

September 2021 U.S. PODCAST REPORT

TOP 20 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	460	38,425,655	10,146,624	-
2	NPR	National Public Media	62	32,047,324	7,196,777	-
3	Audacy Podcast Network	Cadence13	500+	29,121,305	9,731,570	-
4	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	336	17,770,686	3,775,822	-
5	Audioboom	Audioboom	500+	16,129,340	5,531,598	-
6	Wondery	Wondery Brand Partnerships	115	12,085,279	4,150,842	-
7	NBCUniversal News Group	SXM Media	53	11,771,941	2,825,493	↑ 1
8	AdLarge/cabana	AdLarge/cabana	126	11,762,354	4,088,379	↓ 1
9	Kast Media	Kast Media	97	3,764,223	1,574,030	-
10	FOX News Podcasts	FOX News Podcasts	48	3,674,476	1,104,964	-
11	WarnerMedia	WarnerMedia	122	3,589,281	1,416,636	-
12	Salem Podcast Network	Salem Media Group	500+	3,284,346	620,408	-
13	All Things Comedy	All Things Comedy	58	2,237,567	923,721	-
14	The Roost Podcast Network	Rooster Teeth Productions	81	1,706,706	703,641	New
15	Headgum	Gumball	42	1,266,217	459,884	New
16	Bonneville International	Bonneville International	254	769,444	220,243	↓ 2
17	Beasley Media Group	Beasley Media Group	162	642,541	159,330	↓ 2
18	CBC/Radio-Canada	Acast	338	575,296	193,748	Return
19	Prisa Radio	Prisa Radio	500+	456,651	119,680	Return
20	SpokenLayer	SpokenLayer	60	447,270	152,260	New

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
1	NPR News Now	NPR	National Public Media	840	-
2	Crime Junkie	audiochuck	AdLarge/cabana	6	-
3	Dateline NBC	NBCUniversal News Group	SXM Media	41	↑ 2
4	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	↓ 1
5	Up First	NPR	National Public Media	35	↓ 1
6	Morbid: A True Crime Podcast	Audioboom	Audioboom	9	-
7	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	11	-
8	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	31	-
9	Fresh Air	NPR	National Public Media	30	-
10	The NPR Politics Podcast	NPR	National Public Media	27	↑ 1
11	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	16	↑ 5
12	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	82	↑ 3
13	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	843	-
14	SmartLess	Wondery	Wondery Brand Partnerships	5	↓ 4
15	Pod Save America	Audacy Podcast Network	Cadence13	8	↓ 3
16	Planet Money	NPR	National Public Media	10	↓ 2
17	Freakonomics Radio	Stitcher Media	SXM Media	13	↑ 6
18	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	26	↓ 1
19	Hidden Brain	Hidden Brain Media	SXM Media	8	↑ 2
20	Office Ladies	Stitcher Media	SXM Media	10	↓ 1
21	CNN 5 Things	WarnerMedia	WarnerMedia	128	↓ 3
22	Indicator from Planet Money	NPR	National Public Media	24	↓ 2
23	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	24	↓ 1
24	Consider This from NPR	NPR	National Public Media	28	-
25	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	-

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26	Up and Vanished	Audacy Podcast Network	Cadence13	6	↑ 27
27	Wait Wait... Don't Tell Me!	NPR	National Public Media	5	↓ 1
28	Something Was Wrong	audiochuck	AdLarge/cabana	5	-
29	How I Built This	NPR	National Public Media	5	↓ 2
30	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	↑ 2
31	The Pat McAfee Show 2.0	Stitcher Media	SXM Media	24	Debut
32	TED Radio Hour	NPR	National Public Media	5	↑ 3
33	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	18	↑ 6
34	Monday Morning Podcast	All Things Comedy	All Things Comedy	15	↓ 3
35	Marketplace	American Public Media	Cadence13	25	Debut
36	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	5	↓ 3
37	Short Wave	NPR	National Public Media	24	↓ 7
38	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	10	↓ 9
39	Pop Culture Happy Hour	NPR	National Public Media	24	↓ 1
40	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	29	↑ 5
41	Super Soul	Stitcher Media	SXM Media	6	↑ 5
42	And That's Why We Drink	Stitcher Media	SXM Media	7	Return
43	Casefile True Crime	Audioboom	Audioboom	6	-
44	99% Invisible	Stitcher Media	SXM Media	5	↑ 7
45	On Purpose with Jay Shetty	Stitcher Media	SXM Media	12	↑ 5
46	The John Batchelor Show	Audioboom	Audioboom	537	↓ 5
47	True Crime Garage	Stitcher Media	SXM Media	11	↓ 11
48	Anatomy of Murder	audiochuck	AdLarge/cabana	4	↓ 1
49	The Morning Toast	Audioboom	Audioboom	20	↓ 5
50	Dr. Death: Miracle Man	Wondery	Wondery Brand Partnerships	5	↓ 13

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
51	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	76	↑ 1
52	To Live and Die in LA	Audacy Podcast Network	Cadence13	3	↓ 12
53	Small Town Murder	Stitcher Media	SXM Media	5	↓ 5
54	The School of Greatness	Wondery	Wondery Brand Partnerships	15	↑ 3
55	What A Day	Audacy Podcast Network	Cadence13	21	↓ 6
56	Rotten Mango	Audioboom	Audioboom	10	-
57	Suspect	Wondery	Wondery Brand Partnerships	6	Debut
58	Park Predators	audiochuck	AdLarge/cabana	3	↓ 24
59	Make Me Smart with Kai and Molly	American Public Media	Cadence13	24	Debut
60	Watch What Crappens	Stitcher Media	SXM Media	26	↑ 5
61	The Mindset Mentor	Kast Media	Kast Media	26	↓ 3
62	Not Another D&D Podcast	Headgum	Gumball	9	Debut
63	True Crime Obsessed	Audioboom	Audioboom	6	↓ 4
64	Throughline	NPR	National Public Media	6	↑ 3
65	Life Kit	NPR	National Public Media	15	↓ 4
66	StarTalk Radio	Stitcher Media	SXM Media	11	↑ 8
67	Morning Joe	NBCUniversal News Group	SXM Media	25	↓ 5
68	Dark History	Audioboom	Audioboom	4	↓ 4
69	IEWS with David Dobrik and Jason Nash	Audacy Podcast Network	Cadence13	2	↑ 27
70	Timesuck with Dan Cummins	Stitcher Media	SXM Media	9	↓ 4
71	CounterClock	audiochuck	AdLarge/cabana	1	↓ 8
72	Snacks Daily	Audacy Podcast Network	Cadence13	19	↓ 17
73	Invisibilia	NPR	National Public Media	4	Return
74	Marketplace Morning Report	American Public Media	Cadence13	75	Debut
75	Red Collar	audiochuck	AdLarge/cabana	5	↓ 15



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76	American Scandal	Wondery	Wondery Brand Partnerships	7	↓ 1
77	Ologies with Alie Ward	Stitcher Media	SXM Media	7	-
78	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	5	↓ 8
79	Business Wars	Wondery	Wondery Brand Partnerships	11	↓ 10
80	H3 Podcast	The Roost Podcast Network	Rooster Teeth Productions	13	Debut
81	Code Switch	NPR	National Public Media	6	↑ 1
82	1A	NPR	National Public Media	28	↓ 3
83	The Vanished Podcast	Wondery	Wondery Brand Partnerships	6	↓ 3
84	Dr. Death	Wondery	Wondery Brand Partnerships	1	↓ 42
85	The Fighter & The Kid	Kast Media	Kast Media	14	↓ 12
86	The Tiny Meat Gang Podcast	Audioboom	Audioboom	6	↓ 15
87	This Past Weekend	Kast Media	Kast Media	6	↑ 3
88	How Did This Get Made?	Stitcher Media	SXM Media	10	↓ 12
89	The Viall Files	Kast Media	Kast Media	17	↓ 21
90	Zane and Heath: Unfiltered	Audioboom	Audioboom	6	↓ 9
91	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	8	↓ 6
92	The Art of Manliness	Stitcher Media	SXM Media	14	↑ 2
93	Candace	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	23	↓ 9
94	Ear Biscuits	Audacy Podcast Network	Cadence13	5	↓ 11
95	You Better You Bet	Audacy Podcast Network	Cadence13	198	Debut
96	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	14	↓ 1
97	Side Hustle School	Audacy Podcast Network	Cadence13	35	↓ 19
98	Let's Not Meet: A True Horror Podcast	Audioboom	Audioboom	5	↓ 11
99	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	7	↓ 7
100	This Is Actually Happening	Wondery	Wondery Brand Partnerships	7	↓ 12

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1	Stitcher Media	SXM Media	460	10,146,624	38,425,655	-
2	Audacy Podcast Network	Cadence13	500+	9,731,570	29,121,305	↑ 1
3	NPR	National Public Media	62	7,196,777	32,047,324	↓ 1
4	Audioboom	Audioboom	500+	5,531,598	16,129,340	-
5	Wondery	Wondery Brand Partnerships	115	4,150,842	12,085,279	-
6	AdLarge/cabana	AdLarge/cabana	126	4,088,379	11,762,354	-
7	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	336	3,775,822	17,770,686	-
8	NBCUniversal News Group	SXM Media	53	2,825,493	11,771,941	-
9	Kast Media	Kast Media	97	1,574,030	3,764,223	-
10	WarnerMedia	WarnerMedia	122	1,416,636	3,589,281	-
11	FOX News Podcasts	FOX News Podcasts	48	1,104,964	3,674,476	-
12	All Things Comedy	All Things Comedy	58	923,707	2,066,661	-
13	The Roost Podcast Network	Rooster Teeth Productions	81	703,641	1,706,706	New
14	Salem Podcast Network	Salem Media Group	500+	620,408	3,284,346	↓ 1
15	Headgum	Gumball	42	459,884	1,266,217	New
16	Bonneville International	Bonneville International	254	220,243	769,444	↓ 2
17	CBC/Radio-Canada	Acast	338	193,748	575,296	↓ 2
18	Beasley Media Group	Beasley Media Group	162	159,330	642,541	Return
19	SpokenLayer	SpokenLayer	60	152,260	447,270	New
20	Prisa Radio	Prisa Radio	500+	119,680	456,651	Return

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1	Crime Junkie	audiochuck	AdLarge/cabana	6	-	
2	Up First	NPR	National Public Media	35	↑	1
3	NPR News Now	NPR	National Public Media	840	↓	1
4	Dateline NBC	NBCUniversal News Group	SXM Media	41	↑	1
5	Morbid: A True Crime Podcast	Audioboom	Audioboom	9	↑	1
6	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	↓	2
7	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	11	-	
8	SmartLess	Wondery	Wondery Brand Partnerships	5	-	
9	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	31	↑	1
10	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	16	↑	4
11	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	843	↑	4
12	Pod Save America	Audacy Podcast Network	Cadence13	8	↓	3
13	Office Ladies	Stitcher Media	SXM Media	10	-	
14	Planet Money	NPR	National Public Media	10	↓	3
15	Fresh Air	NPR	National Public Media	30	↓	3
16	Hidden Brain	Hidden Brain Media	SXM Media	8	↑	2
17	Wait Wait... Don't Tell Me!	NPR	National Public Media	5	-	
18	CNN 5 Things	WarnerMedia	WarnerMedia	128	↓	2
19	Freakonomics Radio	Stitcher Media	SXM Media	13	-	
20	The NPR Politics Podcast	NPR	National Public Media	27	-	
21	Up and Vanished	Audacy Podcast Network	Cadence13	6	↑	25
22	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	24	↓	1
23	Indicator from Planet Money	NPR	National Public Media	24	↑	1
24	Something Was Wrong	audiochuck	AdLarge/cabana	5	↑	19
25	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	26	↑	1

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26	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	10	↓ 4
27	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	5	↑ 1
28	Monday Morning Podcast	All Things Comedy	All Things Comedy	15	↓ 1
29	99% Invisible	Stitcher Media	SXM Media	5	↑ 9
30	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	18	↑ 3
31	Consider This from NPR	NPR	National Public Media	28	↓ 2
32	Casefile True Crime	Audioboom	Audioboom	6	-
33	TED Radio Hour	NPR	National Public Media	5	↑ 3
34	Short Wave	NPR	National Public Media	24	↓ 3
35	Anatomy of Murder	audiochuck	AdLarge/cabana	4	↑ 2
36	Marketplace	American Public Media	Cadence13	25	Debut
37	Dr. Death: Miracle Man	Wondery	Wondery Brand Partnerships	5	↓ 12
38	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	↓ 3
39	How I Built This	NPR	National Public Media	5	↓ 9
40	And That's Why We Drink	Stitcher Media	SXM Media	7	Return
41	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	↓ 1
42	Small Town Murder	Stitcher Media	SXM Media	5	↓ 3
43	The Pat McAfee Show 2.0	Stitcher Media	SXM Media	24	Debut
44	Suspect	Wondery	Wondery Brand Partnerships	6	Debut
45	Park Predators	audiochuck	AdLarge/cabana	3	↓ 22
46	Dark History	Audioboom	Audioboom	4	↓ 4
47	Super Soul	Stitcher Media	SXM Media	6	↑ 1
48	Throughline	NPR	National Public Media	6	↑ 3
49	Invisibilia	NPR	National Public Media	4	Return
50	Rotten Mango	Audioboom	Audioboom	10	↓ 1

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51	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	82	↓ 4
52	To Live and Die in LA	Audacy Podcast Network	Cadence13	3	↓ 18
53	The Morning Toast	Audioboom	Audioboom	20	↓ 3
54	Pop Culture Happy Hour	NPR	National Public Media	24	↑ 3
55	Timesuck with Dan Cummins	Stitcher Media	SXM Media	9	↓ 2
56	True Crime Obsessed	Audioboom	Audioboom	6	↓ 2
57	Red Collar	audiochuck	AdLarge/cabana	5	↓ 12
58	On Purpose with Jay Shetty	Stitcher Media	SXM Media	12	-
59	True Crime Garage	Stitcher Media	SXM Media	11	↓ 15
60	Make Me Smart with Kai and Molly	American Public Media	Cadence13	24	Debut
61	Code Switch	NPR	National Public Media	6	↓ 1
62	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	29	↑ 6
63	This Past Weekend	Kast Media	Kast Media	6	↑ 4
64	CounterClock	audiochuck	AdLarge/cabana	1	↑ 24
65	Pod Save the World	Audacy Podcast Network	Cadence13	5	↓ 6
66	What A Day	Audacy Podcast Network	Cadence13	21	↓ 10
67	IEWS with David Dobrik and Jason Nash	Audacy Podcast Network	Cadence13	2	Return
68	Zane and Heath: Unfiltered	Audioboom	Audioboom	6	↓ 5
69	Lovett or Leave It	Audacy Podcast Network	Cadence13	4	↓ 14
70	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	76	↓ 4
71	How Did This Get Made?	Stitcher Media	SXM Media	10	↓ 7
72	Dr. Death	Wondery	Wondery Brand Partnerships	1	↓ 31
73	Ologies with Alie Ward	Stitcher Media	SXM Media	7	↓ 2
74	The Vanished Podcast	Wondery	Wondery Brand Partnerships	6	↑ 1
75	The Fighter & The Kid	Kast Media	Kast Media	14	↓ 13

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76	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	5	↓ 6
77	StarTalk Radio	Stitcher Media	SXM Media	11	↑ 1
78	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	7	↓ 9
79	The Tiny Meat Gang Podcast	Audioboom	Audioboom	6	↓ 14
80	American Scandal	Wondery	Wondery Brand Partnerships	7	↑ 10
81	H3 Podcast	The Roost Podcast Network	Rooster Teeth Productions	13	Debut
82	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	8	↓ 3
83	Life Kit	NPR	National Public Media	15	↓ 11
84	Ear Biscuits	Audacy Podcast Network	Cadence13	5	↓ 1
85	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	14	↓ 5
86	Southlake	NBCUniversal News Group	SXM Media	6	Debut
87	This Is Actually Happening	Wondery	Wondery Brand Partnerships	7	↓ 5
88	IMPAULSIVE	Kast Media	Kast Media	6	↓ 4
89	Let's Not Meet: A True Horror Podcast	Audioboom	Audioboom	5	↓ 8
90	Morning Joe	NBCUniversal News Group	SXM Media	25	↓ 13
91	Snacks Daily	Audacy Podcast Network	Cadence13	19	↓ 30
92	Not Another D&D Podcast	Headgum	Gumball	9	Debut
93	Literally! With Rob Lowe	Stitcher Media	SXM Media	9	Return
94	Unsolved Mysteries	Audacy Podcast Network	Cadence13	5	↓ 2
95	Real Time with Bill Maher	WarnerMedia	WarnerMedia	8	↓ 22
96	Watch What Crappens	Stitcher Media	SXM Media	26	Return
97	Car Talk	NPR	National Public Media	5	↓ 4
98	Scared To Death	Stitcher Media	SXM Media	7	↓ 7
99	5 Things	Wondery	Wondery Brand Partnerships	35	↑ 1
100	The Mindset Mentor	Kast Media	Kast Media	26	↓ 15

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 2.0 of the IAB Podcast Measurement Technical Guidelines and currently under audit to complete certification for version 2.1.

ABOUT THE U.S. NETWORK REPORT

The U.S. Network Report lists the Top 20 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>

