

US Podcast Ranker

Top Podcasts By Weekly Average Downloads | November 2022



Rank	Change	Podcast	Sales network	Sales representation	New episodes
1	+1	Crime Junkie	audiochuck	SXM Media	6
2	-1	NPR News Now	NPR	National Public Media	672
3	+3	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	25
4	+1	Up First	NPR	National Public Media	28
5	-2	Dateline NBC	NBCUniversal News Group	SXM Media	10
6	-2	Morbid	Wondery	Wondery Brand Partnerships	13
7	-	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	26
8	+2	Fresh Air	NPR	National Public Media	24
9	-1	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery	Wondery Brand Partnerships	8
10	-1	SmartLess	Wondery	Wondery Brand Partnerships	5
11	-	Pod Save America	Stitcher Media	SXM Media	7
12	+1	The NPR Politics Podcast	NPR	National Public Media	20
13	-1	Last Podcast On The Left	Stitcher Media	SXM Media	8
14	+2	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	10
15	-	Hidden Brain	Hidden Brain Media	SXM Media	4
16	-2	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	57
17	-	Planet Money	NPR	National Public Media	7
18	+2	CNN 5 Things	WarnerMedia	WarnerMedia	109
19	+2	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	26
20	-1	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	24
21	-3	How I Built This with Guy Raz	Wondery	Wondery Brand Partnerships	10
22	-	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	11
23	-	Freakonomics Radio	Stitcher Media	SXM Media	4



US Podcast Ranker

Top Podcasts By Weekly Average Downloads | November 2022



Rank	Change	Podcast	Sales network	Sales representation	New episodes
24	-	Office Ladies	Stitcher Media	SXM Media	4
25	-	2 Bears, 1 Cave with Tom Segura & Bert Kreischer	Stitcher Media	SXM Media	4
26	-	Consider This from NPR	NPR	National Public Media	25
27	-	Indicator from Planet Money	NPR	National Public Media	18
28	+2	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	25
29	-	Wait Wait... Don't Tell Me!	NPR	National Public Media	6
30	+13	Rachel Maddow Presents: Ultra	NBCUniversal News Group	SXM Media	5
31	+1	Ten Percent Happier with Dan Harris	Wondery	Wondery Brand Partnerships	13
32	-4	On Purpose with Jay Shetty	Stitcher Media	SXM Media	8
33	-	TED Radio Hour	NPR	National Public Media	4
34	-	Something Was Wrong	Wondery	Wondery Brand Partnerships	4
35	-	Pop Culture Happy Hour	NPR	National Public Media	23
36	+9	48 Hours	Paramount	Paramount	10
37	-1	Marketplace	American Public Media	Cadence13	20
38	+1	Anatomy of Murder	audiochuck	SXM Media	5
39	+3	The Way I Heard It with Mike Rowe	Audioboom	Audioboom	9
40	-3	Monday Morning Podcast	All Things Comedy	All Things Comedy	8
41	-	Small Town Murder	Wondery	Wondery Brand Partnerships	8
42	+4	Short Wave	NPR	National Public Media	19
43	Debut	The Rachel Hollis Podcast	Stitcher Media	SXM Media	15
44	+4	The School of Greatness	Stitcher Media	SXM Media	14
45	+4	True Crime Garage	Stitcher Media	SXM Media	7
46	+1	The Mindset Mentor	Kast Media	Kast Media	15



US Podcast Ranker

Top Podcasts By Weekly Average Downloads | November 2022



Rank	Change	Podcast	Sales network	Sales representation	New episodes
47	+6	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	4
48	+8	Your Mom's House with Christina P. and Tom Segura	Stitcher Media	SXM Media	4
49	-9	The Deck	audiochuck	SXM Media	3
50	-	Super Soul	Stitcher Media	SXM Media	4
51	-7	Fantasy Football Today	Audacy Podcast Network	Cadence13	38
52	-1	Casefile True Crime	Audioboom	Audioboom	4
53	+8	This Past Weekend	Kast Media	Kast Media	5
54	-2	99% Invisible	Stitcher Media	SXM Media	4
55	-	American Scandal	Wondery	Wondery Brand Partnerships	6
56	-2	Life Kit	NPR	National Public Media	13
57	+1	Erazno y La Chokolata El Podcast	Stitcher Media	SXM Media	20
58	-20	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	6
59	-	True Crime Obsessed	Audioboom	Audioboom	8
60	+4	Morning Joe	NBCUniversal News Group	SXM Media	20
61	-1	The Viall Files	Kast Media	Kast Media	14
62	Debut	Culpable	Audacy Podcast Network	Cadence13	4
63	+8	American History Tellers	Wondery	Wondery Brand Partnerships	6
64	+1	Fly on the Wall with Dana Carvey & David Spade	Audacy Podcast Network	Cadence13	4
65	-3	What A Day	Stitcher Media	SXM Media	15
66	+2	The John Batchelor Show	Audioboom	Audioboom	490
67	-	And That's Why We Drink	Stitcher Media	SXM Media	5
68	+1	The Daily Stoic	Wondery	Wondery Brand Partnerships	32
69	+6	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	6



US Podcast Ranker

Top Podcasts By Weekly Average Downloads | November 2022



Rank	Change	Podcast	Sales network	Sales representation	New episodes
70	-13	Watch What Crappens	Stitcher Media	SXM Media	18
71	-1	Timesuck with Dan Cummins	Stitcher Media	SXM Media	4
72	-6	This Is Actually Happening	Wondery	Wondery Brand Partnerships	6
73	+4	Ologies with Alie Ward	Stitcher Media	SXM Media	6
74	+11	The Vanished Podcast	Wondery	Wondery Brand Partnerships	4
75	+3	Throughline	NPR	National Public Media	5
76	Debut	Men In Blazers	Wondery	Wondery Brand Partnerships	31
77	+12	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	All Things Comedy	7
78	-2	Snapped: Women Who Murder	Wondery	Wondery Brand Partnerships	4
79	+3	Marketplace Morning Report	American Public Media	Cadence13	60
80	-6	StarTalk Radio	Stitcher Media	SXM Media	6
81	-1	Rotten Mango	Audacy Podcast Network	Cadence13	6
82	+8	The Bulwark Podcast	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	19
83	+4	How Did This Get Made?	Stitcher Media	SXM Media	8
84	-3	Business Wars	Wondery	Wondery Brand Partnerships	7
85	+6	Real Time with Bill Maher	WarnerMedia	WarnerMedia	6
86	-13	Murder, Mystery & Makeup	Audioboom	Audioboom	3
87	-3	Pod Save the World	Stitcher Media	SXM Media	6
88	-16	Dark History	Audioboom	Audioboom	3
89	-3	Make Me Smart with Kai and Molly	American Public Media	Cadence13	17
90	+5	H3 Podcast	The Roost Podcast Network	Rooster Teeth Productions	13
91	-8	Snacks Daily	Audacy Podcast Network	Cadence13	17
92	+2	Greg Laurie Podcast	Harvest Christian Fellowship	Harvest Christian Fellowship	54



US Podcast Ranker

Top Podcasts By Weekly Average Downloads | November 2022



Rank	Change	Podcast	Sales network	Sales representation	New episodes
93	-1	1A	NPR	National Public Media	21
94	-1	Happier with Gretchen Rubin	Audacy Podcast Network	Cadence13	10
95	-7	Up and Vanished	Audacy Podcast Network	Cadence13	0
96	-	IMPAULSIVE	Kast Media	Kast Media	5
97	Debut	The Dale Jr. Download - Dirty Mo Media	Audacy Podcast Network	Cadence13	7
98	-	Zane and Heath: Unfiltered	Audioboom	Audioboom	4
99	Return	The Art of Manliness	Stitcher Media	SXM Media	8
100	-3	Mad Money w/ Jim Cramer	NBCUniversal News Group	SXM Media	18

US Podcast Ranker



Top Podcasts By Weekly Average Downloads | November 2022

Note: Samsung made an update to their Samsung Free app which caused a spike in downloads. Samsung resolved the issue moving forward, starting in December. To mitigate the issue, we have reprocessed our November data to remove those spikes.

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.

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).



US Podcast Ranker



Top Podcasts By Weekly Average Downloads | November 2022

* 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).