

# Australian Podcast Ranker

Top Sales Representatives | April 2023



Rank	Change	Sales representation	Publishers represented	Monthly listeners	Monthly downloads
1	-	LiSTNR (SCA)	LiSTNR (SCA) / Schwartz Media / SiriusXM Podcast Network / audiochuck / NBCUniversal / Wondery / DM Podcasts	7,267,738	25,123,844
2	-	ARN's iHeartPodcast Network Australia	ARN / iHeartMedia / Audioboom / AdLarge Media / Sport Social Podcast Network / The Investors Podcast Network / All Ears English / Kast Media LLC / Sony Music / Producey	6,612,449	28,486,443
3	-	NOVA Entertainment	NOVA Entertainment / News Corp Australia / Podshape	2,099,751	8,060,908
4	-	News Corp Australia	News Corp Australia	1,524,791	4,757,519
5	-	Mamamia	Mamamia	1,308,568	5,888,597
6	-	Nine	Nine Radio / Nine Publishing	1,160,965	3,102,100
7	-	Shameless Media	Shameless Media	656,949	1,588,112
8	-	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	506,306	2,894,349
9	-	Schwartz Media	Schwartz Media	385,925	1,263,025
10	-	Squiz Media	Squiz Media	329,365	1,063,134
11	+1	Bloke in a Bar	BIAB Media	261,164	556,368
12	+1	Studio71	Studio71	253,706	551,210
13	-2	Special Broadcasting Service	Special Broadcasting Service	216,208	1,695,827
14	-	Acast	Equity Mates Media / Iconoclast	153,281	523,261
15	Debut	The Horde	The Horde	79,463	155,081
16	-1	West Australian Newspapers	West Australian Newspapers	56,105	119,837
17	-1	Adore Beauty	Adore Beauty	25,353	112,980



# Australian Podcast Ranker

Top Sales Representatives | April 2023



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."

