

# US Podcast Ranker

Top Sales Networks By Weekly Average Downloads | April 2023



Rank	Change	Sales network	Sales representation	Avg weekly downloads	Active podcasts
1	-	SiriusXM Podcast Network	SXM Media	52,716,618	500
2	-	NPR	National Public Media	34,256,055	65
3	-	Audacy Podcast Network	Cadence13	28,361,233	500
4	-	Wondery	Wondery Brand Partnerships	27,780,636	196
5	-	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	24,954,589	448
6	-	Audioboom	Audioboom	17,156,098	500
7	-	NBCUniversal News Group	SXM Media	12,056,173	72
8	-	WarnerMedia	WarnerMedia	5,483,301	161
9	-	Paramount	Paramount	5,474,478	127
10	-	Salem Podcast Network	Salem Media Group	3,369,251	500
11	-	The Roost Podcast Network	Rooster Teeth Productions	3,174,959	103
12	-	Studio71	Studio71	2,484,380	177
13	-	All Things Comedy	All Things Comedy	1,904,302	68
14	-	Cloud10	Cloud10	1,505,962	90
15	-	Gumball	Gumball	1,100,283	58
16	+1	Bonneville International	Bonneville International	733,976	305
17	+1	Focus On the Family	Focus On the Family	563,176	36
18	+1	CBC / Radio-Canada	Acast	463,110	227
19	+1	SpokenLayer	SpokenLayer	431,200	40
20	Debut	Harvest Christian Fellowship	Harvest Christian Fellowship	420,099	4

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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).

