US Podcast Ranker

RETIRED - Top Sales Networks By Weekly Average Users | January 2025

Rank	Change	Sales network	Sales representation	Avg weekly users	Active podcasts
1	-	iHeart Audience Network	iHeartRadio	18,106,331	500+
2	-	NPR	National Public Media	6,268,507	65
3	-	Audioboom	Audioboom	4,754,979	500+
4	-	Audacy Podcast Network	Audacy	4,654,633	500+
5	-	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	3,509,854	456
6	+1	Paramount	Paramount	1,194,039	125
7	-1	Soundrise	Soundrise	1,147,091	135
8	-	Salem Podcast Network	Salem Media Group	919,377	500+
9	-	American Public Media Group	American Public Media Group	630,584	126
10	-	All Things Comedy	All Things Comedy	528,598	87
11	-	Lemonada Media	Lemonada Media	463,755	80
12	-	Cloud10	Cloud10	310,162	134
13	-	CBC / Radio-Canada	Acast	294,990	203
14	-	Beasley Media Group	Beasley Media Group	206,520	127
15	+2	Urban One Podcast Network	Urban One	109,335	109
16	-	Prisa Radio	Prisa Radio	108,845	500+
17	-2	Relevant Radio	Relevant Radio	98,045	30
18	-	Focus On the Family	Focus On the Family	93,215	38
19	-	Harvest Christian Fellowship	Harvest Christian Fellowship	79,915	4
20	-	Arcadian Vanguard	Rhapsody Voices	70,272	2

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POWERED BY TRITON DIGITAL'S PODCAST METRICS AND DEMOS+

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.Demos+, produced in collaboration with Signal Hill Insights, is a combination of survey data from a representative yearly survey of 12,000 monthly U.S. adults aged 18+ who listen to podcasts and Podcast Metrics download data.

HISTORICAL PODCAST RANKINGS

Triton Digital has retired the monthly publication of the U.S. Top Podcasts by Weekly Average Users and Top Sales Networks by Weekly Average Users rankers. The last active reporting period was June 2025.

TOP SALES NETWORKS AND TOP PODCASTS BY DOWNLOADS

* Download rankings require participating networks to opt into measurement by Triton Digital. Participating Networks include content owners and creators, as well as sales representation organizations. 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 in the reporting period for listeners located in the United States.

* Networks have the option to have their downloads 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 reported separately.

* The Top Podcasts by Weekly Average Downloads ranks the entities listed by Average Weekly Downloads for the top 150 podcasts, based on listeners located in the United States. It utilizes Podcast Metrics data for podcasts measured by Triton Digital.

* Average Weekly Downloads are based on 4- or 5-week reporting periods (Monday to Sunday) that align closely with calendar months. The reporting calendar, utilizing Average Weekly Download metrics, enhances tradability by minimizing the impact of varying calendar month lengths and other factors that can affect media consumption. Downloads are measured by the latest IAB Podcast Technical Measurement Guidelines.

TOP 200 PODCASTS BY LISTENERS/VIEWERS (SURVEY)

* The Top Podcasts by Listeners/Viewers (Survey), ranks the top 200 podcasts by unique audience / reach. This is based on the number of survey respondents who say they've listened to or watched each podcast.

* The Top Podcasts by Listeners/Viewers is based on a quarterly reporting period.All podcasts are eligible to be reported in the ranker. A total of 3,000 listeners is surveyed per quarter.Podcast listener quotas are set by age, gender, education, region, and race (including unacculturated Hispanics) based on an initial representative national survey, balanced according to the most recent data from the U.S. Census Bureau.

DEMOS+ TOP INDEXING PROGRAMS BY AUDIENCE COMPOSITION

* The Demos+ Top Indexing Programs by Audience Composition lists podcasts that have a high percentage of their audience that falls within a particular audience characteristic. There are 42 audience characteristics, each with its own list of 50 podcasts. Audience characteristics include diverse age and gender demographics (e.g., females aged 18-24), advanced demographics (e.g., households with a household income of $ 100,000+ and mothers), and purchase intents (e.g., individuals planning to purchase an automobile or switch wireless providers).

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* Among podcasts that Triton measures downloads for, the top 300 podcasts with the most downloads are eligible to appear in these lists. For each audience characteristic, the top 50 podcasts out of the 300 listed are presented. These 50 podcasts have the highest percentage of their audience that falls within that audience characteristic, as measured by Triton Digital Podcast Metrics Demos+.Triton Digital Podcast Metrics Demos+ utilizes both datasets: the Podcast Metrics IAB-certified download data and the Demos+ survey data. As a result, only participating entities that opt in for measurement are included.

DEMOS+ CATEGORY RANKER

* The Demos+ Category ranker utilizes the Demos+ survey to rank the IAB podcast categories (genres) based on a monthly reach percentage.The monthly reach percentage represents the proportion of U.S. monthly podcast listeners/viewers who have consumed at least one podcast in that category.

* In addition, various audience characteristics are included (44 characteristics). Each genre is indexed against the average podcast consumer from the Demos+ survey. An index over 100 means that listeners/viewers of that genre are more likely to have that audience characteristic. E.g., An index of 120 means that category's audience is 20% more likely to have that audience characteristic, and an index of 80 means they are 20% less likely to.

METRIC AND DEFINITIONS

* Downloads - A ‘download’ refers to a unique file request that has been downloaded. Downloads include complete file downloads, progressive downloads, as well as partial downloads by 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.

* Listeners (survey) – A count of the number of survey respondents who mention they've listened to or watched a specific podcast based on the prior quarter.A representative sample of 3,000 U.S. adults aged 18 and older who listen to podcasts monthly is used.

* Monthly Reach % - A percentage derived from the number of survey respondents who’ve listened to a particular category/genre divided by the total number of survey respondents.

* Number of Active Podcasts - A count of all podcast titles that 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, having made its debut for the first time within the last 13 months.
  * "Return" indicates that the show has returned to ranker after having not appeared in the previous reporting period(s).