

New Zealand Podcast Ranker

Top Networks | February 2023



Rank	Change	Network	Sales representation	Monthly listeners	Monthly downloads
1	-	NZME / iHeartRadio / ARN	NZME	979,032	4,986,115
2	+1	Audioboom	NZME	381,780	1,077,501
3	-1	SiriusXM Podcast Network	NZME	328,543	1,031,837
4	-	rova (MediaWorks)	rova (MediaWorks)	136,369	542,609
5	-	LiSTNR (SCA)	LiSTNR (SCA)	109,282	311,197
6	-	Kast Media	Kast Media	75,963	189,602
7	-	Studio71	Studio71	45,013	122,990
8	-	Brodie Kane Media	Brodie Kane Media	35,885	86,282
9	+1	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	15,186	81,161
10	-1	Headgum	Gumball	12,422	33,136
11	-	NOVA Entertainment	rova (MediaWorks)	10,256	24,770

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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 NEW ZEALAND PODCAST RANKER

The New Zealand Podcast Ranker lists the Top 100 podcasts from participating networks that are consumed by listeners located in New Zealand.

The Top Network list ranks the top participating networks in New Zealand, consumed by listeners located in New Zealand. Additional networks will join in future releases.

The New Zealand 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 includes the participation of the following networks and sales representation: Audioboom, Brodie Kane Media, LiSTNR (SCA), NBCUniversal News Group, Nova Entertainment, NZME/iHeartRadio/ARN, rova (MediaWorks), SiriusXM Podcast Network.

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.

* Network - An entity that represents a group of podcasts that it either commissions, produces itself or acts as the primary representative for that content in New Zealand.

* 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).