

August 2021 U.S. PODCAST REPORT

TOP 15 NETWORKS

Based on Average Weekly Downloads in the USA

Rank	Podcast Network	Sales Representation	# Of Active Podcasts	Average Weekly Downloads	Average Weekly Users	Rank Change
1	Stitcher Media	SXM Media	451	31,176,421	9,675,540	-
2	NPR	National Public Media	56	31,109,746	7,556,546	-
3	Audacy Podcast Network	Cadence13	500	17,688,062	5,905,754	-
4	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	331	16,016,268	3,703,450	-
5	Audioboom	Audioboom	318	14,968,170	5,450,732	-
6	Wondery	Wondery Brand Partnerships	113	11,215,149	4,057,853	↑ 2
7	AdLarge/cabana	AdLarge/cabana	125	10,912,919	3,984,030	↓ 1
8	NBCUniversal News Group	SXM Media	51	8,923,580	2,637,779	↓ 1
9	Kast Media	Kast Media	95	4,013,790	1,773,850	-
10	FOX News Podcasts	FOX News Podcasts	48	3,390,814	1,007,095	↑ 1
11	WarnerMedia	WarnerMedia	119	3,376,498	1,406,073	↓ 1
12	Salem Podcast Network	Salem Media Group	666	2,923,460	611,822	-
13	All Things Comedy	All Things Comedy	58	2,009,213	944,788	-
14	Bonneville International	Bonneville International	250	704,530	205,790	-
15	Beasley Media Group	Beasley Media Group	157	572,556	149,258	New

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	RANK CHANGE
1	NPR News Now	NPR	National Public Media	672	-
2	Crime Junkie	audiochuck	AdLarge/cabana	4	-
3	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	22	-
4	Up First	NPR	National Public Media	28	-
5	Dateline NBC	NBCUniversal News Group	SXM Media	9	-
6	Morbid: A True Crime Podcast	Audioboom	Audioboom	9	-
7	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	8	-
8	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	23	↑ 1
9	Fresh Air	NPR	National Public Media	24	↓ 1
10	SmartLess	Wondery	Wondery Brand Partnerships	5	↑ 26
11	The NPR Politics Podcast	NPR	National Public Media	20	↓ 1
12	Pod Save America	Audacy Podcast Network	Cadence13	8	↓ 1
13	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	672	↑ 3
14	Planet Money	NPR	National Public Media	8	↓ 2
15	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	55	↓ 1
16	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	11	↓ 3
17	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	20	↑ 5
18	CNN 5 Things	WarnerMedia	WarnerMedia	105	↓ 1
19	Office Ladies	Stitcher Media	SXM Media	8	↓ 4
20	Indicator from Planet Money	NPR	National Public Media	20	-
21	Hidden Brain	Hidden Brain Media	SXM Media	8	↓ 2
22	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	20	↓ 1
23	Freakonomics Radio	Stitcher Media	SXM Media	5	↓ 5
24	Consider This from NPR	NPR	National Public Media	24	↓ 1
25	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	24	-

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	RANK CHANGE
26	Wait Wait... Don't Tell Me!	NPR	National Public Media	4	↓ 2
27	How I Built This	NPR	National Public Media	8	↓ 1
28	Something Was Wrong	audiochuck	AdLarge/cabana	5	Return
29	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	8	↑ 18
30	Short Wave	NPR	National Public Media	20	↓ 1
31	Monday Morning Podcast	All Things Comedy	All Things Comedy	13	↓ 3
32	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	22	↑ 6
33	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	4	↑ 25
34	Park Predators	audiochuck	AdLarge/cabana	4	↓ 3
35	TED Radio Hour	NPR	National Public Media	4	↓ 2
36	True Crime Garage	Stitcher Media	SXM Media	11	↑ 1
37	Dr. Death: Miracle Man	Wondery	Wondery Brand Partnerships	3	Debut
38	Pop Culture Happy Hour	NPR	National Public Media	20	↓ 6
39	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	12	↓ 5
40	To Live and Die in LA	Audacy Podcast Network	Cadence13	3	-
41	The John Batchelor Show	Audioboom	Audioboom	439	↑ 3
42	Dr. Death	Wondery	Wondery Brand Partnerships	4	-
43	Casefile True Crime	Audioboom	Audioboom	4	↑ 13
44	The Morning Toast	Audioboom	Audioboom	17	↑ 7
45	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	28	↓ 4
46	Super Soul	Stitcher Media	SXM Media	4	↓ 3
47	Anatomy of Murder	audiochuck	AdLarge/cabana	3	↓ 8
48	Small Town Murder	Stitcher Media	SXM Media	4	↓ 3
49	What A Day	Audacy Podcast Network	Cadence13	18	↓ 1
50	On Purpose with Jay Shetty	Stitcher Media	SXM Media	9	↑ 7

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	RANK CHANGE
51	99% Invisible	Stitcher Media	SXM Media	3	↓ 5
52	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	56	↑ 12
53	Up and Vanished	Audacy Podcast Network	Cadence13	2	-
54	And That's Why We Drink	Kast Media	Kast Media	6	↑ 1
55	Snacks Daily	Audacy Podcast Network	Cadence13	15	↓ 25
56	Rotten Mango	Audioboom	Audioboom	8	↓ 7
57	The School of Greatness	Wondery	Wondery Brand Partnerships	12	↑ 4
58	The Mindset Mentor	Kast Media	Kast Media	23	↑ 2
59	True Crime Obsessed	Audioboom	Audioboom	5	↓ 7
60	Red Collar	audiochuck	AdLarge/cabana	5	↓ 1
61	Life Kit	NPR	National Public Media	13	↓ 7
62	Morning Joe	NBCUniversal News Group	SXM Media	20	↑ 1
63	CounterClock	audiochuck	AdLarge/cabana	0	↓ 28
64	Dark History	Audioboom	Audioboom	4	↑ 27
65	Watch What Crappens	Stitcher Media	SXM Media	22	↑ 1
66	Timesuck with Dan Cummins	Stitcher Media	SXM Media	6	↓ 1
67	Throughline	NPR	National Public Media	4	↓ 17
68	The Viall Files	Kast Media	Kast Media	17	↑ 20
69	Business Wars	Wondery	Wondery Brand Partnerships	9	↑ 5
70	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	4	↓ 2
71	The Tiny Meat Gang Podcast	Audioboom	Audioboom	8	↓ 9
72	Solvable by audiochuck	audiochuck	AdLarge/cabana	0	↓ 45
73	The Fighter & The Kid	Kast Media	Kast Media	14	↓ 6
74	StarTalk Radio	Stitcher Media	SXM Media	9	↓ 5
75	American Scandal	Wondery	Wondery Brand Partnerships	5	↑ 1

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	RANK CHANGE
76	How Did This Get Made?	Stitcher Media	SXM Media	8	↓ 6
77	Ologies with Alie Ward	Stitcher Media	SXM Media	11	-
78	Side Hustle School	Audacy Podcast Network	Cadence13	29	↑ 16
79	1A	NPR	National Public Media	22	↑ 3
80	The Vanished Podcast	Wondery	Wondery Brand Partnerships	4	↓ 9
81	Zane and Heath: Unfiltered	Audioboom	Audioboom	4	↓ 9
82	Code Switch	NPR	National Public Media	4	↓ 2
83	Ear Biscuits	Audacy Podcast Network	Cadence13	4	↑ 10
84	Candace	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	18	Debut
85	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	5	↓ 7
86	Lovett or Leave It	Audacy Podcast Network	Cadence13	4	↓ 13
87	Let's Not Meet: A True Horror Podcast	Audioboom	Audioboom	4	↓ 12
88	This Is Actually Happening	Wondery	Wondery Brand Partnerships	5	↓ 7
89	Pod Save the World	Audacy Podcast Network	Cadence13	4	Return
90	This Past Weekend	Kast Media	Kast Media	4	↑ 5
91	Mad Money w/ Jim Cramer	NBCUniversal News Group	SXM Media	15	↓ 6
92	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	4	↓ 6
93	Even the Rich	Wondery	Wondery Brand Partnerships	8	↑ 6
94	The Art of Manliness	Stitcher Media	SXM Media	13	↓ 10
95	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	12	↓ 6
96	VIEWS with David Dobrik and Jason Nash	Audacy Podcast Network	Cadence13	0	↓ 17
97	Myths and Legends	Kast Media	Kast Media	4	↓ 7
98	True Crime All The Time	Wondery	Wondery Brand Partnerships	6	↓ 6
99	Dave & Chuck the Freak Podcast	Audioboom	Audioboom	20	↓ 2
100	It's Been a Minute With Sam Sanders	NPR	National Public Media	8	↓ 13

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1	Stitcher Media	SXM Media	451	9,675,540	31,176,421	-
2	NPR	National Public Media	56	7,556,546	31,109,746	-
3	Audacy Podcast Network	Cadence13	500	5,905,754	17,688,062	-
4	Audioboom	Audioboom	318	5,450,732	14,968,170	-
5	Wondery	Wondery Brand Partnerships	113	4,057,853	11,215,149	↑ 2
6	AdLarge/cabana	AdLarge/cabana	125	3,984,030	10,912,919	↓ 1
7	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	331	3,703,450	16,016,268	↓ 1
8	NBCUniversal News Group	SXM Media	51	2,637,779	8,923,580	-
9	Kast Media	Kast Media	95	1,773,850	4,013,790	-
10	WarnerMedia	WarnerMedia	119	1,406,073	3,376,498	-
11	FOX News Podcasts	FOX News Podcasts	48	1,007,095	3,390,814	↑ 1
12	All Things Comedy	All Things Comedy	58	944,788	2,009,213	↓ 1
13	Salem Podcast Network	Salem Media Group	666	611,822	2,923,460	-
14	Bonneville International	Bonneville International	250	205,790	704,530	↑ 1
15	CBC/Radio-Canada	Acast	333	178,673	545,367	↓ 1

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2	NPR News Now	NPR	National Public Media	672	-
3	Up First	NPR	National Public Media	28	-
4	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	22	↑ 2
5	Dateline NBC	NBCUniversal News Group	SXM Media	9	↓ 1
6	Morbid: A True Crime Podcast	Audioboom	Audioboom	9	↓ 1
7	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	8	-
8	SmartLess	Wondery	Wondery Brand Partnerships	5	↑ 26
9	Pod Save America	Audacy Podcast Network	Cadence13	8	↓ 1
10	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	23	↓ 1
11	Planet Money	NPR	National Public Media	8	↑ 1
12	Fresh Air	NPR	National Public Media	24	↑ 2
13	Office Ladies	Stitcher Media	SXM Media	8	↓ 2
14	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	11	↓ 4
15	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	694	↑ 4
16	CNN 5 Things	WarnerMedia	WarnerMedia	105	↓ 3
17	Wait Wait... Don't Tell Me!	NPR	National Public Media	4	↓ 2
18	Hidden Brain	Hidden Brain Media	SXM Media	8	↓ 2
19	Freakonomics Radio	Stitcher Media	SXM Media	5	↓ 2
20	The NPR Politics Podcast	NPR	National Public Media	20	↓ 2
21	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	20	-
22	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	8	↑ 7
23	Park Predators	audiochuck	AdLarge/cabana	4	↓ 3
24	Indicator from Planet Money	NPR	National Public Media	20	↓ 2
25	Dr. Death: Miracle Man	Wondery	Wondery Brand Partnerships	3	Debut

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26	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	20	↓ 1
27	Monday Morning Podcast	All Things Comedy	All Things Comedy	13	↓ 4
28	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	4	↑ 20
29	Consider This from NPR	NPR	National Public Media	24	↓ 2
30	How I Built This	NPR	National Public Media	8	-
31	Short Wave	NPR	National Public Media	20	-
32	Casefile True Crime	Audioboom	Audioboom	4	↑ 22
33	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	12	↓ 7
34	To Live and Die in LA	Audacy Podcast Network	Cadence13	3	↑ 3
35	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	24	-
36	TED Radio Hour	NPR	National Public Media	4	↓ 4
37	Anatomy of Murder	audiochuck	AdLarge/cabana	3	↓ 9
38	99% Invisible	Stitcher Media	SXM Media	3	↓ 5
39	Small Town Murder	Stitcher Media	SXM Media	4	↓ 1
40	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	22	↑ 7
41	Dr. Death	Wondery	Wondery Brand Partnerships	4	↓ 2
42	Dark History	Audioboom	Audioboom	4	↑ 17
43	Something Was Wrong	audiochuck	AdLarge/cabana	5	Return
44	True Crime Garage	Stitcher Media	SXM Media	11	↓ 3
45	Red Collar	audiochuck	AdLarge/cabana	5	↓ 3
46	Up and Vanished	Audacy Podcast Network	Cadence13	2	↑ 17
47	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	55	↑ 3
48	Super Soul	Stitcher Media	SXM Media	4	↓ 5
49	Rotten Mango	Audioboom	Audioboom	8	↓ 3
50	The Morning Toast	Audioboom	Audioboom	17	↑ 5

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	RANK CHANGE
51	Throughline	NPR	National Public Media	4	↓ 15
52	And That's Why We Drink	Kast Media	Kast Media	6	↓ 1
53	Timesuck with Dan Cummins	Stitcher Media	SXM Media	6	-
54	True Crime Obsessed	Audioboom	Audioboom	5	↓ 5
55	Lovett or Leave It	Audacy Podcast Network	Cadence13	4	↓ 3
56	What A Day	Audacy Podcast Network	Cadence13	18	-
57	Pop Culture Happy Hour	NPR	National Public Media	20	↓ 12
58	On Purpose with Jay Shetty	Stitcher Media	SXM Media	9	↑ 6
59	Pod Save the World	Audacy Podcast Network	Cadence13	4	↑ 10
60	Code Switch	NPR	National Public Media	4	↑ 5
61	Snacks Daily	Audacy Podcast Network	Cadence13	15	↓ 37
62	The Fighter & The Kid	Kast Media	Kast Media	14	-
63	Zane and Heath: Unfiltered	Audioboom	Audioboom	4	↓ 2
64	How Did This Get Made?	Stitcher Media	SXM Media	8	↓ 6
65	The Tiny Meat Gang Podcast	Audioboom	Audioboom	8	↓ 8
66	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	56	↑ 10
67	This Past Weekend	Kast Media	Kast Media	4	↑ 7
68	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	28	↓ 8
69	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	4	↓ 1
70	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	4	↑ 2
71	Ologies with Alie Ward	Stitcher Media	SXM Media	11	↓ 1
72	Life Kit	NPR	National Public Media	13	↓ 5
73	Real Time with Bill Maher	WarnerMedia	WarnerMedia	8	Return
74	The Viall Files	Kast Media	Kast Media	17	↑ 21
75	The Vanished Podcast	Wondery	Wondery Brand Partnerships	4	-

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	RANK CHANGE
76	It's Been a Minute With Sam Sanders	NPR	National Public Media	8	↓ 10
77	Morning Joe	NBCUniversal News Group	SXM Media	20	↑ 3
78	StarTalk Radio	Stitcher Media	SXM Media	9	↓ 5
79	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	5	↓ 2
80	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	12	↓ 1
81	Let's Not Meet: A True Horror Podcast	Audioboom	Audioboom	4	↓ 3
82	This Is Actually Happening	Wondery	Wondery Brand Partnerships	5	↓ 1
83	Ear Biscuits	Audacy Podcast Network	Cadence13	4	↑ 5
84	Impulsive with Logan Paul	Kast Media	Kast Media	6	↓ 13
85	The Mindset Mentor	Kast Media	Kast Media	23	↓ 3
86	Dr. Death Season 2: Dr. Fata	Wondery	Wondery Brand Partnerships	2	Return
87	King and the Sting	Kast Media	Kast Media	4	↑ 2
88	CounterClock	audiochuck	AdLarge/cabana	0	↓ 48
89	Solvable by audiochuck	audiochuck	AdLarge/cabana	0	↓ 45
90	American Scandal	Wondery	Wondery Brand Partnerships	5	↓ 7
91	Scared To Death	Stitcher Media	SXM Media	5	-
92	Unsolved Mysteries	Audacy Podcast Network	Cadence13	4	↓ 6
93	Car Talk	NPR	National Public Media	4	↓ 6
94	The School of Greatness	Wondery	Wondery Brand Partnerships	12	↓ 2
95	Dave & Chuck the Freak Podcast	Audioboom	Audioboom	20	↑ 1
96	Business Wars	Wondery	Wondery Brand Partnerships	9	Return
97	The Dale Jr. Download - Dirty Mo Media	Audacy Podcast Network	Cadence13	4	↓ 12
98	True Crime All The Time	Wondery	Wondery Brand Partnerships	6	↓ 8
99	Even the Rich	Wondery	Wondery Brand Partnerships	8	↓ 1
100	5 Things	Wondery	Wondery Brand Partnerships	28	Debut

NETWORK AND SALES REPRESENTATION UPDATES

All participating Networks have the option to report their data under their individual Network name, in addition to under their Sales Representation (where applicable)

POWERED BY PODCAST METRICS

Triton Digital's Podcast Metrics measurement service is certified by the IAB Tech Lab as complying with Version 2.1 of the IAB Podcast Measurement Technical Guidelines.

ABOUT THE U.S. NETWORK REPORT

The U.S. Network Report lists the Top 15 Podcast 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.

ABOUT THE U.S. PODCAST REPORT

The U.S. Podcast Report lists the Top 100 Podcasts consumed by users who are located in the United States. The entities listed are ranked by Average Weekly Downloads and Average Weekly Users.

ABOUT THE METHODOLOGY

The U.S. Podcast Report 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 RANK CHANGE DEFINITIONS

Downloads - Unique file requests that were downloaded. This includes complete file downloads, progressive downloads, as well as partial downloads in accordance with the IAB Podcast Measurement Technical Guidelines v2.1 filtering rules (e.g., spiders and bots, data centers, one-minute of content minimum download, etc.). "Unique" file requests 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 v2.1. 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 Change – "Debut" in the Rank Change column indicates that the show is new to the report, making its debut for the first time in the last 13 months. "Return" indicates that the show has returned to the Top 100 after having not appeared in the previous reporting period(s).

CONTACT US

Any podcast network with an audience in the United States is eligible to participate in both the Top Network and Top Podcast Reports. Questions, comments, or requests for additional information as it relates to our Podcast Reports? Contact Metrics@tritondigital.com To receive our Podcast Reports via email, visit <https://www.tritondigital.com/pmsignup>

