

Canada Podcast Ranker

Top Sales Networks | November 2024



Rank	Change	Sales network	Sales representation	Avg weekly downloads	Active podcasts
1	+1	CBC / Radio-Canada	CBC / Radio-Canada	1,846,853	215
2	-1	Wondery Network	DAX Global Canada	1,778,472	338
3	-	Audioboom	Rogers	1,217,107	500+
4	-	NPR	National Public Media (US) and Dax (Canada)	651,544	62
5	-	Soundrise	Soundrise	404,707	130
6	-	Paramount	Paramount	356,149	44
7	-	Cogeco Media	Cogeco Media	316,678	64
8	+1	QUB	Québecor	271,618	140
9	-1	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	249,304	261
10	-	All Things Comedy	All Things Comedy (US) and The Podcast Exchange (Canada)	122,153	80
11	-	Salem Podcast Network	Salem Media Group	104,029	281
12	-	Lemonada Media	Lemonada Media	94,290	70
13	-	Cloud10	Cloud10	56,617	116
14	-	Beasley Media Group	Beasley Media Group	36,403	76
15	-	TPX Podcast Network	The Podcast Exchange	28,674	13
16	-	Focus On the Family	Focus On the Family	26,845	31



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Note: With the sunsetting of Chartable and the removal of its prefix from certain podcasts, we have adjusted the podcast numbers to eliminate the spikes caused by re-downloads on Spotify.

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 CANADIAN SALES NETWORK AND PODCAST RANKERS

The Canadian Sales Network Ranker lists the Top Sales Networks in Canada, as measured by Podcast Metrics. Participating Networks include content owners/creators and sales representation organizations. Networks have the option to have their downloads and listeners aggregated into another entity to which they have specifically delegated advertising sales responsibilities, such as a third-party sales house, sales representation firm, or sales network. In addition, the Network may have its downloads and listeners reported separately.

The Canadian Podcast Ranker lists the Top 100 podcasts from participating publishers that are consumed by listeners located in Canada. The All-Canadian Top 30 English Category Ranker lists only the Top 30 English language podcasts commissioned by a Canadian publisher, consumed by listeners located in Canada. The All-Canadian Top 30 French Category Ranker lists only the Top 30 French language podcasts commissioned by a Canadian publisher, consumed by listeners located in Canada.

The Canadian Podcast Ranker is based on 4 or 5 week reporting periods (Monday to Sunday) that align closely with a calendar month. The reporting calendar, using Average Weekly Download, improves trendability by minimizing the impact of the varying length of calendar months and other factors that can impact media consumption. Participating entities that opt-in for measurement are included. Downloads are measured under the latest IAB Podcast Technical Measurement Guidelines.

For podcasts with multiple categories in the RSS feed, we display and filter by only the first category.

METRIC DEFINITIONS

* 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.

* Number of New Episodes - The number of new episodes released during the reporting period

* 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 100 after having not appeared in the previous reporting period(s).

