

Australian Podcast Ranker

Top Podcasts | March 2023



| Rank | Change | Podcast | Publisher | Sales representation | Monthly listeners | Monthly downloads | New episodes |
|------|--------|-----------------------------------|---------------------------------------|---------------------------------------|-------------------|-------------------|--------------|
| 1 | +7 | Hamish & Andy | LiSTNR (SCA) | LiSTNR (SCA) | 954,669 | 2,066,766 | 5 |
| 2 | - | Casefile True Crime | Audioboom | ARN's iHeartPodcast Network Australia | 929,935 | 2,466,502 | 5 |
| 3 | -2 | The Kyle & Jackie O Show | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 775,469 | 3,998,116 | 165 |
| 4 | -1 | Mamamia Out Loud | Mamamia | Mamamia | 646,387 | 1,941,779 | 25 |
| 5 | -1 | Shameless | Shameless Media | Shameless Media | 625,756 | 1,492,184 | 10 |
| 6 | +6 | The Imperfects | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 525,062 | 1,291,422 | 6 |
| 7 | -2 | Life Uncut | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 468,341 | 2,332,940 | 15 |
| 8 | -2 | 7am | Schwartz Media | Schwartz Media / LiSTNR (SCA) | 439,505 | 1,399,063 | 24 |
| 9 | -2 | Stuff You Should Know | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 351,415 | 2,477,822 | 19 |
| 10 | Debut | Bloke In A Bar | Bloke in a Bar | BIAB Media | 347,425 | 733,172 | 24 |
| 11 | -2 | Squiz Today | Squiz Media | Squiz Media | 332,475 | 930,392 | 31 |
| 12 | -1 | Crime Junkie | audiochuck / SiriusXM Podcast Network | LiSTNR (SCA) | 313,645 | 821,093 | 6 |
| 13 | -3 | No Filter | Mamamia | Mamamia | 284,598 | 811,925 | 7 |
| 14 | +5 | True Crime Conversations | Mamamia | Mamamia | 275,186 | 693,327 | 6 |
| 15 | -2 | On Purpose with Jay Shetty | SiriusXM Podcast Network | LiSTNR (SCA) | 264,440 | 797,911 | 8 |
| 16 | -1 | Morbid | Wondery | LiSTNR (SCA) | 259,904 | 733,889 | 11 |
| 17 | +3 | Just the Gist | LiSTNR (SCA) | LiSTNR (SCA) | 257,776 | 566,611 | 9 |
| 18 | -4 | I Catch Killers with Gary Jubelin | News Corp Australia | News Corp / NOVA Entertainment | 255,222 | 1,056,304 | 9 |
| 19 | -3 | It's A Lot with Abbie Chatfield | LiSTNR (SCA) | LiSTNR (SCA) | 240,821 | 552,680 | 9 |
| 20 | -3 | SmartLess | Wondery | LiSTNR (SCA) | 237,946 | 550,731 | 5 |



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| 21 | +4 | JAM Nation with Jonesy & Amanda | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 231,761 | 562,117 | 176 |
| 22 | +1 | Darling, Shine! | LiSTNR (SCA) | LiSTNR (SCA) | 229,308 | 355,785 | 4 |
| 23 | -5 | The Howie Games | LiSTNR (SCA) | LiSTNR (SCA) | 212,113 | 750,662 | 10 |
| 24 | -2 | Sky News Australia Update | News Corp Australia | News Corp / NOVA Entertainment | 207,742 | 552,067 | 1 |
| 25 | -4 | The Quicky | Mamamia | Mamamia | 205,170 | 1,326,712 | 51 |
| 26 | -2 | The Update | NOVA Entertainment | NOVA Entertainment | 204,251 | 480,399 | 54 |
| 27 | - | She's On The Money | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 200,799 | 1,569,102 | 13 |
| 28 | -2 | The Briefing | LiSTNR (SCA) | LiSTNR (SCA) | 191,831 | 560,708 | 32 |
| 29 | +12 | SEN Breakfast | Sports Entertainment Network (SEN) | Sports Entertainment Network (SEN) | 188,381 | 1,120,572 | 238 |
| 30 | -2 | No Such Thing As A Fish | Audioboom | ARN's iHeartPodcast Network Australia | 186,999 | 557,676 | 5 |
| 31 | +2 | The Marty Sheargold Show - Triple M Melbourne | LiSTNR (SCA) | LiSTNR (SCA) | 186,863 | 509,629 | 86 |
| 32 | +2 | The Rush Hour with JB & Billy | LiSTNR (SCA) | LiSTNR (SCA) | 179,423 | 451,071 | 159 |
| 33 | -4 | My Favorite Murder with Karen Kilgariff and Georgia Hardstark | Wondery | LiSTNR (SCA) | 171,474 | 575,846 | 9 |
| 34 | -3 | Ben Fordham Live | Nine Radio | Nine | 164,615 | 378,784 | 180 |
| 35 | +41 | The Chrissie Swan Show | NOVA Entertainment | NOVA Entertainment | 160,904 | 350,803 | 24 |
| 36 | - | The Scorecard - Daily Sports News | LiSTNR (SCA) | LiSTNR (SCA) | 158,785 | 234,827 | 22 |
| 37 | -5 | From The Newsroom | News Corp Australia | News Corp / NOVA Entertainment | 158,572 | 322,612 | 47 |
| 38 | +20 | The Matty Johns Podcast | News Corp Australia | News Corp / NOVA Entertainment | 158,125 | 419,842 | 12 |
| 39 | -4 | 2 Bears, 1 Cave with Tom Segura & Bert Kreischer | SiriusXM Podcast Network | LiSTNR (SCA) | 151,721 | 267,983 | 5 |
| 40 | +21 | SBS News In Depth | Special Broadcasting Service | Special Broadcasting Service | 138,477 | 812,901 | 175 |
| 41 | -11 | Chat 10 Looks 3 | DM Podcasts | LiSTNR (SCA) | 135,293 | 333,470 | 2 |



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| 42 | -5 | Hourly News Bulletins | Nine Radio | Nine | 134,976 | 310,567 | 2,180 |
| 43 | +2 | Please Explain | Nine Publishing | Nine | 130,250 | 463,939 | 28 |
| 44 | +13 | Ricki-Lee, Tim and Joel | NOVA Entertainment | NOVA Entertainment | 129,617 | 473,862 | 29 |
| 45 | Return | Triple M Footy AFL | LiSTNR (SCA) | LiSTNR (SCA) | 126,539 | 273,335 | 66 |
| 46 | -8 | Life and Crimes with Andrew Rule | News Corp Australia | News Corp / NOVA Entertainment | 123,236 | 349,978 | 5 |
| 47 | -4 | The Mel Robbins Podcast | SiriusXM Podcast Network | LiSTNR (SCA) | 122,894 | 257,360 | 9 |
| 48 | +3 | So Dramatic! with Megan Pustetto | NOVA Entertainment | NOVA Entertainment | 122,696 | 449,761 | 38 |
| 49 | -3 | KICPOD | LiSTNR (SCA) | LiSTNR (SCA) | 119,900 | 308,978 | 8 |
| 50 | +55 | Whateley | Sports Entertainment Network (SEN) | Sports Entertainment Network (SEN) | 111,784 | 716,587 | 159 |
| 51 | -3 | Last Podcast On The Left | SiriusXM Podcast Network | LiSTNR (SCA) | 110,631 | 298,071 | 9 |
| 52 | -3 | Conan O'Brien Needs A Friend | SiriusXM Podcast Network | LiSTNR (SCA) | 109,344 | 296,197 | 10 |
| 53 | +24 | SBS News Updates | Special Broadcasting Service | Special Broadcasting Service | 107,415 | 406,988 | 88 |
| 54 | -7 | Freakonomics Radio | SiriusXM Podcast Network | LiSTNR (SCA) | 106,706 | 319,969 | 5 |
| 55 | -3 | The Spill | Mamamia | Mamamia | 106,648 | 367,753 | 26 |
| 56 | Debut | Just For Girls | DM Podcasts | LiSTNR (SCA) | 105,843 | 129,261 | 4 |
| 57 | -13 | IMPAULSIVE | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 105,577 | 185,486 | 4 |
| 58 | -4 | Aunty Donna Podcast | LiSTNR (SCA) | LiSTNR (SCA) | 102,630 | 233,641 | 4 |
| 59 | +22 | Mornings with Neil Mitchell | Nine Radio | Nine | 99,050 | 183,940 | 181 |
| 60 | -7 | Behind the Bastards | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 97,971 | 284,712 | 9 |
| 61 | +5 | Cautionary Tales with Tim Harford | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 95,624 | 199,609 | 5 |
| 62 | -6 | RedHanded | Audioboom | ARN's iHeartPodcast Network Australia | 93,332 | 286,253 | 9 |



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| 63 | -1 | 99% Invisible | SiriusXM Podcast Network | LiSTNR (SCA) | 90,378 | 251,854 | 5 |
| 64 | -9 | CANCELLED | Mamamia | Mamamia | 87,695 | 165,169 | 6 |
| 65 | -1 | Outspoken the Podcast | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 87,378 | 212,618 | 11 |
| 66 | Debut | The Deck Investigates | audiochuck / SiriusXM Podcast Network | LiSTNR (SCA) | 86,503 | 292,159 | 15 |
| 67 | +27 | 3AW Breakfast with Ross and Russel | Nine Radio | Nine | 82,643 | 199,459 | 161 |
| 68 | -5 | You Beauty | Mamamia | Mamamia | 82,428 | 411,413 | 28 |
| 69 | Debut | Faith on Trial: Hillsong | News Corp Australia | News Corp / NOVA Entertainment | 81,567 | 151,281 | 10 |
| 70 | -3 | Your Mom's House with Christina P. and Tom Segura | SiriusXM Podcast Network | LiSTNR (SCA) | 79,178 | 136,876 | 5 |
| 71 | -2 | Equity Mates Investing Podcast | Equity Mates Media | Acast | 78,159 | 261,396 | 13 |
| 72 | Debut | Murdaugh Murders Podcast | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 76,623 | 221,866 | 5 |
| 73 | -3 | Something Was Wrong | Wondery | LiSTNR (SCA) | 76,425 | 195,617 | 6 |
| 74 | -9 | Hidden Brain | Hidden Brain Media / SiriusXM Podcast Network | Hidden Brain Media / LiSTNR (SCA) | 74,342 | 223,191 | 5 |
| 75 | - | Office Ladies | SiriusXM Podcast Network | LiSTNR (SCA) | 71,745 | 173,244 | 5 |
| 76 | +2 | This Is Actually Happening | Wondery | LiSTNR (SCA) | 71,313 | 199,992 | 5 |
| 77 | +7 | True Crime with Kendall Rae | Audioboom | ARN's iHeartPodcast Network Australia | 69,869 | 175,667 | 9 |
| 78 | +4 | Pod Save America | SiriusXM Podcast Network | LiSTNR (SCA) | 68,762 | 192,784 | 9 |
| 79 | +1 | The Daily Aus | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 68,650 | 233,034 | 22 |
| 80 | +8 | The School of Greatness | SiriusXM Podcast Network | LiSTNR (SCA) | 66,274 | 361,723 | 17 |
| 81 | -10 | The Rise & Conquer Podcast | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 66,161 | 400,910 | 10 |
| 82 | Debut | Sports Bizarre | LiSTNR (SCA) | LiSTNR (SCA) | 65,641 | 123,495 | 4 |



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| 83 | Return | Triple M Rocks Footy NRL | LiSTNR (SCA) | LiSTNR (SCA) | 64,706 | 161,196 | 75 |
| 84 | -5 | The Quicky News Update | Mamamia | Mamamia | 63,817 | 143,568 | 44 |
| 85 | Return | Six Tackles With Gus | Nine Radio | Nine | 63,754 | 101,809 | 7 |
| 86 | -18 | The Betoota Advocate Podcast | DM Podcasts | LiSTNR (SCA) | 63,315 | 139,338 | 10 |
| 87 | -1 | Motley Fool Money | LiSTNR (SCA) | LiSTNR (SCA) | 62,883 | 207,490 | 9 |
| 88 | -3 | F1: Beyond The Grid | Audioboom | ARN's iHeartPodcast Network Australia | 62,375 | 179,823 | 6 |
| 89 | - | Matt & Alex - All Day Breakfast | LiSTNR (SCA) | LiSTNR (SCA) | 62,181 | 204,875 | 23 |
| 90 | -17 | Will & Woody | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 62,091 | 178,583 | 99 |
| 91 | +2 | Fear and Greed | NOVA Entertainment | NOVA Entertainment | 60,573 | 259,075 | 80 |
| 92 | +5 | Mick & MG in the Morning - 104.9 Triple M Sydney | LiSTNR (SCA) | LiSTNR (SCA) | 59,564 | 156,899 | 105 |
| 93 | -6 | Super Soul | SiriusXM Podcast Network | LiSTNR (SCA) | 59,119 | 309,004 | 7 |
| 94 | -44 | Liar, Liar: Melissa Caddick and the Missing Millions | Nine Publishing | Nine | 58,945 | 152,878 | 0 |
| 95 | +33 | SBS On the Money | Special Broadcasting Service | Special Broadcasting Service | 58,483 | 154,048 | 17 |
| 96 | -54 | The Mindset Mentor | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 57,979 | 280,465 | 10 |
| 97 | +16 | The Deck | audiochuck / SiriusXM Podcast Network | LiSTNR (SCA) | 57,200 | 138,923 | 8 |
| 98 | +3 | Flex & Froomes on CADA | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 56,884 | 233,867 | 59 |
| 99 | Debut | SBS News in Easy English | Special Broadcasting Service | Special Broadcasting Service | 55,599 | 266,448 | 21 |
| 100 | -1 | Murder, Mystery & Makeup | Audioboom | ARN's iHeartPodcast Network Australia | 55,569 | 125,498 | 4 |
| 101 | -42 | Stolen Hearts | Wondery | LiSTNR (SCA) | 54,622 | 98,981 | 3 |
| 102 | -11 | The Sounding Board | Sports Entertainment Network (SEN) | Sports Entertainment Network (SEN) | 54,358 | 137,024 | 13 |



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| 103 | -3 | Ologies with Alie Ward | SiriusXM Podcast Network | LiSTNR (SCA) | 53,820 | 137,270 | 7 |
| 104 | -1 | The Tim Dillon Show | Audioboom | ARN's iHeartPodcast Network Australia | 52,325 | 78,589 | 4 |
| 105 | +1 | Revisionist History | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 52,207 | 143,360 | 2 |
| 106 | +3 | How I Built This with Guy Raz | Wondery | LiSTNR (SCA) | 51,991 | 291,857 | 9 |
| 107 | -12 | The Ray Hadley Morning Show | Nine Radio | Nine | 51,645 | 161,558 | 111 |
| 108 | Debut | everybody has a secret | Shameless Media | Shameless Media | 51,429 | 84,114 | 2 |
| 109 | -11 | Murder With My Husband | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 50,518 | 106,470 | 4 |
| 110 | Debut | Nathan, Nat and Shaun | NOVA Entertainment | NOVA Entertainment | 50,293 | 89,710 | 83 |
| 111 | +19 | The Fin | Nine Publishing | Nine | 49,987 | 75,590 | 9 |
| 112 | Return | WILOSOPHY with Wil Anderson | LiSTNR (SCA) | LiSTNR (SCA) | 49,141 | 144,176 | 3 |
| 113 | -30 | Shandee's Story | News Corp Australia | News Corp / NOVA Entertainment | 49,041 | 102,093 | 0 |
| 114 | Return | Daily Telegraph - News Feed | News Corp Australia | News Corp / NOVA Entertainment | 48,389 | 78,584 | 30 |
| 115 | -19 | Somehow Related with Dave O'Neil & Glenn Robbins | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 48,387 | 151,131 | 4 |
| 116 | -4 | Scamfluencers | Wondery | LiSTNR (SCA) | 48,114 | 109,818 | 4 |
| 117 | -7 | Stuff They Don't Want You To Know | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 48,000 | 298,641 | 24 |
| 118 | - | Nothing much happens; bedtime stories to help you sleep | SiriusXM Podcast Network | LiSTNR (SCA) | 47,452 | 197,108 | 4 |
| 119 | -17 | Jase & Lauren | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 47,187 | 555,885 | 76 |
| 120 | Return | Real Footy | Nine Publishing | Nine | 46,969 | 101,297 | 7 |
| 121 | -29 | Girls Next Level | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 46,877 | 80,021 | 4 |



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| 122 | -7 | The Front | News Corp Australia | News Corp / NOVA Entertainment | 46,052 | 165,568 | 27 |
| 123 | -12 | The Australian's Money Cafe | News Corp Australia | News Corp / NOVA Entertainment | 45,831 | 106,423 | 6 |
| 124 | -10 | This Is Important | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 45,123 | 81,320 | 4 |
| 125 | -2 | Fitzy and Wippa with Kate Ritchie | NOVA Entertainment | NOVA Entertainment | 45,104 | 259,525 | 81 |
| 126 | -52 | Inside the Tribe | DM Podcasts | LiSTNR (SCA) | 45,029 | 91,418 | 2 |
| 127 | -10 | Small Town Murder | Wondery | LiSTNR (SCA) | 44,582 | 115,885 | 10 |
| 128 | -7 | Two Hot Takes | Audioboom | ARN's iHeartPodcast Network Australia | 44,557 | 88,433 | 5 |
| 129 | -22 | The Nutrition Couch | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 44,535 | 158,305 | 9 |
| 130 | Return | FOX FOOTY Podcasts | News Corp Australia | News Corp / NOVA Entertainment | 42,775 | 120,194 | 14 |
| 131 | -23 | Business Wars | Wondery | LiSTNR (SCA) | 42,758 | 180,186 | 6 |
| 132 | +12 | Bedtime Explorers | LiSTNR (SCA) | LiSTNR (SCA) | 42,494 | 270,779 | 27 |
| 133 | -43 | Hamish & Andy's Remembering Project | LiSTNR (SCA) | LiSTNR (SCA) | 42,452 | 111,926 | 0 |
| 134 | +7 | The Daily Telegraph NRL Podcast | News Corp Australia | News Corp / NOVA Entertainment | 41,385 | 69,585 | 9 |
| 135 | +2 | StarTalk Radio | SiriusXM Podcast Network | LiSTNR (SCA) | 41,218 | 124,493 | 7 |
| 136 | -1 | Anatomy of Murder | audiochuck / SiriusXM Podcast Network | LiSTNR (SCA) | 41,005 | 95,905 | 4 |
| 137 | +8 | Against The Odds | Wondery | LiSTNR (SCA) | 40,749 | 124,014 | 6 |
| 138 | -9 | American Scandal | Wondery | LiSTNR (SCA) | 40,738 | 143,409 | 5 |
| 139 | -19 | AIN'T THAT SWELL | DM Podcasts | LiSTNR (SCA) | 40,674 | 121,271 | 11 |
| 140 | -24 | The Sting | Podshape | Podshape / NOVA Entertainment | 40,599 | 63,172 | 4 |
| 141 | Debut | Levels Podcast | DM Podcasts | LiSTNR (SCA) | 40,283 | 53,693 | 9 |
| 142 | -4 | True Crime Garage | SiriusXM Podcast Network | LiSTNR (SCA) | 39,891 | 124,330 | 9 |



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| 143 | -17 | Drive with Joel & Fletch | Sports Entertainment Network (SEN) | Sports Entertainment Network (SEN) | 39,670 | 210,733 | 121 |
| 144 | -13 | The Generation Why Podcast | Wondery | LiSTNR (SCA) | 38,866 | 104,549 | 6 |
| 145 | -9 | The Chaser Report | Iconoclast | Acast | 38,600 | 158,983 | 24 |
| 146 | -4 | Deep Cover: Never Seen Again | ARN / iHeartMedia | ARN's iHeartPodcast Network Australia | 38,058 | 93,363 | 5 |
| 147 | Debut | Deep Sleep Sounds | Audioboom | ARN's iHeartPodcast Network Australia | 37,837 | 78,883 | 4 |
| 148 | -14 | The Minds of Madness - True Crime Stories | Audioboom | ARN's iHeartPodcast Network Australia | 37,588 | 92,595 | 4 |
| 149 | -17 | True Crime All The Time | Wondery | LiSTNR (SCA) | 37,441 | 103,734 | 5 |
| 150 | -7 | The Space | NOVA Entertainment | NOVA Entertainment | 37,368 | 120,641 | 55 |

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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."

