

Australian Podcast Ranker

Top Podcasts | May 2024



Rank	Change	Podcast	Publisher	Sales representation	Monthly listeners	Monthly downloads	New episodes
1	-	Hamish & Andy	LiSTNR (SCA)	LiSTNR (SCA)	970,415	1,893,174	5
2	-	Casefile True Crime	Audioboom	ARN / iHeart	778,253	1,884,225	4
3	-	ABC News Top Stories	Australian Broadcasting Corporation	-	578,082	1,717,423	417
4	-	Mamamia Out Loud	Mamamia	Mamamia	553,626	1,543,678	29
5	-	Shameless	Shameless Media	Shameless Media	520,202	1,032,255	11
6	+3	The Kyle & Jackie O Show	ARN / iHeart	ARN / iHeart	506,572	1,672,123	106
7	-1	The Imperfects	ARN / iHeart	ARN / iHeart	443,633	953,372	9
8	-1	Conversations	Australian Broadcasting Corporation	-	435,660	3,307,044	24
9	-1	Life Uncut	ARN / iHeart	ARN / iHeart	392,841	1,064,613	19
10	+3	Stuff You Should Know	ARN / iHeart	ARN / iHeart	309,468	1,162,584	19
11	+4	ABC News Daily	Australian Broadcasting Corporation	-	305,129	1,039,359	23
12	+11	Squiz Today	Squiz Media	Squiz Media	281,362	672,321	29
13	-2	No Filter	Mamamia	Mamamia	276,650	645,564	13
14	+3	7am	Schwartz Media	Schwartz Media / LiSTNR (SCA)	271,910	753,295	24
15	+3	Happy Hour with Lucy & Nikki	LiSTNR (SCA)	LiSTNR (SCA)	271,866	486,357	15
16	+4	It's A Lot with Abbie Chatfield	LiSTNR (SCA)	LiSTNR (SCA)	271,656	587,733	14
17	-5	Crime Junkie	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	269,328	635,671	7
18	+1	SmartLess	Wondery	LiSTNR (SCA)	260,227	491,696	5
19	-9	Australian True Crime	Bravecasting	Acast	258,606	831,603	13
20	+2	True Crime Conversations	Mamamia	Mamamia	227,605	480,985	8
21	-7	The Quicky	Mamamia	Mamamia	219,180	850,172	49
22	+4	The Briefing	LiSTNR (SCA)	LiSTNR (SCA)	218,420	562,772	52
23	-2	The Mel Robbins Podcast	SiriusXM Podcast Network	LiSTNR (SCA)	216,620	401,098	10



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24	+5	SEN Breakfast	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	208,161	825,384	165
25	-	Morbid	Wondery	LiSTNR (SCA)	207,288	518,547	10
26	+9	The Update	NOVA Entertainment	NOVA Entertainment	202,227	463,862	56
27	+3	ABC SPORT Daily	Australian Broadcasting Corporation	-	199,514	355,918	24
28	+6	Darling, Shine!	LiSTNR (SCA)	LiSTNR (SCA)	199,047	306,242	4
29	+3	Ben Fordham Live	Nine Radio	Nine	194,312	388,454	160
30	-3	I Catch Killers with Gary Jubelin	News Corp Australia	News Corp / NOVA Entertainment	191,330	514,252	9
31	+2	Sky News Australia Update	News Corp Australia	News Corp / NOVA Entertainment	189,318	500,238	28
32	-8	The Howie Games	LiSTNR (SCA)	LiSTNR (SCA)	184,492	460,710	11
33	+13	Dan Does Footy	DM Podcasts	LiSTNR (SCA)	172,704	222,389	9
34	-6	If You're Listening	Australian Broadcasting Corporation	-	167,350	476,417	5
35	-4	Triple M Footy AFL	LiSTNR (SCA)	LiSTNR (SCA)	166,743	353,699	112
36	+24	KICPOD	LiSTNR (SCA)	LiSTNR (SCA)	164,348	324,607	12
37	+5	She's On The Money	ARN / iHeart	ARN / iHeart	162,057	502,065	15
38	+72	SBS News In Depth	Special Broadcasting Service	Special Broadcasting Service	160,241	354,189	175
39	-1	No Such Thing As A Fish	Audioboom	ARN / iHeart	155,616	435,806	5
40	+4	RedHanded	Wondery	LiSTNR (SCA)	155,513	360,577	8
41	+2	Life and Crimes with Andrew Rule	News Corp Australia	News Corp / NOVA Entertainment	154,485	392,205	9
42	-1	MrBallen Podcast: Strange, Dark & Mysterious Stories	Wondery	LiSTNR (SCA)	154,138	456,330	9
43	-6	On Purpose with Jay Shetty	ARN / iHeart	ARN / iHeart	145,311	384,647	12
44	+17	everybody has a secret	Shameless Media	Shameless Media	141,093	236,950	5
45	+87	Sit With Us	DM Podcasts	LiSTNR (SCA)	140,621	238,223	9



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46	+1	Whateley	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	139,001	672,180	212
47	-7	Dateline NBC	NBCUniversal News Group	LiSTNR (SCA)	138,691	424,498	11
48	-3	Dr Karl Podcast	Australian Broadcasting Corporation	-	137,381	407,086	6
49	-33	The Mushroom Cook	News Corp Australia	News Corp / NOVA Entertainment	137,325	263,472	2
50	-1	Bizarre with Mick Molloy and Titus O'Reily	LiSTNR (SCA)	LiSTNR (SCA)	133,502	273,639	8
51	+2	The Front	News Corp Australia	News Corp / NOVA Entertainment	132,566	361,029	26
52	+11	The Marty Sheargold Show - Triple M Melbourne	LiSTNR (SCA)	LiSTNR (SCA)	130,210	295,129	84
53	-5	The Rush Hour with JB & Billy	LiSTNR (SCA)	LiSTNR (SCA)	129,247	272,079	145
54	-18	Dyl & Friends	Clubby Sports	Clubby Sports / ARN / iHeart	128,333	275,586	17
55	-1	The Matty Johns Podcast	News Corp Australia	News Corp / NOVA Entertainment	124,041	236,044	13
56	-4	Late Night Live	Australian Broadcasting Corporation	-	123,642	951,331	86
57	-1	Matt and Shane's Secret Podcast	Audioboom	ARN / iHeart	122,606	242,984	5
58	-7	Hourly News Bulletins	Nine Radio	Nine	122,423	307,297	2,817
59	-4	The Mindset Mentor	SiriusXM Podcast Network	LiSTNR (SCA)	116,425	284,400	19
60	-21	Do You F*cking Mind?	LiSTNR (SCA)	LiSTNR (SCA)	113,424	259,134	7
61	+5	CommSec Market Update	LiSTNR (SCA)	LiSTNR (SCA)	113,126	273,916	45
62	-12	All In The Mind	Australian Broadcasting Corporation	-	110,976	380,078	4
63	-6	The Morning Edition	Nine Publishing	Nine	110,193	307,030	26
64	-6	The Daily Aus	ARN / iHeart	ARN / iHeart	109,203	232,535	29
65	Debut	The Missing Campers Trial	Nine Radio	Nine	107,594	247,244	12
66	-7	Conan O'Brien Needs A Friend	SiriusXM Podcast Network	LiSTNR (SCA)	107,492	238,631	11
67	-3	What's That Rash?	Australian Broadcasting Corporation	-	102,629	367,111	4



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68	+1	From The Newsroom	News Corp Australia	News Corp / NOVA Entertainment	100,612	183,108	66
69	+4	Pod Save America	SiriusXM Podcast Network	LiSTNR (SCA)	98,961	231,496	16
70	-5	TED Talks Daily	ARN / iHeart	ARN / iHeart	97,659	418,100	31
71	-3	Freakonomics Radio	SiriusXM Podcast Network	LiSTNR (SCA)	96,947	196,489	6
72	-10	Roy and HG - Bludging on the Blindside	Australian Broadcasting Corporation	-	93,825	308,137	8
73	-6	Chat 10 Looks 3	DM Podcasts	LiSTNR (SCA)	93,481	168,070	2
74	+40	Crime Insiders	LiSTNR (SCA)	LiSTNR (SCA)	93,374	177,349	8
75	-5	Last Podcast On The Left	SiriusXM Podcast Network	LiSTNR (SCA)	92,824	217,174	9
76	-2	Levels Podcast	DM Podcasts	LiSTNR (SCA)	92,281	122,659	10
77	+24	The Party Room	Australian Broadcasting Corporation	-	91,330	212,552	6
78	-1	Equity Mates Investing Podcast	Equity Mates Media	Acast	90,401	211,445	18
79	-4	7News Headlines	ARN / iHeart	ARN / iHeart	89,672	217,973	39
80	-4	Behind the Bastards	ARN / iHeart	ARN / iHeart	83,841	206,403	12
81	+17	Murder With My Husband	ARN / iHeart	ARN / iHeart	80,954	205,375	4
82	-	Aunty Donna Podcast	LiSTNR (SCA)	LiSTNR (SCA)	80,542	182,207	5
83	+37	Hack	Australian Broadcasting Corporation	-	80,305	241,348	23
84	-1	Everyone Relax	LiSTNR (SCA)	LiSTNR (SCA)	80,244	219,888	18
85	Debut	Styleish	Shameless Media	Shameless Media	78,562	100,680	4
86	+6	The Fin	Nine Publishing	Nine	78,243	111,983	5
87	-2	Luke And Sassy Scott	LiSTNR (SCA)	LiSTNR (SCA)	75,147	133,769	9
88	-10	Bloke In A Bar	Bloke in a Bar	BIAB Media	75,102	211,309	19
89	-	RN Breakfast	Australian Broadcasting Corporation	-	75,019	1,608,305	317
90	-10	News Club	Squiz Media	Squiz Media	74,767	106,765	9



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91	+14	Triple M Rocks Footy NRL	LiSTNR (SCA)	LiSTNR (SCA)	74,698	146,116	68
92	-20	CANCELLED	Mamamia	Mamamia	73,666	132,041	5
93	+3	The Spill	Mamamia	Mamamia	71,807	208,474	28
94	+77	Ladies, We Need To Talk	Australian Broadcasting Corporation	-	71,313	207,404	4
95	-2	99% Invisible	SiriusXM Podcast Network	LiSTNR (SCA)	70,679	156,394	6
96	Return	The Teacher's Trial	News Corp Australia	News Corp / NOVA Entertainment	70,570	126,053	4
97	+46	Expanse	Australian Broadcasting Corporation	-	70,436	189,371	3
98	-19	The Health Report	Australian Broadcasting Corporation	-	69,004	346,099	33
99	-28	AM	Australian Broadcasting Corporation	-	68,693	318,999	178
100	+2	How To Fail With Elizabeth Day	ARN / iHeart	ARN / iHeart	67,456	143,643	5
101	-13	Australian Birth Stories	Australian Birth Stories	Australian Birth Stories	67,148	169,210	9
102	-5	Footy Talk - Rugby League Podcast	LiSTNR (SCA)	LiSTNR (SCA)	66,856	104,118	18
103	-9	Outspoken the Podcast	ARN / iHeart	ARN / iHeart	65,557	124,155	12
104	-23	Bang On	Australian Broadcasting Corporation	-	65,257	175,433	7
105	+28	Matt & Alex - All Day Breakfast	LiSTNR (SCA)	LiSTNR (SCA)	65,085	141,188	22
106	+86	JAM Nation with Jonesy & Amanda	ARN / iHeart	ARN / iHeart	64,919	239,161	158
107	-3	The Ray Hadley Morning Show	Nine Radio	Nine	64,226	156,801	103
108	-22	High Scrollers	NOVA Entertainment	NOVA Entertainment	64,056	105,743	10
109	-6	The Footy with Broden Kelly	Clubby Sports	Clubby Sports / ARN / iHeart	63,864	103,389	14
110	+12	True Crime with Kendall Rae	Audioboom	ARN / iHeart	62,828	128,677	4
111	+5	Chanticleer	Nine Publishing	Nine	62,284	87,735	6
112	-13	You Beauty	Mamamia	Mamamia	62,080	209,265	24
113	+8	Six Tackles With Gus	Nine Radio	Nine	61,739	83,099	6



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114	-24	Life Matters	Australian Broadcasting Corporation	-	61,510	470,642	79
115	-28	So Dramatic! with Megan Pustetto	NOVA Entertainment	NOVA Entertainment	61,316	208,444	35
116	-8	The School of Greatness	SiriusXM Podcast Network	LiSTNR (SCA)	60,903	160,159	14
117	Debut	MID	Mamamia	Mamamia	60,375	87,482	5
118	-12	British Scandal	Wondery	LiSTNR (SCA)	60,003	168,213	5
119	-8	FEAR & GREED Business News	NOVA Entertainment	NOVA Entertainment	59,737	280,992	83
120	+66	Shandee's Story	News Corp Australia	News Corp / NOVA Entertainment	58,567	101,132	3
121	+32	The Teacher's Pet	News Corp Australia	News Corp / NOVA Entertainment	57,575	108,939	4
122	+55	Our Little Edey – The Eden Westbrook Story	Podshape	Podshape / NOVA Entertainment	56,501	107,558	2
123	Return	Your News Now	ARN / iHeart	ARN / iHeart	55,903	143,136	135
124	-15	Big Ideas	Australian Broadcasting Corporation	-	55,435	297,065	18
125	-30	Cautionary Tales with Tim Harford	ARN / iHeart	ARN / iHeart	55,144	96,710	3
126	-14	Betoota Talks	DM Podcasts	LiSTNR (SCA)	53,260	83,784	10
127	+24	NRL 360	News Corp Australia	News Corp / NOVA Entertainment	53,075	87,503	14
128	-5	Good Weekend Talks	Nine Publishing	Nine	52,678	69,010	5
129	+27	Something Was Wrong	Wondery	LiSTNR (SCA)	52,289	137,753	5
130	-23	Hidden Brain	Hidden Brain Media / SiriusXM Podcast Network	Hidden Brain Media / LiSTNR (SCA)	52,124	109,702	4
131	+9	Two Doting Dads	ARN / iHeart	ARN / iHeart	51,941	84,331	6
132	-14	The Broski Report with Brittany Broski	Audioboom	ARN / iHeart	51,876	79,748	4
133	-8	Nothing much happens: bedtime stories to help you sleep	ARN / iHeart	ARN / iHeart	51,572	225,541	9
134	-10	Motley Fool Money	LiSTNR (SCA)	LiSTNR (SCA)	51,566	105,801	9
135	Debut	Secrets of a Self-Starter	LiSTNR (SCA)	LiSTNR (SCA)	51,563	68,566	2



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136	+55	Nightlife	Australian Broadcasting Corporation	-	51,063	330,867	82
137	Debut	MrBallen's Medical Mysteries	Wonderly	LiSTNR (SCA)	50,709	115,322	6
138	-8	Footy Talk – Daily Australian Rules Podcast	LiSTNR (SCA)	LiSTNR (SCA)	50,662	75,274	17
139	-12	The Money Puzzle, with James Kirby	News Corp Australia	News Corp / NOVA Entertainment	49,947	101,687	10
140	+49	The Lady Vanishes	ARN / iHeart	ARN / iHeart	49,886	100,252	0
141	-5	The Shameless Book Club	Shameless Media	Shameless Media	49,784	79,839	6
142	Return	CounterClock	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	49,488	150,332	10
143	+14	The Race F1 Podcast	ARN / iHeart	ARN / iHeart	48,695	72,593	9
144	+16	Background Briefing	Australian Broadcasting Corporation	-	48,692	148,964	0
145	-6	Two Hot Takes	Audioboom	ARN / iHeart	48,356	93,355	5
146	-11	The Sounding Board	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	48,063	115,581	17
147	-28	SBS News Updates	Special Broadcasting Service	Special Broadcasting Service	47,968	159,877	94
148	-22	The Psychology of your 20s	ARN / iHeart	ARN / iHeart	47,770	84,705	10
149	Debut	Mushroom Case Daily	Australian Broadcasting Corporation	-	47,613	89,509	2
150	-	Office Ladies	SiriusXM Podcast Network	LiSTNR (SCA)	47,134	104,419	5
151	+34	Fifi, Fev & Nick - 101.9 The Fox Melbourne	LiSTNR (SCA)	LiSTNR (SCA)	46,822	89,605	146
152	Return	The Girlfriends: Our Lost Sister	ARN / iHeart	ARN / iHeart	46,531	98,145	4
153	+28	Prosecuting Donald Trump	NBCUniversal News Group	LiSTNR (SCA)	46,439	81,414	9
154	-23	Global Roaming with Geraldine Doogue and Hamish Macdonald	Australian Broadcasting Corporation	-	46,276	99,269	7
155	-11	Red Hot The Pod	DM Podcasts	LiSTNR (SCA)	46,050	61,273	4
156	Return	Parental As Anything	Australian Broadcasting Corporation	-	45,759	126,881	4
157	-19	3AW Mornings with Tom Elliott	Nine Radio	Nine	45,645	137,309	148



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158	-11	F1: Beyond The Grid	Audioboom	ARN / iHeart	45,537	82,773	4
159	+17	Quick Smart	Australian Broadcasting Corporation	-	45,482	85,504	4
160	-47	3AW is Football	Nine Radio	Nine	45,441	129,444	164
161	-33	3AW Breakfast with Ross and Russel	Nine Radio	Nine	45,420	117,548	125
162	-16	PM	Australian Broadcasting Corporation	-	44,847	165,387	164
163	Return	Jase and Lauren	NOVA Entertainment	NOVA Entertainment	44,337	143,417	84
164	+5	The Megyn Kelly Show	SiriusXM Podcast Network	LiSTNR (SCA)	43,992	118,631	33
165	Debut	Robin & Kip	ARN / iHeart	ARN / iHeart	43,781	74,176	119
166	-49	Scamfluencers	Wondery	LiSTNR (SCA)	43,655	98,264	6
167	-15	StarTalk Radio	SiriusXM Podcast Network	LiSTNR (SCA)	43,445	91,495	8
168	-1	Sportsday	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	43,070	137,748	80
169	-54	Hamish & Andy's Remembering Project	LiSTNR (SCA)	LiSTNR (SCA)	43,065	106,333	0
170	-25	Uncomfortable Conversations with Josh Szeps	DM Podcasts	LiSTNR (SCA)	42,983	85,672	10
171	-23	Real Footy	Nine Publishing	Nine	42,926	80,609	10
172	Return	The Night Driver	News Corp Australia	News Corp / NOVA Entertainment	42,848	65,275	3
173	-9	Small Town Murder	Wondery	LiSTNR (SCA)	42,644	95,585	10
174	-11	The Jess Rowe Big Talk Show	LiSTNR (SCA)	LiSTNR (SCA)	42,010	79,987	4
175	-20	Ologies with Alie Ward	SiriusXM Podcast Network	LiSTNR (SCA)	41,605	87,581	6
176	Return	Ricki-Lee, Tim and Joel	NOVA Entertainment	NOVA Entertainment	40,742	133,385	64
177	Return	But Are You Happy?	Mamamia	Mamamia	40,607	66,159	3
178	-5	Anatomy of Murder	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	40,409	87,844	4
179	-30	This Is Actually Happening	Wondery	LiSTNR (SCA)	40,395	91,221	5



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180	-39	Nothing To Wear	Mamamia	Mamamia	40,361	67,379	5
181	-52	The Tim Dillon Show	Audioboom	ARN / iHeart	40,277	58,338	3
182	-8	The Deck	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	40,188	82,959	7
183	-29	FOX FOOTY Podcasts	News Corp Australia	News Corp / NOVA Entertainment	40,130	97,181	23
184	-25	Murder, Mystery & Makeup	Audioboom	ARN / iHeart	40,019	91,872	3
185	Debut	Mad About You	NOVA Entertainment	NOVA Entertainment	39,952	49,883	6
186	-25	The Daily Telegraph NRL Podcast	News Corp Australia	News Corp / NOVA Entertainment	39,311	62,585	11
187	-8	Download This Show	Australian Broadcasting Corporation	-	39,044	93,350	5
188	-13	The Minefield	Australian Broadcasting Corporation	-	38,704	112,779	5
189	-27	Sooshi Mango Saucy Meatballs Podcast	LiSTNR (SCA)	LiSTNR (SCA)	38,643	63,152	4
190	-24	The Old Man and the Three with JJ Redick and Tommy Alter	Wondery	LiSTNR (SCA)	38,445	60,976	9
191	Return	Stories of Origin	Nine Radio	Nine	38,017	58,948	7
192	Return	The Grade Cricketer	DM Podcasts	LiSTNR (SCA)	37,695	62,429	5
193	-15	Snapped: Women Who Murder	Wondery	LiSTNR (SCA)	37,420	105,585	6
194	-11	Stuff They Don't Want You To Know	ARN / iHeart	ARN / iHeart	37,326	130,051	25
195	-37	How I Built This with Guy Raz	Wondery	LiSTNR (SCA)	37,277	129,984	10
196	-6	Ten Percent Happier with Dan Harris	Wondery	LiSTNR (SCA)	36,822	132,197	15
197	Return	Secrets of the Underworld	Podshape	Podshape / NOVA Entertainment	36,808	71,193	8
198	-1	Drive with Joel & Fletch	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	36,127	158,769	142
199	Return	Fitzy and Wippa with Kate Ritchie	NOVA Entertainment	NOVA Entertainment	36,085	127,137	111
200	-7	Credlin	News Corp Australia	News Corp / NOVA Entertainment	35,988	98,984	19



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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, 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 v2.1.

* 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."

