

US Podcast Ranker

Top Podcasts By Weekly Average Downloads | May 2022



Rank	Change	Podcast	Sales network	Sales representation	New episodes
1	-	NPR News Now	NPR	National Public Media	672
2	+1	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	27
3	-1	Crime Junkie	audiochuck	SXM Media	7
4	-	Dateline NBC	NBCUniversal News Group	SXM Media	10
5	-	Morbid: A True Crime Podcast	Audioboom	Audioboom	13
6	-	Up First	NPR	National Public Media	29
7	+1	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	26
8	-1	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Wondery	Wondery Brand Partnerships	8
9	-	Fresh Air	NPR	National Public Media	24
10	-	Last Podcast On The Left	Stitcher Media	SXM Media	8
11	+1	SmartLess	Wondery	Wondery Brand Partnerships	5
12	-1	Pod Save America	Stitcher Media	SXM Media	9
13	Return	CounterClock	audiochuck	SXM Media	16
14	-	The NPR Politics Podcast	NPR	National Public Media	22
15	-2	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	64
16	-1	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	9
17	-1	Planet Money	NPR	National Public Media	8
18	-1	Hidden Brain	Hidden Brain Media	SXM Media	4
19	-1	CNN 5 Things	WarnerMedia	WarnerMedia	119
20	-	Office Ladies	Stitcher Media	SXM Media	5
21	-2	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	24
22	+33	Up and Vanished	Audacy Podcast Network	Cadence13	11
23	+4	How I Built This with Guy Raz	Wondery	Wondery Brand Partnerships	9



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24	-	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	22
25	-4	Wait Wait... Don't Tell Me!	NPR	National Public Media	8
26	-4	Freakonomics Radio	Stitcher Media	SXM Media	4
27	-4	Consider This from NPR	NPR	National Public Media	24
28	-2	Indicator from Planet Money	NPR	National Public Media	20
29	-4	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network / Westwood One	21
30	-1	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	8
31	+1	Something Was Wrong	Wondery	Wondery Brand Partnerships	4
32	-2	Ten Percent Happier with Dan Harris	Wondery	Wondery Brand Partnerships	12
33	-2	The Pat McAfee Show 2.0	Stitcher Media	SXM Media	20
34	+6	Marketplace	American Public Media	Cadence13	20
35	-7	Monday Morning Podcast	All Things Comedy	All Things Comedy	9
36	-3	TED Radio Hour	NPR	National Public Media	4
37	-1	2 Bears, 1 Cave with Tom Segura & Bert Kreischer	Stitcher Media	SXM Media	4
38	-3	Pop Culture Happy Hour	NPR	National Public Media	20
39	-1	On Purpose with Jay Shetty	Stitcher Media	SXM Media	8
40	+1	The School of Greatness	Wondery	Wondery Brand Partnerships	12
41	+1	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	11
42	-8	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	18
43	-	Short Wave	NPR	National Public Media	20
44	-7	Anatomy of Murder	audiochuck	SXM Media	4
45	-6	The Morning Toast	Audioboom	Audioboom	15
46	-	True Crime Garage	Stitcher Media	SXM Media	7



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47	-2	Super Soul	Stitcher Media	SXM Media	4
48	+8	What A Day	Stitcher Media	SXM Media	20
49	-5	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	4
50	-3	The Mindset Mentor	Kast Media	Kast Media	18
51	+3	99% Invisible	Stitcher Media	SXM Media	5
52	-4	Casefile True Crime	Audioboom	Audioboom	4
53	+12	Small Town Murder	Wondery	Wondery Brand Partnerships	8
54	-5	True Crime Obsessed	Audioboom	Audioboom	8
55	-3	The Way I Heard It with Mike Rowe	Audioboom	Audioboom	4
56	+4	The Deck	Stitcher Media	SXM Media	6
57	-7	Your Mom's House with Christina P. and Tom Segura	Stitcher Media	SXM Media	4
58	-5	The John Batchelor Show	Audioboom	Audioboom	413
59	Debut	Erazno y La Chokolata El Podcast	Stitcher Media	SXM Media	20
60	+3	American Scandal	Wondery	Wondery Brand Partnerships	4
61	-10	Life Kit	NPR	National Public Media	13
62	-5	Watch What Crappens	Stitcher Media	SXM Media	20
63	+7	Make Me Smart with Kai and Molly	American Public Media	Cadence13	20
64	+3	RISE podcast	Audacy Podcast Network	Cadence13	16
65	-6	And That's Why We Drink	Stitcher Media	SXM Media	4
66	-2	Timesuck with Dan Cummins	Stitcher Media	SXM Media	4
67	-6	48 Hours	Paramount	Paramount	4
68	-6	Snacks Daily	Audacy Podcast Network	Cadence13	20
69	+4	Marketplace Morning Report	American Public Media	Cadence13	60



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70	-4	Fly on the Wall with Dana Carvey & David Spade	Audacy Podcast Network	Cadence13	4
71	Debut	Headline News from The Associated Press	Audioboom	Audioboom	355
72	-3	Morning Joe	NBCUniversal News Group	SXM Media	21
73	+5	Throughline	NPR	National Public Media	5
74	-16	The Viall Files	Kast Media	Kast Media	13
75	-1	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	5
76	-4	The Vanished Podcast	Wondery	Wondery Brand Partnerships	5
77	-2	1A	NPR	National Public Media	24
78	+2	Business Wars	Wondery	Wondery Brand Partnerships	8
79	+9	This Past Weekend	Kast Media	Kast Media	4
80	+13	American History Tellers	Wondery	Wondery Brand Partnerships	5
81	-	H3 Podcast	The Roost Podcast Network	Rooster Teeth Productions	16
82	-11	Murder With My Husband	Cloud10	Cloud10	4
83	-	Dark History	Audioboom	Audioboom	4
84	+10	Code Switch	NPR	National Public Media	7
85	-9	How Did This Get Made?	Stitcher Media	SXM Media	8
86	-7	This Is Actually Happening	Wondery	Wondery Brand Partnerships	5
87	-10	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	All Things Comedy	4
88	-3	Ologies with Alie Ward	Stitcher Media	SXM Media	4
89	-7	Rotten Mango	Audacy Podcast Network	Cadence13	8
90	-3	StarTalk Radio	Stitcher Media	SXM Media	6
91	+4	Mad Money w/ Jim Cramer	NBCUniversal News Group	SXM Media	19
92	-3	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	8



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93	Return	Real Time with Bill Maher	WarnerMedia	WarnerMedia	6
94	-3	Happier with Gretchen Rubin	Audacy Podcast Network	Cadence13	10
95	-5	The Art of Manliness	Stitcher Media	SXM Media	8
96	Return	IMPAULSIVE	Kast Media	Kast Media	4
97	-5	The Fighter & The Kid	Kast Media	Kast Media	8
98	Return	Radio Rental	Audacy Podcast Network	Cadence13	4
99	-	Zane and Heath: Unfiltered	Audioboom	Audioboom	4
100	Debut	Murder, Mystery & Makeup	Audioboom	Audioboom	4

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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.

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).

* 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.



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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).