US Podcast Ranker

Top Sales Networks By Weekly Average Downloads | September 2022

Rank	Change	Sales network	Sales representation	Avg weekly downloads	Active podcasts
1	-	Stitcher Media	SXM Media	57,626,272	500+
2	-	Audacy Podcast Network	Cadence13	33,989,825	500+
3	-	NPR	National Public Media	32,461,060	64
4	-	Wondery	Wondery Brand Partnerships	30,497,057	202
5	-	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	19,794,490	417
6	-	Audioboom	Audioboom	15,837,579	500+
7	-	NBCUniversal News Group	SXM Media	11,515,994	68
8	-	Paramount	Paramount	7,109,258	122
9	+1	Kast Media	Kast Media	5,096,384	66
10	-1	WarnerMedia	WarnerMedia	5,035,586	155
11	-	Salem Podcast Network	Salem Media Group	3,081,910	500+
12	-	All Things Comedy	All Things Comedy	2,511,258	66
13	-	Studio71	Studio71	2,281,314	173
14	-	The Roost Podcast Network	Rooster Teeth Productions	1,984,837	92
15	-	Cloud10	Cloud10	1,800,595	70
16	+1	Bonneville International	Bonneville International	834,489	315
17	-1	Headgum	Gumball	725,845	53
18	+1	Beasley Media Group	Beasley Media Group	641,950	167
19	-1	Focus On the Family	Focus On the Family	632,792	15
20	Return	CBC / Radio-Canada	Acast	600,072	266

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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 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 150 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 v2.2 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.

 * 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 v2.2. 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 150 after having not appeared in the previous reporting period(s).