

US Podcast Ranker

Top Sales Networks By Weekly Average Downloads | May 2022



| Rank | Change | Sales network | Sales representation | Avg weekly downloads | Active podcasts |
|------|--------|---------------------------|--|----------------------|-----------------|
| 1 | - | Stitcher Media | SXM Media | 59,580,714 | 500 |
| 2 | - | NPR | National Public Media | 32,209,613 | 64 |
| 3 | - | Audacy Podcast Network | Cadence13 | 29,514,636 | 500 |
| 4 | +1 | Wondery | Wondery Brand Partnerships | 24,564,245 | 192 |
| 5 | +1 | Cumulus Podcast Network | Cumulus Podcast Network / Westwood One | 21,308,545 | 398 |
| 6 | -2 | Audioboom | Audioboom | 21,100,118 | 500 |
| 7 | - | NBCUniversal News Group | SXM Media | 11,172,838 | 57 |
| 8 | +2 | Paramount | Paramount | 5,318,190 | 144 |
| 9 | -1 | WarnerMedia | WarnerMedia | 4,916,549 | 146 |
| 10 | -1 | Kast Media | Kast Media | 4,655,446 | 101 |
| 11 | - | Salem Podcast Network | Salem Media Group | 3,576,866 | 500 |
| 12 | - | All Things Comedy | All Things Comedy | 2,667,899 | 68 |
| 13 | - | The Roost Podcast Network | Rooster Teeth Productions | 2,025,143 | 92 |
| 14 | - | Cloud10 | Cloud10 | 1,407,788 | 47 |
| 15 | - | Headgum | Gumball | 799,833 | 49 |
| 16 | - | Bonneville International | Bonneville International | 744,800 | 287 |
| 17 | - | Beasley Media Group | Beasley Media Group | 679,493 | 164 |
| 18 | +1 | CBC / Radio-Canada | Acast | 675,312 | 273 |
| 19 | -1 | Focus On the Family | Focus On the Family | 582,241 | 16 |
| 20 | - | Prisa Radio | Prisa Radio | 550,421 | 500 |

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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 2.1 of the IAB Podcast Measurement Technical Guidelines.

ABOUT THE U.S. SALES NETWORK AND PODCAST RANKERS

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 U.S. Sales Network Ranker lists the Top 20 Sales Networks in the U.S., as measured by Podcast Metrics. The entities listed are ranked by Average Weekly Downloads and Average Weekly Users in the reporting period who are located in the United States.

The U.S. Podcast Ranker lists the Top 100 Podcasts consumed by users who are located in the United States. The entities listed are ranked by Average Weekly Downloads and Average Weekly Users.

The U.S. 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 and User metrics, 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 and Users are measured in accordance with the latest IAB Podcast Technical Measurement Guidelines.

METRIC AND 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 v2.1 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.

* Users - A user is an individual who downloads content for either immediate or delayed consumption. Users 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 v2.1. Note that Users do not necessarily listen to all downloaded content. For this reason, we have chosen to use the term "User" instead of "Listener" in this context to avoid confusion.

* Number of Active Podcasts - A count of all podcast titles which had at least one qualified download during the reporting period

* 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).

