US Podcast Ranker

Top Sales Networks By Weekly Average Users | May 2024

TRITON DIGITAL

Rank	Change	Sales network	Sales representation	Avg weekly users	Active podcasts
1	Debut	iHeart Audience Network	iHeartRadio	18,635,348	500+
2	-1	SiriusXM Podcast Network	SiriusXM Media	12,941,634	500+
3	-1	Wondery	Wondery Brand Partnerships	7,156,705	324
4	-1	NPR	National Public Media	6,389,529	64
5	-1	Audioboom	Audioboom	5,145,264	500+
6	-1	Audacy Podcast Network	Cadence13	4,582,295	500+
7	-1	NBCUniversal News Group	SiriusXM Media	3,026,709	88
8	-1	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	2,426,437	460
9	-1	Soundrise	Soundrise	1,857,829	128
10	-1	The Roost Podcast Network	Rooster Teeth Productions	1,747,103	113
11	-1	Paramount	Paramount	1,483,253	128
12	-1	All Things Comedy	All Things Comedy	755,919	80
13	-	Salem Podcast Network	Salem Media Group	711,330	500+
14	-2	American Public Media Group	American Public Media Group	710,364	127
15	-1	Cloud10	Cloud10	385,140	116
16	-1	Beasley Media Group	Beasley Media Group	223,876	119
17	-1	CBC / Radio-Canada	Acast	137,039	196
18	-1	Prisa Radio	Prisa Radio	125,425	500+
19	Return	Urban One Podcast Network	Urban One	103,881	106
20	-1	Relevant Radio	Relevant Radio	100,024	30

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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 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 v2.1 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 150 after having not appeared in the previous reporting period(s).