

Australian Podcast Ranker

Top Podcasts | February 2024



Rank	Change	Podcast	Publisher	Sales representation	Monthly listeners	Monthly downloads	New episodes
1	+1	Casefile True Crime	Audioboom	ARN / iHeart	878,248	2,212,055	5
2	-1	Shameless	Shameless Media	Shameless Media	639,860	1,303,587	11
3	+1	Mamamia Out Loud	Mamamia	Mamamia	579,409	1,444,104	23
4	+2	The Kyle & Jackie O Show	ARN / iHeart	ARN / iHeart	515,273	1,656,320	120
5	-2	Conversations	Australian Broadcasting Corporation	-	499,237	3,649,570	19
6	-1	Hamish & Andy	LiSTNR (SCA)	LiSTNR (SCA)	397,122	929,581	1
7	+4	Life Uncut	ARN / iHeart	ARN / iHeart	391,868	1,035,773	19
8	+6	7am	Schwartz Media	Schwartz Media / LiSTNR (SCA)	344,515	880,827	23
9	-2	Stuff You Should Know	ARN / iHeart	ARN / iHeart	321,538	1,265,618	18
10	+46	ABC News Daily	Australian Broadcasting Corporation	-	318,532	1,003,140	21
11	-3	Australian True Crime	Bravecasting	Acast	314,686	982,773	14
12	-2	Crime Junkie	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	308,280	693,256	5
13	-1	No Filter	Mamamia	Mamamia	295,298	599,984	10
14	+5	Squiz Today	Squiz Media	Squiz Media	280,275	690,731	26
15	-6	The Imperfects	ARN / iHeart	ARN / iHeart	269,091	477,035	1
16	Debut	Happy Hour with Lucy & Nikki	LiSTNR (SCA)	LiSTNR (SCA)	261,201	497,665	9
17	-4	SmartLess	Wondery	LiSTNR (SCA)	254,419	491,088	5
18	-2	True Crime Conversations	Mamamia	Mamamia	241,245	519,777	8
19	+6	The Quicky	Mamamia	Mamamia	240,024	870,132	51
20	-3	Darling, Shine!	LiSTNR (SCA)	LiSTNR (SCA)	236,271	379,689	5
21	-3	It's A Lot with Abbie Chatfield	LiSTNR (SCA)	LiSTNR (SCA)	217,495	413,955	9
22	-2	Morbid	Wondery	LiSTNR (SCA)	203,932	491,758	9
23	-8	On Purpose with Jay Shetty	ARN / iHeart	ARN / iHeart	202,332	543,298	9



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24	-3	Hamish & Andy's Remembering Project	LiSTNR (SCA)	LiSTNR (SCA)	199,338	398,688	2
25	+1	I Catch Killers with Gary Jubelin	News Corp Australia	News Corp / NOVA Entertainment	192,115	511,910	9
26	-4	The Mel Robbins Podcast	SiriusXM Podcast Network	LiSTNR (SCA)	190,318	362,138	9
27	+1	Sky News Australia Update	News Corp Australia	News Corp / NOVA Entertainment	188,662	478,982	34
28	+3	The Howie Games	LiSTNR (SCA)	LiSTNR (SCA)	184,846	469,961	6
29	+1	ABC SPORT Daily	Australian Broadcasting Corporation	-	178,896	307,929	21
30	-3	No Such Thing As A Fish	Audioboom	ARN / iHeart	171,602	505,677	5
31	-8	She's On The Money	ARN / iHeart	ARN / iHeart	169,912	544,544	14
32	+25	SEN Breakfast	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	168,935	628,033	145
33	-1	The Briefing	LiSTNR (SCA)	LiSTNR (SCA)	163,703	496,396	49
34	-1	Dateline NBC	NBCUniversal News Group	LiSTNR (SCA)	160,278	452,417	8
35	+159	If You're Listening	Australian Broadcasting Corporation	-	156,431	387,351	4
36	-2	The Update	NOVA Entertainment	NOVA Entertainment	154,918	376,467	54
37	Return	The Chrissie Swan Show	NOVA Entertainment	NOVA Entertainment	153,646	202,899	21
38	+15	The Marty Sheargold Show - Triple M Melbourne	LiSTNR (SCA)	LiSTNR (SCA)	147,490	358,796	71
39	-15	Do You F*cking Mind?	LiSTNR (SCA)	LiSTNR (SCA)	146,055	341,875	13
40	-5	RedHanded	Wondery	LiSTNR (SCA)	142,834	319,629	5
41	+1	Ben Fordham Live	Nine Radio	Nine	142,463	307,413	144
42	+1	KICPOD	LiSTNR (SCA)	LiSTNR (SCA)	139,239	286,104	8
43	+4	Dr Karl Podcast	Australian Broadcasting Corporation	-	136,033	387,150	5
44	-15	The Grade Cricketer	DM Podcasts	LiSTNR (SCA)	135,302	258,711	17
45	-9	The Daily Aus	ARN / iHeart	ARN / iHeart	132,632	270,695	23



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46	-2	Late Night Live	Australian Broadcasting Corporation	-	131,065	869,669	53
47	+52	Dyl & Friends	Clubby Sports	Clubby Sports / ARN / iHeart	129,648	245,298	10
48	+2	All In The Mind	Australian Broadcasting Corporation	-	129,366	448,393	5
49	-9	Hourly News Bulletins	Nine Radio	Nine	127,130	298,808	2,143
50	+35	The Rush Hour with JB & Billy	LiSTNR (SCA)	LiSTNR (SCA)	125,976	256,014	115
51	-5	The Morning Edition	Nine Publishing	Nine	124,504	331,990	25
52	-4	Sports Bizarre	LiSTNR (SCA)	LiSTNR (SCA)	122,335	222,223	5
53	-16	Life and Crimes with Andrew Rule	News Corp Australia	News Corp / NOVA Entertainment	121,756	291,248	4
54	-5	Conan O'Brien Needs A Friend	SiriusXM Podcast Network	LiSTNR (SCA)	117,899	245,968	10
55	-16	The Mindset Mentor	SiriusXM Podcast Network	LiSTNR (SCA)	113,709	301,364	18
56	-18	Chat 10 Looks 3	DM Podcasts	LiSTNR (SCA)	112,033	218,512	3
57	-5	Matt and Shane's Secret Podcast	Audioboom	ARN / iHeart	108,993	243,009	4
58	-17	What's That Rash?	Australian Broadcasting Corporation	-	104,876	393,297	4
59	-1	Freakonomics Radio	SiriusXM Podcast Network	LiSTNR (SCA)	102,989	217,595	7
60	-15	TED Talks Daily	ARN / iHeart	ARN / iHeart	101,044	432,594	28
61	Return	The Party Room	Australian Broadcasting Corporation	-	100,754	206,031	5
62	+12	Bloke In A Bar	Bloke in a Bar	BIAB Media	100,226	254,185	15
63	Return	Secrets We Keep	LiSTNR (SCA)	LiSTNR (SCA)	99,625	197,137	4
64	-10	Last Podcast On The Left	SiriusXM Podcast Network	LiSTNR (SCA)	98,991	222,504	9
65	+2	The Front	News Corp Australia	News Corp / NOVA Entertainment	95,922	263,151	24
66	+4	Pod Save America	SiriusXM Podcast Network	LiSTNR (SCA)	95,255	217,031	13
67	-5	From The Newsroom	News Corp Australia	News Corp / NOVA Entertainment	94,528	188,255	47
68	-5	CANCELLED	Mamamia	Mamamia	93,957	156,759	4



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69	-14	Behind the Bastards	ARN / iHeart	ARN / iHeart	93,789	217,836	12
70	+1	The Health Report	Australian Broadcasting Corporation	-	91,387	423,115	22
71	-12	Life Matters	Australian Broadcasting Corporation	-	90,038	549,693	74
72	+7	CommSec Market Update	LiSTNR (SCA)	LiSTNR (SCA)	88,872	216,730	42
73	Debut	MrBallen Podcast: Strange, Dark & Mysterious Stories	Wonderly	LiSTNR (SCA)	88,759	332,699	6
74	-23	Just For Girls	DM Podcasts	LiSTNR (SCA)	88,667	122,696	4
75	-7	7News Headlines	ARN / iHeart	ARN / iHeart	87,402	200,209	24
76	-12	RN Breakfast	Australian Broadcasting Corporation	-	85,131	1,596,238	295
77	-11	99% Invisible	SiriusXM Podcast Network	LiSTNR (SCA)	80,561	173,557	6
78	Return	The Matty Johns Podcast	News Corp Australia	News Corp / NOVA Entertainment	80,045	163,429	5
79	+77	Whateley	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	79,149	351,865	131
80	-8	Everyone Relax	LiSTNR (SCA)	LiSTNR (SCA)	78,051	208,349	17
81	-4	Aunty Donna Podcast	LiSTNR (SCA)	LiSTNR (SCA)	77,638	168,640	4
82	+9	Luke And Sassy Scott	LiSTNR (SCA)	LiSTNR (SCA)	76,407	137,516	6
83	+21	The Spill	Mamamia	Mamamia	76,209	211,312	22
84	+75	So Dramatic! with Megan Pustetto	NOVA Entertainment	NOVA Entertainment	75,676	284,960	42
85	+35	3AW Breakfast with Ross and Russel	Nine Radio	Nine	74,747	153,387	138
86	-8	Australian Birth Stories	Australian Birth Stories	Australian Birth Stories	74,677	234,830	9
87	Return	Bang On	Australian Broadcasting Corporation	-	72,825	160,980	5
88	-19	Outspoken the Podcast	ARN / iHeart	ARN / iHeart	72,602	135,607	12
89	+4	You Beauty	Mamamia	Mamamia	71,740	246,652	31
90	-14	SBS News Updates	Special Broadcasting Service	Special Broadcasting Service	70,187	218,214	86



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91	-11	British Scandal	Wondery	LiSTNR (SCA)	69,246	191,646	6
92	-32	The School of Greatness	SiriusXM Podcast Network	LiSTNR (SCA)	69,222	187,922	12
93	-28	AM	Australian Broadcasting Corporation	-	69,062	294,717	156
94	-10	The Garden of Eden	Podshape	Podshape / NOVA Entertainment	68,653	143,525	1
95	+17	Equity Mates Investing Podcast	Equity Mates Media	Acast	67,987	142,104	11
96	-1	Something Was Wrong	Wondery	LiSTNR (SCA)	65,747	188,315	6
97	+20	FEAR & GREED Business News	NOVA Entertainment	NOVA Entertainment	65,176	219,176	77
98	+32	The Fin	Nine Publishing	Nine	64,955	92,286	5
99	+25	News Club	Squiz Media	Squiz Media	64,251	94,539	9
100	-13	The Ray Hadley Morning Show	Nine Radio	Nine	64,108	146,424	91
101	+83	The Lady Vanishes	ARN / iHeart	ARN / iHeart	62,986	133,996	1
102	-27	Hidden Brain	Hidden Brain Media / SiriusXM Podcast Network	Hidden Brain Media / LiSTNR (SCA)	62,889	128,950	4
103	+7	True Crime with Kendall Rae	Audioboom	ARN / iHeart	62,037	152,497	5
104	Debut	Casefile Presents: The Easey Street Murders	ARN / iHeart	ARN / iHeart	61,843	109,916	3
105	Return	F1: Beyond The Grid	Audioboom	ARN / iHeart	60,746	207,182	29
106	+20	Murder, Mystery & Makeup	Audioboom	ARN / iHeart	60,053	146,273	4
107	-9	The Shameless Book Club	Shameless Media	Shameless Media	59,792	93,997	5
108	-25	Murder With My Husband	ARN / iHeart	ARN / iHeart	59,321	129,070	5
109	-19	Motley Fool Money	LiSTNR (SCA)	LiSTNR (SCA)	59,230	122,979	8
110	-9	The Fellas	Audioboom	ARN / iHeart	58,505	103,663	5
111	-6	Dr. Death	Wondery	LiSTNR (SCA)	58,399	117,049	4
112	Debut	Global Roaming with Geraldine Doogue and Hamish Macdonald	Australian Broadcasting Corporation	-	58,284	109,230	4



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113	+60	Levels Podcast	DM Podcasts	LiSTNR (SCA)	57,295	80,551	9
114	Return	Sit With Us	DM Podcasts	LiSTNR (SCA)	57,205	112,000	10
115	+12	High Scrollers	NOVA Entertainment	NOVA Entertainment	56,771	86,119	8
116	-14	Big Ideas	Australian Broadcasting Corporation	-	55,501	283,153	18
117	+43	Good Weekend Talks	Nine Publishing	Nine	55,142	72,893	4
118	-30	Crime Insiders	LiSTNR (SCA)	LiSTNR (SCA)	54,979	120,504	8
119	-46	3AW Mornings with Tom Elliott	Nine Radio	Nine	54,940	149,226	162
120	-13	Two Hot Takes	Audioboom	ARN / iHeart	54,450	129,628	5
121	Debut	RN Drive	Australian Broadcasting Corporation	-	53,876	220,062	155
122	-40	Cautionary Tales with Tim Harford	ARN / iHeart	ARN / iHeart	53,731	99,416	2
123	+35	Matt & Alex - All Day Breakfast	LiSTNR (SCA)	LiSTNR (SCA)	53,329	120,785	21
124	Return	Chanticleer	Nine Publishing	Nine	53,298	74,965	5
125	+3	Hack	Australian Broadcasting Corporation	-	53,002	208,029	21
126	-18	Nothing much happens: bedtime stories to help you sleep	ARN / iHeart	ARN / iHeart	52,775	209,773	10
127	+13	The Money Puzzle	News Corp Australia	News Corp / NOVA Entertainment	52,591	107,933	11
128	-36	This Is Actually Happening	Wondery	LiSTNR (SCA)	52,076	119,444	6
129	-6	everybody has a secret	Shameless Media	Shameless Media	52,039	93,036	1
130	-17	Scamfluencers	Wondery	LiSTNR (SCA)	51,741	105,401	6
131	-20	Office Ladies	SiriusXM Podcast Network	LiSTNR (SCA)	51,503	117,264	5
132	Return	Sunday Extra	Australian Broadcasting Corporation	-	50,629	154,376	38
133	Return	Revisionist History	ARN / iHeart	ARN / iHeart	50,501	164,213	7
134	+4	PM	Australian Broadcasting Corporation	-	49,011	158,015	134
135	-41	Triple M Footy AFL	LiSTNR (SCA)	LiSTNR (SCA)	48,788	106,033	9



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136	-55	SBS News In Depth	Special Broadcasting Service	Special Broadcasting Service	48,758	228,128	145
137	-16	Ologies with Alie Ward	SiriusXM Podcast Network	LiSTNR (SCA)	47,947	102,256	6
138	-52	The Teacher's Pet	News Corp Australia	News Corp / NOVA Entertainment	47,787	98,514	0
139	+14	How I Built This with Guy Raz	Wondery	LiSTNR (SCA)	47,640	149,900	9
140	Debut	Days Like These	Australian Broadcasting Corporation	-	46,722	134,444	4
141	-52	The Psychology of your 20s	ARN / iHeart	ARN / iHeart	46,718	83,616	9
142	-10	The Old Man and the Three with JJ Redick and Tommy Alter	Wondery	LiSTNR (SCA)	46,628	69,995	7
143	Return	Fifi, Fev & Nick - 101.9 The Fox Melbourne	LiSTNR (SCA)	LiSTNR (SCA)	45,995	78,573	134
144	-28	The Tim Dillon Show	Audioboom	ARN / iHeart	45,797	72,171	3
145	-16	Small Town Murder	Wondery	LiSTNR (SCA)	45,245	99,273	9
146	-49	How Other Dads Dad with Hamish Blake	HODD Media	HODD Media	44,818	69,767	0
147	-41	Shandee's Story	News Corp Australia	News Corp / NOVA Entertainment	44,635	88,857	0
148	-15	Against The Odds	Wondery	LiSTNR (SCA)	44,450	116,971	5
149	Debut	The Megyn Kelly Show	SiriusXM Podcast Network	LiSTNR (SCA)	44,411	103,523	22
150	-50	Quick Smart	Australian Broadcasting Corporation	-	44,348	97,630	4
151	Return	Drive with Joel & Fletch	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	44,240	160,394	127
152	-16	The Minefield	Australian Broadcasting Corporation	-	44,058	126,497	4
153	Return	The Sounding Board	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	43,681	102,448	14
154	+11	The Broski Report with Brittany Broski	Audioboom	ARN / iHeart	43,477	70,584	4
155	-59	The World Today	Australian Broadcasting Corporation	-	43,288	146,676	137
156	-12	Anatomy of Murder	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	43,094	92,746	4
157	+6	Uncomfortable Conversations with Josh Szepe	DM Podcasts	LiSTNR (SCA)	42,901	84,421	10



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158	-55	Head Game	NOVA Entertainment	NOVA Entertainment	42,566	67,144	6
159	+31	Ricki-Lee, Tim and Joel	NOVA Entertainment	NOVA Entertainment	42,441	148,380	59
160	+33	Two Doting Dads	ARN / iHeart	ARN / iHeart	41,842	66,579	7
161	-20	The Deck	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	41,799	81,942	4
162	-1	The Chunkz & Filly Show	Audioboom	ARN / iHeart	41,512	60,901	5
163	-45	Your News Now	ARN / iHeart	ARN / iHeart	41,275	124,938	132
164	-30	StarTalk Radio	SiriusXM Podcast Network	LiSTNR (SCA)	41,117	91,977	6
165	-13	American Scandal	Wondery	LiSTNR (SCA)	40,621	146,473	4
166	-52	The Final Word Cricket Podcast	ARN / iHeart	ARN / iHeart	40,516	111,940	30
167	Return	JAM Nation with Jonesy & Amanda	ARN / iHeart	ARN / iHeart	40,511	195,319	143
168	Return	The Daily Telegraph NRL Podcast	News Corp Australia	News Corp / NOVA Entertainment	40,340	63,305	8
169	Return	Background Briefing	Australian Broadcasting Corporation	-	40,091	97,158	5
170	-20	Secrets of the Underworld	Podshape	Podshape / NOVA Entertainment	39,852	72,918	10
171	-29	Critical Role	SiriusXM Podcast Network	LiSTNR (SCA)	39,763	85,414	4
172	+16	Rachel Goes Rogue	ARN / iHeart	ARN / iHeart	39,594	67,276	7
173	-22	Credlin	News Corp Australia	News Corp / NOVA Entertainment	39,235	102,724	18
174	Return	Download This Show	Australian Broadcasting Corporation	-	38,611	84,689	5
175	-20	The Jess Rowe Big Talk Show	LiSTNR (SCA)	LiSTNR (SCA)	38,586	72,006	4
176	-57	Nothing To Wear	Mamamia	Mamamia	38,573	60,751	4
177	-52	Ten Percent Happier with Dan Harris	Wondery	LiSTNR (SCA)	38,412	129,534	14
178	-31	Stuff They Don't Want You To Know	ARN / iHeart	ARN / iHeart	38,142	145,246	23
179	-34	Snapped: Women Who Murder	Wondery	LiSTNR (SCA)	38,009	97,519	5
180	-58	Somehow Related with Dave O'Neil & Glenn Robbins	ARN / iHeart	ARN / iHeart	37,706	88,107	3



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181	-10	The Show Off	DM Podcasts	LiSTNR (SCA)	37,652	41,543	1
182	Debut	Dark Downeast	SiriusXM Podcast Network	LiSTNR (SCA)	37,646	106,163	6
183	-13	The Hook Up	Australian Broadcasting Corporation	-	37,401	102,626	12
184	-69	Catching Dad's Killer	Podshape	Podshape / NOVA Entertainment	37,395	65,668	7
185	+1	Prosecuting Donald Trump	NBCUniversal News Group	LiSTNR (SCA)	37,236	66,593	9
186	-40	The Rise & Conquer Podcast	ARN / iHeart	ARN / iHeart	37,175	107,239	5
187	-50	That's Enough Already with Urzila Carlson	LiSTNR (SCA)	LiSTNR (SCA)	37,148	78,017	5
188	-20	Sooshi Mango Saucy Meatballs Podcast	LiSTNR (SCA)	LiSTNR (SCA)	36,912	57,970	4
189	-32	5 Minute Food Fix	ARN / iHeart	ARN / iHeart	36,457	97,822	9
190	-21	Nightlife	Australian Broadcasting Corporation	-	36,434	303,391	77
191	-17	The Nutrition Couch	ARN / iHeart	ARN / iHeart	36,245	76,648	5
192	Return	Drive with Jacqui Felgate	Nine Radio	Nine	36,133	72,076	158
193	-31	Rear Vision	Australian Broadcasting Corporation	-	36,124	100,729	4
194	-51	The Science Show	Australian Broadcasting Corporation	-	35,335	117,629	23
195	Return	Mick & MG in the Morning - 104.9 Triple M Sydney	LiSTNR (SCA)	LiSTNR (SCA)	35,335	96,945	83
196	-57	The Teacher's Trial	News Corp Australia	News Corp / NOVA Entertainment	34,479	76,429	0
197	-10	It Could Happen Here	ARN / iHeart	ARN / iHeart	34,424	90,090	31
198	Debut	The Scorecard Daily Sports News	LiSTNR (SCA)	LiSTNR (SCA)	34,358	44,825	20
199	Return	Paul Murray Live	News Corp Australia	News Corp / NOVA Entertainment	34,151	89,570	24
200	Return	Pod Save the World	SiriusXM Podcast Network	LiSTNR (SCA)	34,024	71,448	9



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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."

