Canada Podcast Ranker

Top Sales Networks | May 2024

Rank	Change	Sales network	Sales representation	Avg weekly downloads	Active podcasts
1	-	SiriusXM Podcast Network	SiriusXM Media	3,419,070	500+
2	-	Wondery Network	DAX Global Canada	1,871,230	302
3	-	CBC / Radio-Canada	CBC / Radio-Canada	1,694,673	216
4	-	Audioboom	Rogers	1,166,026	500+
5	-	NPR	National Public Media (US) and Dax (Canada)	672,361	63
6	-	Soundrise	Soundrise	401,243	125
7	-	Paramount	Paramount	391,947	46
8	-	The Roost Podcast Network	Rooster Teeth Productions	328,616	98
9	-	QUB	Québecor	262,920	141
10	-	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	211,015	275
11	-	Cogeco Media	Cogeco Media	182,009	59
12	-	All Things Comedy	All Things Comedy (US) and The Podcast Exchange (Canada)	165,612	74
13	-	Salem Podcast Network	Salem Media Group	73,915	278
14	-	Cloud10	Cloud10	63,075	106
15	-	Beasley Media Group	Beasley Media Group	38,148	82
16	-	Focus On the Family	Focus On the Family	31,479	31
17	-	TPX Podcast Network	The Podcast Exchange	29,195	15

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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 2.2 of the IAB Podcast Measurement Technical Guidelines.

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.

The Ranker includes the participation of the following Sales Networks: All Things Comedy, Audioboom, Beasley Media Group, CBC / Radio-Canada, Cloud10, Cogeco Media, Cumulus Podcast Network, Focus On the Family, NBCUniversal News, NPR, Paramount, Québecor, Salem Podcast Network, SiriusXM Podcast Network, Soundrise, The Roost Podcast Network, TPX Podcast Network, Wondery.

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).