US Podcast Ranker

Top Sales Networks By Weekly Average Users | October 2024

Rank	Change	Sales network	Sales representation	Avg weekly users	Active podcasts
1	-	iHeart Audience Network	iHeartRadio	19,312,333	500+
2	+1	Wondery	Wondery Brand Partnerships	7,046,275	366
3	+1	NPR	National Public Media	6,688,847	65
4	+1	Audioboom	Audioboom	5,246,627	500+
5	+1	Audacy Podcast Network	Audacy	4,923,513	500+
6	+1	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	3,266,896	466
7	+2	Soundrise	Soundrise	1,848,297	135
8	+2	Paramount	Paramount	1,725,309	136
9	+2	Salem Podcast Network	Salem Media Group	939,619	500+
10	+2	American Public Media Group	American Public Media Group	683,140	127
11	+2	All Things Comedy	All Things Comedy	627,308	86
12	Debut	Lemonada Media	Lemonada Media	524,122	70
13	+1	Cloud10	Cloud10	349,805	126
14	+1	Beasley Media Group	Beasley Media Group	224,728	123
15	+1	CBC / Radio-Canada	Acast	165,633	204
16	+1	Prisa Radio	Prisa Radio	143,070	500+
17	+1	Urban One Podcast Network	Urban One	113,363	113
18	+2	Relevant Radio	Relevant Radio	101,622	30
19	-	Focus On the Family	Focus On the Family	96,789	39
20	Debut	Harvest Christian Fellowship	Harvest Christian Fellowship	84,497	4

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Note: With the sunsetting of Chartable and the removal of its prefix from certain podcasts, we have adjusted the podcast numbers to eliminate the spikes caused by re-downloads on Spotify. This adjustment process will continue into next month as our team diligently works to remove the Chartable prefix.

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).