Canada Podcast Ranker

Top Sales Networks | September 2024

TRITON

Rank	Change	Sales network	Sales representation	Avg weekly downloads	Active podcasts
1	-	SiriusXM Podcast Network	SiriusXM Media	3,861,892	500+
2	-	Wondery Network	DAX Global Canada	1,970,241	323
3	-	CBC / Radio-Canada	CBC / Radio-Canada	1,688,927	210
4	-	Audioboom	Rogers	1,240,517	500+
5	-	NPR	National Public Media (US) and Dax (Canada)	691,247	62
6	+1	Soundrise	Soundrise	453,360	133
7	-1	Paramount	Paramount	435,365	51
8	+2	QUB	Québecor	248,223	139
9	-1	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	228,110	247
10	+2	Cogeco Media	Cogeco Media	181,453	73
11	-2	All Things Comedy	All Things Comedy (US) and The Podcast Exchange (Canada)	148,204	81
12	-1	Salem Podcast Network	Salem Media Group	92,820	258
13	-	Cloud10	Cloud10	61,739	110
14	-	Beasley Media Group	Beasley Media Group	39,692	71
15	-	TPX Podcast Network	The Podcast Exchange	31,052	13
16	-	Focus On the Family	Focus On the Family	27,320	29

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Note: The Weekly Show with Jon Stewart (Paramount) is temporarily excluded from the rankers this month due to data collection issues this 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 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).