

# Australian Podcast Ranker

Top Sales Representatives | October 2023



Rank	Change	Sales representation	Publishers represented	Monthly listeners	Monthly downloads
1	-	LiSTNR (SCA)	LiSTNR (SCA) / Schwartz Media / SiriusXM Podcast Network / audiochuck / Wondery / DM Podcasts / NBCUniversal News Group	7,556,408	28,440,333
2	-	ARN / iHeart	ARN / iHeartMedia / Audioboom / AdLarge Media / Sport Social Podcast Network / The Investors Podcast Network / All Ears English / Sony Music / Clubby Sports / NZME / TED	7,208,208	28,276,143
3	-	NOVA Entertainment	NOVA Entertainment / News Corp Australia / Podshape	2,238,957	7,847,221
4	-	News Corp Australia	News Corp Australia	1,511,474	4,678,196
5	+1	Mamamia	Mamamia	1,316,910	5,590,465
6	-1	Nine	Nine Radio / Nine Publishing	1,180,039	3,314,803
7	-	Shameless Media	Shameless Media	723,171	1,833,670
8	+1	Special Broadcasting Service	Special Broadcasting Service	562,033	3,523,861
9	-1	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	486,615	3,683,684
10	-	Schwartz Media	Schwartz Media	429,839	1,460,410
11	-	Acast	Equity Mates Media / Bravecasting	408,736	1,517,726
12	-	Squiz Media	Squiz Media	316,745	1,088,276
13	Debut	HODD Media	HODD Media	251,633	421,577
14	-1	Bloke in a Bar	BIAB Media	229,283	475,088
15	-	Australian Birth Stories	Australian Birth Stories	78,942	349,264
16	+1	West Australian Newspapers	West Australian Newspapers	50,242	104,148
17	+1	Motorsport Podcast Network	Motorsport Podcast Network	47,555	107,113
18	-2	The Horde	The Horde	34,246	67,456
19	-	Adore Beauty	Adore Beauty	17,997	69,678
20	-	Wavelength Creative	Wavelength Creative	4,664	8,993



# Australian Podcast Ranker

## Top Sales Representatives | October 2023



Note: Studio71 is temporarily excluded from the rankers this month due to data collection issues.

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.

### 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 Chaser, The Horde, 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."

