

# US Podcast Ranker

Top Sales Networks By Weekly Average Users | June 2024



Rank	Change	Sales network	Sales representation	Avg weekly users	Active podcasts
1	-	iHeart Audience Network	iHeartRadio	18,340,470	500+
2	-	SiriusXM Podcast Network	SiriusXM Media	12,744,075	500+
3	-	Wondery	Wondery Brand Partnerships	6,948,759	334
4	-	NPR	National Public Media	6,410,981	64
5	-	Audioboom	Audioboom	4,905,102	500+
6	-	Audacy Podcast Network	Cadence13	4,077,963	500+
7	-	NBCUniversal News Group	SiriusXM Media	3,103,933	88
8	-	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	2,745,225	461
9	+2	Paramount	Paramount	1,854,240	132
10	-1	Soundrise	Soundrise	1,764,346	128
11	+2	Salem Podcast Network	Salem Media Group	765,753	500+
12	-	All Things Comedy	All Things Comedy	764,394	81
13	+1	American Public Media Group	American Public Media Group	676,993	126
14	-4	The Roost Podcast Network*	Rooster Teeth Productions	671,862	69
15	-	Cloud10	Cloud10	384,655	117
16	-	Beasley Media Group	Beasley Media Group	215,583	117
17	-	CBC / Radio-Canada	Acast	144,356	196
18	-	Prisa Radio	Prisa Radio	118,978	500+
19	-	Urban One Podcast Network	Urban One	100,504	103
20	-	Relevant Radio	Relevant Radio	96,739	30



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Note: Rooster Teeth experienced data collection issues this period.

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).

