

Australian Podcast Ranker

Top Podcasts | September 2024



Rank	Change	Podcast	Publisher	Sales representation	Monthly listeners	Monthly downloads	New episodes
1	-	Hamish & Andy	LiSTNR (SCA)	LiSTNR (SCA)	847,644	1,685,159	4
2	+1	Casefile True Crime	Audioboom	ARN / iHeart	788,823	1,848,076	5
3	-1	ABC News Top Stories	Australian Broadcasting Corporation	-	782,185	2,099,384	398
4	-	Mamamia Out Loud	Mamamia	Mamamia	540,606	1,328,633	22
5	-	Shameless*	Shameless Media	Shameless Media	479,754	996,907	12
6	-	The Imperfects	ARN / iHeart	ARN / iHeart	438,908	769,476	5
7	+1	Conversations	Australian Broadcasting Corporation	-	397,217	2,462,453	21
8	-1	The Kyle & Jackie O Show	ARN / iHeart	ARN / iHeart	358,022	1,263,443	86
9	-	Life Uncut	ARN / iHeart	ARN / iHeart	349,262	854,557	21
10	-	Sky News Australia Update	News Corp Australia	News Corp / NOVA Entertainment	310,235	614,539	2
11	-	ABC News Daily	Australian Broadcasting Corporation	-	290,994	901,134	22
12	+3	Happy Hour with Lucy & Nikki	LiSTNR (SCA)	LiSTNR (SCA)	273,163	429,224	8
13	-1	Crime Junkie	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	269,960	619,066	9
14	+14	It's A Lot with Abbie Chatfield	LiSTNR (SCA)	LiSTNR (SCA)	259,965	493,033	11
15	+11	I Catch Killers with Gary Jubelin	News Corp Australia	News Corp / NOVA Entertainment	249,714	634,550	12
16	+6	SEN Breakfast	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	238,716	888,136	167
17	+4	The Quicky	Mamamia	Mamamia	237,143	769,183	49
18	+9	The Update	NOVA Entertainment	NOVA Entertainment	234,797	480,187	69
19	-3	7am	Schwartz Media	Schwartz Media / LiSTNR (SCA)	232,710	669,575	26
20	-2	Squiz Today	Squiz Media	Squiz Media	229,450	512,057	31
21	-4	Stuff You Should Know	ARN / iHeart	ARN / iHeart	229,313	890,759	17
22	-3	No Filter	Mamamia	Mamamia	227,343	467,935	8



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23	+2	Australian True Crime	Bravecasting	Acast	221,100	733,983	14
24	-1	SmartLess	SiriusXM Podcast Network	LiSTNR (SCA)	216,164	413,992	6
25	+11	The Howie Games	LiSTNR (SCA)	LiSTNR (SCA)	215,613	553,060	16
26	-6	True Crime Conversations	Mamamia	Mamamia	211,613	441,801	5
27	+6	Dan Does Footy	DM Podcasts	LiSTNR (SCA)	202,273	259,456	9
28	Debut	Armchair Expert with Dax Shepard	Wondery	LiSTNR (SCA)	200,016	590,014	13
29	+9	Triple M Footy AFL	LiSTNR (SCA)	LiSTNR (SCA)	199,102	354,569	81
30	+2	Morbid	Wondery	LiSTNR (SCA)	196,782	489,575	10
31	-18	ABC SPORT Daily	Australian Broadcasting Corporation	-	195,426	311,793	22
32	-3	Darling, Shine!	LiSTNR (SCA)	LiSTNR (SCA)	174,369	252,761	4
33	-2	The Mel Robbins Podcast	SiriusXM Podcast Network	LiSTNR (SCA)	173,932	327,867	10
34	+13	SBS News In Depth	Special Broadcasting Service	Special Broadcasting Service	173,633	348,185	147
35	-1	If You're Listening	Australian Broadcasting Corporation	-	173,106	514,124	5
36	+9	Ben Fordham Live	Nine Radio	Nine	173,076	337,457	160
37	+5	Bronwyn	News Corp Australia	News Corp / NOVA Entertainment	171,665	283,390	2
38	-8	Pod Save America	SiriusXM Podcast Network	LiSTNR (SCA)	165,775	342,019	13
39	+12	Whateley	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	164,843	805,721	273
40	-3	She's On The Money	ARN / iHeart	ARN / iHeart	163,377	470,498	20
41	+80	Smallzy's Surgery	NOVA Entertainment	NOVA Entertainment	163,199	170,618	104
42	-1	Dyl & Friends	Clubby Sports	Clubby Sports / ARN / iHeart	159,052	291,869	19
43	-3	Hourly News Bulletins	Nine Radio	Nine	149,555	323,158	2,589
44	+4	MrBallen Podcast: Strange, Dark & Mysterious Stories	Wondery	LiSTNR (SCA)	141,592	409,731	9



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45	-10	The Briefing	LiSTNR (SCA)	LiSTNR (SCA)	137,215	390,214	47
46	-3	No Such Thing As A Fish	Audioboom	ARN / iHeart	136,161	360,092	4
47	+8	Life and Crimes with Andrew Rule	News Corp Australia	News Corp / NOVA Entertainment	133,322	328,536	8
48	-2	On Purpose with Jay Shetty	ARN / iHeart	ARN / iHeart	131,843	307,462	9
49	+1	RedHanded	Wondery	LiSTNR (SCA)	130,052	294,598	6
50	-6	The Rush Hour with JB & Billy	LiSTNR (SCA)	LiSTNR (SCA)	129,274	266,479	128
51	+7	Matt and Shane's Secret Podcast	Audioboom	ARN / iHeart	126,067	253,436	8
52	-3	CommSec Market Update	LiSTNR (SCA)	LiSTNR (SCA)	123,933	279,615	43
53	+9	The Daily Aus	ARN / iHeart	ARN / iHeart	121,605	266,170	27
54	+18	KICPOD	LiSTNR (SCA)	LiSTNR (SCA)	121,324	221,001	10
55	-3	Bizarre with Mick Molloy and Titus O'Reily	LiSTNR (SCA)	LiSTNR (SCA)	120,965	251,295	9
56	-42	The Ultimate Sacrifice	Nine Radio	Nine	120,798	241,271	1
57	+3	The Truth About Amy	ARN / iHeart	ARN / iHeart	119,431	210,297	5
58	+5	All In The Mind	Australian Broadcasting Corporation	-	115,838	338,163	4
59	+17	Malevolent Mischief: True Stories of Horror	ARN / iHeart	ARN / iHeart	113,966	199,765	13
60	+50	Backstage with Cooper & Matty Johns	Johns Media	Johns Media / ARN / iHeart	112,887	159,909	9
61	+5	Dateline NBC	NBCUniversal News Group	LiSTNR (SCA)	111,066	347,683	12
62	-5	Dr Karl Podcast	Australian Broadcasting Corporation	-	108,847	300,545	6
63	+6	The Mindset Mentor	SiriusXM Podcast Network	LiSTNR (SCA)	106,637	253,786	17
64	Debut	Just For Girls	NOVA Entertainment	NOVA Entertainment	105,577	165,981	8
65	-1	Do You F*cking Mind?	LiSTNR (SCA)	LiSTNR (SCA)	105,011	231,573	13
66	-5	The Front	News Corp Australia	News Corp / NOVA Entertainment	104,908	279,278	24
67	-	7News Headlines	ARN / iHeart	ARN / iHeart	104,848	204,382	51



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68	+2	Late Night Live	Australian Broadcasting Corporation	-	103,223	605,375	55
69	Return	How Other Dads Dad with Hamish Blake	HODD Media	HODD Media	100,800	171,980	4
70	-2	The Marty Sheargold Show	LiSTNR (SCA)	LiSTNR (SCA)	100,483	222,308	24
71	-47	Roy and HG - Bludging on the Blindside	Australian Broadcasting Corporation	-	100,281	319,698	8
72	+3	The Morning Edition	Nine Publishing	Nine	99,885	262,457	25
73	-19	The Matty Johns Podcast	News Corp Australia	News Corp / NOVA Entertainment	98,500	182,986	9
74	-	Levels Podcast	DM Podcasts	LiSTNR (SCA)	97,555	125,375	10
75	-22	everybody has a secret*	Shameless Media	Shameless Media	94,309	165,660	5
76	+6	Murder With My Husband	ARN / iHeart	ARN / iHeart	90,599	184,618	5
77	-21	Just Married: The Anthea Bradshaw Mystery	Nine Radio	Nine	90,542	164,336	2
78	+16	Not Stupid	Australian Broadcasting Corporation	-	90,177	250,722	9
79	+1	TED Talks Daily	ARN / iHeart	ARN / iHeart	89,490	357,343	30
80	Debut	Glass	Shameless Media	Shameless Media	89,103	165,014	3
81	+6	What's That Rash?	Australian Broadcasting Corporation	-	88,035	273,472	4
82	-11	Conan O'Brien Needs A Friend	SiriusXM Podcast Network	LiSTNR (SCA)	84,687	177,330	9
83	-5	Chat 10 Looks 3	DM Podcasts	LiSTNR (SCA)	84,263	146,401	2
84	+14	Triple M Rocks Footy NRL	LiSTNR (SCA)	LiSTNR (SCA)	82,994	166,708	100
85	+6	Ladies, We Need To Talk	Australian Broadcasting Corporation	-	81,911	218,205	5
86	+14	Everyone Relax	LiSTNR (SCA)	LiSTNR (SCA)	81,868	212,575	17
87	+6	CANCELLED	Mamamia	Mamamia	81,060	149,128	5
88	-11	Freakonomics Radio	SiriusXM Podcast Network	LiSTNR (SCA)	80,470	157,287	6
89	+17	The Missing Campers Trial	Nine Radio	Nine	80,253	154,057	3
90	-6	MID	Mamamia	Mamamia	80,072	144,235	5



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91	-52	From The Newsroom	News Corp Australia	News Corp / NOVA Entertainment	78,443	137,864	48
92	-11	Last Podcast On The Left	SiriusXM Podcast Network	LiSTNR (SCA)	76,565	173,371	8
93	+4	The Spill	Mamamia	Mamamia	73,923	204,252	25
94	-2	Behind the Bastards	ARN / iHeart	ARN / iHeart	73,401	168,878	9
95	-16	Style-ish*	Shameless Media	Shameless Media	72,965	106,511	5
96	-10	News Club	Squiz Media	Squiz Media	72,566	98,294	6
97	-8	The Fin	Nine Publishing	Nine	71,181	101,691	4
98	-10	Health Report	Australian Broadcasting Corporation	-	70,851	347,130	4
99	-16	SBS News Updates	Special Broadcasting Service	Special Broadcasting Service	70,761	225,310	90
100	+7	The Footy with Broden Kelly	Clubby Sports	Clubby Sports / ARN / iHeart	69,697	114,493	14
101	-11	The Party Room	Australian Broadcasting Corporation	-	69,198	137,895	5
102	-1	Chanticleer	Nine Publishing	Nine	67,088	92,566	6
103	-7	99% Invisible	SiriusXM Podcast Network	LiSTNR (SCA)	65,987	146,042	6
104	-5	Aunty Donna Podcast	LiSTNR (SCA)	LiSTNR (SCA)	65,853	150,252	4
105	-10	Quick Smart	Australian Broadcasting Corporation	-	65,745	121,464	5
106	+6	Hack	Australian Broadcasting Corporation	-	65,529	175,374	24
107	+7	High Scrollers	NOVA Entertainment	NOVA Entertainment	65,404	108,021	10
108	+84	But Are You Happy?	Mamamia	Mamamia	63,821	107,616	6
109	-1	Cautionary Tales with Tim Harford	ARN / iHeart	ARN / iHeart	63,763	126,442	4
110	+13	Life Matters	Australian Broadcasting Corporation	-	61,940	319,713	80
111	+8	Bloke In A Bar	Bloke in a Bar	BIAB Media	61,811	159,503	17
112	+8	Australian Birth Stories	Australian Birth Stories	Australian Birth Stories	61,170	153,669	8
113	Return	The Streaming Service with Justin Hill	LiSTNR (SCA)	LiSTNR (SCA)	61,000	62,455	13



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114	-10	3AW is Football	Nine Radio	Nine	60,756	143,670	134
115	-2	Outspoken the Podcast	ARN / iHeart	ARN / iHeart	60,708	117,701	11
116	+1	Global Roaming with Geraldine Doogue and Hamish Macdonald	Australian Broadcasting Corporation	-	59,095	159,150	5
117	+7	MrBallen's Medical Mysteries	Wondery	LiSTNR (SCA)	59,021	145,772	6
118	+13	Good Weekend Talks	Nine Publishing	Nine	58,435	73,014	4
119	+14	The Megyn Kelly Show	SiriusXM Podcast Network	LiSTNR (SCA)	58,387	149,938	30
120	+26	The Race F1 Podcast	ARN / iHeart	ARN / iHeart	56,919	83,574	10
121	-3	FEAR & GREED Business News	NOVA Entertainment	NOVA Entertainment	56,566	251,031	91
122	-7	3AW Breakfast with Ross and Russel	Nine Radio	Nine	56,566	114,974	96
123	-21	RN Breakfast	Australian Broadcasting Corporation	-	56,135	547,569	328
124	+6	Sportsday	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	55,779	231,488	172
125	-9	You Beauty	Mamamia	Mamamia	55,755	175,900	26
126	+11	Cancelled with Tana Mongeau	Audioboom	ARN / iHeart	55,491	81,925	3
127	+13	Scamfluencers	Wondery	LiSTNR (SCA)	54,949	118,604	7
128	+21	Crime Insiders	LiSTNR (SCA)	LiSTNR (SCA)	54,720	117,123	9
129	-3	Two Hot Takes	Audioboom	ARN / iHeart	54,508	104,667	4
130	+2	Hidden Brain	Hidden Brain Media / SiriusXM Podcast Network	Hidden Brain Media / LiSTNR (SCA)	53,081	102,101	5
131	+12	Footy Talk - Rugby League Podcast	LiSTNR (SCA)	LiSTNR (SCA)	53,056	85,194	18
132	-23	The School of Greatness	SiriusXM Podcast Network	LiSTNR (SCA)	52,927	128,911	13
133	+1	Bang On	Australian Broadcasting Corporation	-	52,829	116,711	4
134	Return	Daily Telegraph - News Feed	News Corp Australia	News Corp / NOVA Entertainment	52,308	59,728	1



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135	-50	Shandee's Story	News Corp Australia	News Corp / NOVA Entertainment	51,018	101,526	0
136	+3	Motley Fool Money	LiSTNR (SCA)	LiSTNR (SCA)	50,798	95,163	8
137	-34	AM	Australian Broadcasting Corporation	-	49,976	164,023	172
138	-3	The Tim Dillon Show	Audioboom	ARN / iHeart	49,721	69,738	4
139	-3	The Psychology of your 20s	ARN / iHeart	ARN / iHeart	49,560	88,956	12
140	+7	Six Tackles With Gus	Nine Radio	Nine	49,384	70,244	5
141	+11	NRL 360	News Corp Australia	News Corp / NOVA Entertainment	49,259	84,199	16
142	-14	3AW Wide World of Sports	Nine Radio	Nine	49,190	102,489	91
143	-18	Big Ideas	Australian Broadcasting Corporation	-	48,625	175,112	17
144	-3	3AW Mornings with Tom Elliott	Nine Radio	Nine	48,419	108,690	83
145	+5	The Sounding Board	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	48,266	114,222	17
146	-41	Secrets We Keep	LiSTNR (SCA)	LiSTNR (SCA)	47,916	98,851	5
147	-18	True Crime with Kendall Rae	Audioboom	ARN / iHeart	46,997	100,157	4
148	Debut	ABC AFL Daily	Australian Broadcasting Corporation	-	46,442	89,426	27
149	-5	Nothing much happens: bedtime stories to help you sleep	ARN / iHeart	ARN / iHeart	46,170	197,288	10
150	+4	Matt & Alex - All Day Breakfast	LiSTNR (SCA)	LiSTNR (SCA)	45,622	103,404	22
151	+46	The Science Show	Australian Broadcasting Corporation	-	45,003	100,211	15
152	-10	The Money Puzzle, with James Kirby	News Corp Australia	News Corp / NOVA Entertainment	44,635	86,638	10
153	-5	British Scandal	Wondery	LiSTNR (SCA)	44,258	128,688	6
154	+2	StarTalk Radio	SiriusXM Podcast Network	LiSTNR (SCA)	43,703	94,398	7
155	-17	So Dramatic! with Megan Pustetto	NOVA Entertainment	NOVA Entertainment	43,048	147,789	37
156	Debut	Everyone Has An Ex	Mamamia	Mamamia	42,998	91,682	7



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157	+14	The Ray Hadley Morning Show	Nine Radio	Nine	42,855	99,969	54
158	+5	The Broski Report with Brittany Broski	Audioboom	ARN / iHeart	42,723	67,218	4
159	+2	Our Little Edey – The Eden Westbrook Story	Podshape	Podshape / NOVA Entertainment	42,309	85,321	4
160	+25	Real Footy	Nine Publishing	Nine	41,837	73,543	10
161	-2	Small Town Murder	Wondery	LiSTNR (SCA)	41,820	94,995	8
162	+14	How To Fail With Elizabeth Day	ARN / iHeart	ARN / iHeart	41,686	67,290	4
163	+23	The Athletic FC Podcast	ARN / iHeart	ARN / iHeart	41,068	85,073	21
164	Return	Browny's Podcast	News Corp Australia	News Corp / NOVA Entertainment	40,550	62,442	10
165	Return	The Lady Vanishes	ARN / iHeart	ARN / iHeart	40,507	90,673	2
166	+3	How I Built This with Guy Raz	Wondery	LiSTNR (SCA)	40,130	126,462	10
167	-14	Something Was Wrong	Wondery	LiSTNR (SCA)	40,057	135,240	10
168	+9	Ologies with Alie Ward	SiriusXM Podcast Network	LiSTNR (SCA)	39,852	80,681	4
169	-14	Two Doting Dads with Matty J & Ash	ARN / iHeart	ARN / iHeart	39,736	68,027	7
170	-105	Background Briefing	Australian Broadcasting Corporation	-	39,648	109,288	5
171	+29	The Deck	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	39,198	94,016	6
172	-12	Uncomfortable Conversations with Josh Szepe	DM Podcasts	LiSTNR (SCA)	38,960	73,845	9
173	-5	Nothing To Wear	Mamamia	Mamamia	38,532	67,656	4
174	Return	A Life of Greatness	LiSTNR (SCA)	LiSTNR (SCA)	38,359	55,814	10
175	Return	F1: Beyond The Grid	Audioboom	ARN / iHeart	37,606	68,467	5
176	-12	Betrayal	ARN / iHeart	ARN / iHeart	37,473	91,558	6
177	+16	Sooshi Mango Podcast	LiSTNR (SCA)	LiSTNR (SCA)	36,924	73,959	5
178	+4	Snapped: Women Who Murder	Wondery	LiSTNR (SCA)	36,870	98,217	6
179	+2	Footy Talk – Daily Australian Rules Podcast	LiSTNR (SCA)	LiSTNR (SCA)	36,645	56,864	18



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180	+19	American Scandal	Wondery	LiSTNR (SCA)	36,493	120,017	6
181	+8	Drive with Joel & Fletch	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	36,130	150,193	150
182	Return	Ricki-Lee, Tim and Joel	NOVA Entertainment	NOVA Entertainment	35,263	97,327	53
183	-13	Rear Vision	Australian Broadcasting Corporation	-	35,193	97,870	6
184	-19	JAM Nation with Jonesy & Amanda	ARN / iHeart	ARN / iHeart	34,991	154,386	130
185	-19	Murder, Mystery & Makeup	Audioboom	ARN / iHeart	34,963	78,084	4
186	-8	Ten Percent Happier with Dan Harris	Wondery	LiSTNR (SCA)	34,920	113,258	16
187	+8	Anatomy of Murder	audiochuck / SiriusXM Podcast Network	LiSTNR (SCA)	34,805	74,569	4
188	-16	Nightlife	Australian Broadcasting Corporation	-	34,780	209,567	115
189	-130	The World Today	Australian Broadcasting Corporation	-	34,603	86,478	143
190	-3	Against The Odds	Wondery	LiSTNR (SCA)	34,593	96,833	6
191	-3	The Daily Telegraph NRL Podcast	News Corp Australia	News Corp / NOVA Entertainment	34,532	54,260	10
192	+4	Somehow Related with Dave O'Neil & Glenn Robbins	Nine Radio	Nine	34,277	77,151	5
193	-36	Betoota Talks	DM Podcasts	LiSTNR (SCA)	34,221	55,231	9
194	Return	Tradies	Clubby Sports	Clubby Sports / ARN / iHeart	34,192	53,250	8
195	-5	Big Business with Brittney Saunders	NOVA Entertainment	NOVA Entertainment	34,126	58,002	9
196	Return	Two Ts In A Pod with Teddi Mellencamp and Tamra Judge	ARN / iHeart	ARN / iHeart	33,915	94,460	28
197	Debut	Giddy Up with Gareth Hall	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	33,757	132,429	216
198	-25	The Minefield	Australian Broadcasting Corporation	-	33,724	81,729	4
199	-37	The Teacher's Pet	News Corp Australia	News Corp / NOVA Entertainment	33,617	71,872	0
200	Return	Swindled	ARN / iHeart	ARN / iHeart	33,469	58,690	2



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Note: Shameless Media experienced minor data collection issues through a portion of the period.

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."

