43	+6	RedHanded	Wondery	LiSTNR (SCA)	134,079	323,403	7
44	-11	Do You F*cking Mind?	LiSTNR (SCA)	LiSTNR (SCA)	133,671	364,144	9
45	Debut	Late Night Live	Australian Broadcasting Corporation	-	132,146	1,028,288	54



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46	-4	Please Explain	Nine Publishing	Nine	127,911	393,076	29
47	+1	Life and Crimes with Andrew Rule	News Corp Australia	News Corp / NOVA Entertainment	127,856	338,159	3
48	Debut	What's That Rash?	Australian Broadcasting Corporation	-	126,923	638,948	4
49	-13	Dyl & Friends	Clubby Sports	Clubby Sports / ARN / iHeart	126,381	326,985	18
50	-3	The Teacher's Pet	News Corp Australia	News Corp / NOVA Entertainment	124,796	261,271	4
51	-14	2 Bears, 1 Cave with Tom Segura & Bert Kreischer	SiriusXM Podcast Network	LiSTNR (SCA)	123,746	186,526	4
52	-8	Sports Bizarre	LiSTNR (SCA)	LiSTNR (SCA)	121,054	226,445	4
53	+1	Shandee's Story	News Corp Australia	News Corp / NOVA Entertainment	120,959	215,929	2
54	-14	The Marty Sheargold Show - Triple M Melbourne	LiSTNR (SCA)	LiSTNR (SCA)	119,584	349,451	90
55	-14	KICPOD	LiSTNR (SCA)	LiSTNR (SCA)	116,855	398,297	8
56	-6	The Mindset Mentor	SiriusXM Podcast Network	LiSTNR (SCA)	116,497	386,116	18
57	Debut	All In The Mind	Australian Broadcasting Corporation	-	112,808	557,791	4
58	-7	Chat 10 Looks 3	DM Podcasts	LiSTNR (SCA)	112,745	235,519	2
59	-14	Conan O'Brien Needs A Friend	SiriusXM Podcast Network	LiSTNR (SCA)	109,451	251,497	9
60	+2	The Grade Cricketer	DM Podcasts	LiSTNR (SCA)	107,572	186,132	5
61	+10	The Garden of Eden	Podshape	Podshape / NOVA Entertainment	100,300	189,911	4
62	-7	Last Podcast On The Left	SiriusXM Podcast Network	LiSTNR (SCA)	98,237	234,583	9
63	Debut	The Party Room	Australian Broadcasting Corporation	-	97,628	221,342	5
64	-6	Behind the Bastards	ARN / iHeart	ARN / iHeart	97,373	263,347	11
65	-8	CANCELLED	Mamamia	Mamamia	93,936	170,596	4
66	-3	Freakonomics Radio	SiriusXM Podcast Network	LiSTNR (SCA)	93,717	255,767	6
67	-14	TED Talks Daily	ARN / iHeart	ARN / iHeart	91,923	588,208	24
68	-9	The Daily Aus	ARN / iHeart	ARN / iHeart	90,384	222,789	23



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69	-4	Whateley	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	90,295	450,139	148
70	+28	Carrie & Tommy	LiSTNR (SCA)	LiSTNR (SCA)	85,876	129,589	78
71	-19	Just For Girls	DM Podcasts	LiSTNR (SCA)	84,607	133,592	7
72	-8	From The Newsroom	News Corp Australia	News Corp / NOVA Entertainment	84,294	181,800	46
73	-6	The Spill	Mamamia	Mamamia	84,218	257,513	27
74	+3	The Teacher's Trial	News Corp Australia	News Corp / NOVA Entertainment	83,673	167,632	2
75	-32	SEN Breakfast	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	83,084	438,791	145
76	Debut	7News Headlines	ARN / iHeart	ARN / iHeart	82,500	200,889	26
77	Debut	The Health Report	Australian Broadcasting Corporation	-	81,063	424,069	18
78	-4	Australian Birth Stories	Australian Birth Stories	Australian Birth Stories	80,198	290,419	10
79	+3	Your Mom's House with Christina P. and Tom Segura	SiriusXM Podcast Network	LiSTNR (SCA)	79,337	121,728	5
80	Debut	RN Breakfast	Australian Broadcasting Corporation	-	78,861	1,721,919	309
81	-12	Aunty Donna Podcast	LiSTNR (SCA)	LiSTNR (SCA)	78,655	172,185	4
82	+3	Equity Mates Investing Podcast	Equity Mates Media	Acast	77,580	214,236	15
83	-7	99% Invisible	SiriusXM Podcast Network	LiSTNR (SCA)	77,525	178,859	4
84	Debut	Background Briefing	Australian Broadcasting Corporation	-	77,083	242,684	6
85	-5	The Fin	Nine Publishing	Nine	75,305	112,143	6
86	+2	You Beauty	Mamamia	Mamamia	75,135	281,469	24
87	Debut	Ladies, We Need To Talk	Australian Broadcasting Corporation	-	74,850	232,195	3
88	Debut	Head Game	NOVA Entertainment	NOVA Entertainment	74,814	117,222	5
89	-19	Pod Save America	SiriusXM Podcast Network	LiSTNR (SCA)	74,709	180,273	10
90	Debut	Life Matters	Australian Broadcasting Corporation	-	74,147	582,782	79



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91	-5	Cautionary Tales with Tim Harford	ARN / iHeart	ARN / iHeart	74,094	155,657	5
92	-17	The Ray Hadley Morning Show	Nine Radio	Nine	74,063	181,503	94
93	-2	CommSec Market Update	LiSTNR (SCA)	LiSTNR (SCA)	73,867	209,135	44
94	-5	The Front	News Corp Australia	News Corp / NOVA Entertainment	73,640	224,517	26
95	-29	The Matty Johns Podcast	News Corp Australia	News Corp / NOVA Entertainment	72,309	172,747	5
96	Debut	AM	Australian Broadcasting Corporation	-	71,402	307,497	164
97	-13	Hidden Brain	Hidden Brain Media / SiriusXM Podcast Network	Hidden Brain Media / LiSTNR (SCA)	70,605	187,605	4
98	-30	SBS News Updates	Special Broadcasting Service	Special Broadcasting Service	69,364	254,858	89
99	Debut	Burden of Guilt	ARN / iHeart	ARN / iHeart	69,223	132,299	6
100	Debut	Bang On	Australian Broadcasting Corporation	-	67,684	161,463	5
101	Return	The Chrissie Swan Show	NOVA Entertainment	NOVA Entertainment	66,201	151,737	26
102	-10	FEAR & GREED Business News	NOVA Entertainment	NOVA Entertainment	65,256	234,967	83
103	-24	Outspoken the Podcast	ARN / iHeart	ARN / iHeart	64,746	132,851	16
104	-43	SBS News In Depth	Special Broadcasting Service	Special Broadcasting Service	63,318	408,927	149
105	-6	Murder With My Husband	ARN / iHeart	ARN / iHeart	61,431	134,236	6
106	-11	Motley Fool Money	LiSTNR (SCA)	LiSTNR (SCA)	61,370	161,835	8
107	-2	Everyone Relax	LiSTNR (SCA)	LiSTNR (SCA)	61,356	135,123	15
108	-11	The School of Greatness	SiriusXM Podcast Network	LiSTNR (SCA)	60,625	243,840	15
109	+13	3AW Breakfast with Ross and Russel	Nine Radio	Nine	60,582	148,390	133
110	Return	The Final Word Cricket Podcast	ARN / iHeart	ARN / iHeart	60,531	200,973	34
111	-39	3AW Mornings	Nine Radio	Nine	59,546	143,773	208
112	-31	The Betoota Advocate Podcast	DM Podcasts	LiSTNR (SCA)	59,480	110,158	8



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113	-17	Matt & Alex - All Day Breakfast	LiSTNR (SCA)	LiSTNR (SCA)	59,191	157,654	23
114	Debut	Hack	Australian Broadcasting Corporation	-	58,529	301,426	22
115	Debut	Big Ideas	Australian Broadcasting Corporation	-	57,457	386,448	19
116	-10	Luke And Sassy Scott	LiSTNR (SCA)	LiSTNR (SCA)	57,280	98,008	4
117	+29	British Scandal	Wondery	LiSTNR (SCA)	57,104	173,389	7
118	-24	Something Was Wrong	Wondery	LiSTNR (SCA)	56,574	173,391	5
119	+26	TRIGGERnometry	Audioboom	ARN / iHeart	56,270	117,209	12
120	-13	Jase & Lauren	ARN / iHeart	ARN / iHeart	56,249	243,813	70
121	Debut	Science Friction	Australian Broadcasting Corporation	-	55,985	194,695	4
122	-21	This Is Actually Happening	Wondery	LiSTNR (SCA)	55,785	151,323	6
123	-21	Chanticleer	Nine Publishing	Nine	53,509	78,384	5
124	-5	The Money Puzzle	News Corp Australia	News Corp / NOVA Entertainment	53,022	118,981	9
125	-9	Office Ladies	SiriusXM Podcast Network	LiSTNR (SCA)	52,778	119,841	5
126	-39	True Crime with Kendall Rae	Audioboom	ARN / iHeart	52,570	127,535	5
127	Return	The Night Driver	News Corp Australia	News Corp / NOVA Entertainment	52,334	77,472	1
128	-15	Triple M Footy AFL	LiSTNR (SCA)	LiSTNR (SCA)	52,159	104,665	9
129	-18	Ologies with Alie Ward	SiriusXM Podcast Network	LiSTNR (SCA)	51,780	120,214	7
130	-22	Two Hot Takes	Audioboom	ARN / iHeart	51,776	100,335	5
131	Debut	The Old Man and the Three with JJ Redick and Tommy Alter	Wondery	LiSTNR (SCA)	50,927	81,773	8
132	-59	Revisionist History	ARN / iHeart	ARN / iHeart	50,827	153,825	3
133	-16	Nothing much happens: bedtime stories to help you sleep	ARN / iHeart	ARN / iHeart	50,154	219,317	12
134	Debut	The Minefield	Australian Broadcasting Corporation	-	50,054	170,292	5



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135	-2	The Sounding Board	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	49,618	137,247	15
136	-36	The Tim Dillon Show	Audioboom	ARN / iHeart	49,606	71,122	4
137	Debut	PM	Australian Broadcasting Corporation	-	49,125	173,747	155
138	-35	Credlin	News Corp Australia	News Corp / NOVA Entertainment	48,998	147,835	24
139	-14	Two Doting Dads	ARN / iHeart	ARN / iHeart	48,440	82,287	8
140	-36	F1: Beyond The Grid	Audioboom	ARN / iHeart	48,311	102,913	5
141	Debut	Expanse	Australian Broadcasting Corporation	-	48,095	133,554	2
142	Debut	Saturday Extra	Australian Broadcasting Corporation	-	47,913	232,356	23
143	-29	Murder, Mystery & Makeup	Audioboom	ARN / iHeart	47,848	112,799	3
144	Debut	The Lady Vanishes	ARN / iHeart	ARN / iHeart	47,766	172,395	0
145	-30	High Scrollers	NOVA Entertainment	NOVA Entertainment	47,720	66,626	5
146	-14	The Deck	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	47,489	92,600	5
147	-17	Anatomy of Murder	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	46,378	103,072	4
148	-20	Scamfluencers	Wondery	LiSTNR (SCA)	46,130	104,605	6
149	Debut	Nothing To Wear	Mamamia	Mamamia	46,027	75,014	6
150	-6	The Broski Report with Brittany Broski	Audioboom	ARN / iHeart	45,844	79,036	3
151	-11	Secrets of the Underworld	Podshape	Podshape / NOVA Entertainment	45,344	78,302	7
152	-69	Red Hot The Pod	DM Podcasts	LiSTNR (SCA)	45,132	57,905	3
153	Debut	Download This Show	Australian Broadcasting Corporation	-	45,115	100,388	5
154	-27	Critical Role	SiriusXM Podcast Network	LiSTNR (SCA)	44,820	86,101	5
155	-18	Small Town Murder	Wondery	LiSTNR (SCA)	44,624	99,984	9
156	-46	Crime Insiders	LiSTNR (SCA)	LiSTNR (SCA)	44,455	102,722	8



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157	-37	Around the NFL	ARN / iHeart	ARN / iHeart	44,328	107,596	23
158	Debut	Parental As Anything, with Maggie Dent	Australian Broadcasting Corporation	-	43,667	119,311	1
159	Return	Willow Talk Cricket Podcast	LiSTNR (SCA)	LiSTNR (SCA)	43,619	81,751	16
160	-18	Stuff They Don't Want You To Know	ARN / iHeart	ARN / iHeart	43,462	198,671	25
161	Debut	Crim City	News Corp Australia	News Corp / NOVA Entertainment	43,007	85,958	7
162	-14	The Show Off	DM Podcasts	LiSTNR (SCA)	42,924	48,531	5
163	Debut	The World Today	Australian Broadcasting Corporation	-	42,778	156,194	146
164	-29	Somehow Related with Dave O'Neil & Glenn Robbins	ARN / iHeart	ARN / iHeart	42,732	105,263	4
165	Return	Something To Talk About	News Corp Australia	News Corp / NOVA Entertainment	42,619	96,574	5
166	Debut	This Week	Australian Broadcasting Corporation	-	42,497	81,063	4
167	Return	So Dramatic! with Megan Pustetto	NOVA Entertainment	NOVA Entertainment	42,259	177,661	41
168	-56	The Psychology of your 20s	ARN / iHeart	ARN / iHeart	42,233	80,491	11
169	Return	The Jess Rowe Big Talk Show	LiSTNR (SCA)	LiSTNR (SCA)	41,615	92,012	6
170	Return	The Nutrition Couch	ARN / iHeart	ARN / iHeart	41,272	108,763	10
171	Return	Two Ts In A Pod with Teddi Mellencamp and Tamra Judge	ARN / iHeart	ARN / iHeart	41,148	150,858	33
172	Debut	Rear Vision	Australian Broadcasting Corporation	-	40,484	130,919	4
173	Return	Ricki-Lee, Tim and Joel	NOVA Entertainment	NOVA Entertainment	40,166	183,043	71
174	Debut	Sooshi Mango Saucy Meatballs Podcast	LiSTNR (SCA)	LiSTNR (SCA)	39,760	61,504	4
175	Debut	The Science Show	Australian Broadcasting Corporation	-	39,615	152,638	30
176	Return	Paul Murray Live	News Corp Australia	News Corp / NOVA Entertainment	39,508	106,188	24
177	-59	5 Minute Food Fix	ARN / iHeart	ARN / iHeart	39,507	118,603	8
178	-42	StarTalk Radio	SiriusXM Podcast Network	LiSTNR (SCA)	39,111	95,663	6
179	Return	American Scandal	Wondery	LiSTNR (SCA)	38,798	142,228	6



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180	-87	Secrets We Keep	LiSTNR (SCA)	LiSTNR (SCA)	38,718	73,938	0
181	Return	How I Built This with Guy Raz	Wondery	LiSTNR (SCA)	38,705	173,649	10
182	Debut	Snapped: Women Who Murder	Wondery	LiSTNR (SCA)	38,702	104,117	5
183	Debut	Unravel	Australian Broadcasting Corporation	-	38,668	116,720	1
184	Debut	Quick Smart	Australian Broadcasting Corporation	-	38,247	75,676	4
185	Debut	Fifi, Fev & Nick - 101.9 The Fox Melbourne	LiSTNR (SCA)	LiSTNR (SCA)	37,819	68,757	141
186	-57	The Rise & Conquer Podcast	ARN / iHeart	ARN / iHeart	37,324	127,014	6
187	Return	TOFOP	LiSTNR (SCA)	LiSTNR (SCA)	37,232	90,432	10
188	Return	Against The Odds	Wondery	LiSTNR (SCA)	37,214	112,301	6
189	Debut	Sunday Extra	Australian Broadcasting Corporation	-	36,902	115,677	23
190	-43	This Is Important	ARN / iHeart	ARN / iHeart	36,748	72,783	11
191	-41	The Shameless Book Club	Shameless Media	Shameless Media	36,602	52,441	3
192	Return	Super Soul	SiriusXM Podcast Network	LiSTNR (SCA)	36,132	201,229	8
193	Return	True Crime Garage	SiriusXM Podcast Network	LiSTNR (SCA)	35,718	103,765	8
194	Debut	Nightlife	Australian Broadcasting Corporation	-	35,196	300,692	86
195	Return	Squiz Kids	Squiz Media	Squiz Media	34,787	191,560	25
196	Debut	The Bolt Report	News Corp Australia	News Corp / NOVA Entertainment	34,638	89,054	19
197	Return	AIN'T THAT SWELL	DM Podcasts	LiSTNR (SCA)	34,565	80,071	13
198	Return	Flex & Froomes on CADA	ARN / iHeart	ARN / iHeart	34,312	123,863	49
199	-68	Sit With Us	DM Podcasts	LiSTNR (SCA)	34,307	69,376	6
200	Return	Drive with Joel & Fletch	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	34,258	159,209	136



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POWERED BY TRITON DIGITAL'S PODCAST METRICS AND DEMOS+

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. Demos+, produced in collaboration with Signal Hill Insights, is a combination of survey data from a representative yearly survey of 12,000 monthly U.S. adults aged 18+ who listen to podcasts and Podcast Metrics download data.

HISTORICAL PODCAST RANKINGS

Triton Digital has retired the monthly publication of the Australian Top Publishers and Top Sales Representation rankers. The last active reporting period was May 2025.

ABOUT THE AUSTRALIAN PODCAST RANKER

The Australian Podcast Ranker lists the Top 300 podcasts from participating publishers that are consumed by listeners located in Australia. The All-Australian Top 300 Podcast Ranker lists only the Top 300 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 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 Broadcasting Corporation, BBC, DM Podcasts, Guardian Media Group, Hidden Brain Media, HODD Media, Johns Media, Kinderling Kids Radio, LiSTNR (SCA), Motorsport Podcast Network, New York Times, News Corp Australia, Nine, Nova Entertainment, Podshape, Ranieri & Co, RSN Racing & Sport, Schwartz Media, Sports Entertainment Network (SEN), Squiz Media, The Bye Round, The Chaser, TOFOP Productions, Wavelength Creative, We don't have time for this, 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."

