US Podcast Ranker

Top Sales Networks By Weekly Average Users | September 2024

Rank	Change	Sales network	Sales representation	Avg weekly users	Active podcasts
1	-	iHeart Audience Network	iHeartRadio	19,900,688	500+
2	-	SiriusXM Podcast Network	SiriusXM Media	13,653,669	500+
3	+1	Wondery	Wondery Brand Partnerships	7,254,931	353
4	-1	NPR	National Public Media	7,081,744	65
5	-	Audioboom	Audioboom	5,453,143	500+
6	-	Audacy Podcast Network	Audacy	4,889,573	500+
7	-	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	3,091,968	456
8	-	NBCUniversal News Group	SiriusXM Media	2,864,568	90
9	+1	Soundrise	Soundrise	1,887,786	134
10	-1	Paramount	Paramount	1,861,446	133
11	-	Salem Podcast Network	Salem Media Group	915,522	500+
12	-	American Public Media Group	American Public Media Group	694,833	128
13	-	All Things Comedy	All Things Comedy	613,069	84
14	-	Cloud10	Cloud10	362,828	120
15	-	Beasley Media Group	Beasley Media Group	219,489	125
16	-	CBC / Radio-Canada	Acast	130,929	197
17	-	Prisa Radio	Prisa Radio	122,466	500+
18	-	Urban One Podcast Network	Urban One	109,904	116
19	-	Focus On the Family	Focus On the Family	103,219	39
20	-	Relevant Radio	Relevant Radio	102,048	30

US Podcast Ranker

Top Sales Networks By Weekly Average Users | September 2024

Note: The Weekly Show with Jon Stewart (Paramount) is temporarily excluded from the rankers this month due to 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).