

November 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	500+	40,380,805	11,012,245	-
2	NPR	National Public Media	63	31,072,024	6,796,320	-
3	Audacy Podcast Network	Cadence13	500+	30,094,758	9,127,589	-
4	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	383	20,641,972	3,917,319	-
5	Audioboom	Audioboom	500+	17,233,677	5,911,096	-
6	Wondery	Wondery Brand Partnerships	116	11,953,567	4,117,631	↑ 1
7	AdLarge/cabana	AdLarge/cabana	126	10,627,787	3,938,912	↓ 1
8	NBCUniversal News Group	SXM Media	57	10,627,656	2,968,115	-
9	ViacomCBS	ViacomCBS	128	5,019,325	1,449,484	-
10	WarnerMedia	WarnerMedia	134	3,981,678	1,586,998	↑ 1
11	FOX News Podcasts	FOX News Podcasts	48	3,839,017	1,173,067	↑ 1
12	Kast Media	Kast Media	96	3,805,704	1,488,494	↓ 2
13	Salem Podcast Network	Salem Media Group	500+	3,348,926	647,832	-
14	All Things Comedy	All Things Comedy	61	2,093,589	872,818	-
15	The Roost Podcast Network	Rooster Teeth Productions	83	1,807,670	742,145	-
16	Headgum	Gumball	45	1,068,351	416,391	-
17	Bonneville International	Bonneville International	255	874,780	201,223	-
18	CBC/Radio-Canada	Acast	339	832,433	280,115	-
19	Beasley Media Group	Beasley Media Group	161	627,637	165,428	-
20	Prisa Radio	Prisa Radio	500+	490,825	116,652	-

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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	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	28	↑ 1
3	Crime Junkie	audiochuck	AdLarge/cabana	5	↓ 1
4	Dateline NBC	NBCUniversal News Group	SXM Media	11	-
5	Up First	NPR	National Public Media	28	-
6	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	12	-
7	Morbid: A True Crime Podcast	Audioboom	Audioboom	9	-
8	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	26	-
9	Fresh Air	NPR	National Public Media	24	-
10	Pod Save America	Audacy Podcast Network	Cadence13	12	-
11	Fox News Radio Hourly Newscast	FOX News Podcasts	FOX News Podcasts	679	↑ 2
12	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	56	-
13	SmartLess	Wondery	Wondery Brand Partnerships	5	↑ 1
14	Hidden Brain	Hidden Brain Media	SXM Media	10	↑ 3
15	The NPR Politics Podcast	NPR	National Public Media	20	↓ 4
16	Office Ladies	Stitcher Media	SXM Media	5	↑ 5
17	Planet Money	NPR	National Public Media	8	↓ 2
18	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	10	-
19	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	24	↑ 1
20	CNN 5 Things	WarnerMedia	WarnerMedia	116	↑ 3
21	Freakonomics Radio	Stitcher Media	SXM Media	5	↑ 1
22	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	26	↑ 5
23	Indicator from Planet Money	NPR	National Public Media	19	↑ 1
24	Consider This from NPR	NPR	National Public Media	21	↑ 1
25	Wait Wait... Don't Tell Me!	NPR	National Public Media	4	↑ 3

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change	
26	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	18	-	
27	The Pat McAfee Show 2.0	Stitcher Media	SXM Media	19	↑	4
28	How I Built This	NPR	National Public Media	4	↑	4
29	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	23	↑	8
30	TED Radio Hour	NPR	National Public Media	5	↑	4
31	Super Soul	Stitcher Media	SXM Media	5	↓	1
32	Over My Dead Body	Wondery	Wondery Brand Partnerships	4	↑	1
33	Monday Morning Podcast	All Things Comedy	All Things Comedy	13	↑	5
34	Up and Vanished	Audacy Podcast Network	Cadence13	4	↓	5
35	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	25	↑	1
36	Pop Culture Happy Hour	NPR	National Public Media	19	↓	1
37	Marketplace	American Public Media	Cadence13	20	↑	3
38	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	12	↑	8
39	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	8	↑	4
40	Casefile True Crime	Audioboom	Audioboom	5	↑	1
41	Fantasy Football Today	ViacomCBS	ViacomCBS	35	↓	2
42	Short Wave	NPR	National Public Media	18	-	
43	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	5	↑	2
44	On Purpose with Jay Shetty	Stitcher Media	SXM Media	9	↑	4
45	True Crime Obsessed	Audioboom	Audioboom	8	↑	13
46	True Crime Garage	Stitcher Media	SXM Media	10	↑	1
47	The School of Greatness	Wondery	Wondery Brand Partnerships	12	↑	7
48	The John Batchelor Show	Audioboom	Audioboom	431	↑	3
49	99% Invisible	Stitcher Media	SXM Media	4	↑	4
50	And That's Why We Drink	Stitcher Media	SXM Media	5	↑	2

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
51	The Morning Toast	Audioboom	Audioboom	15	↓ 1
52	Anatomy of Murder	audiochuck	AdLarge/cabana	4	↑ 7
53	Small Town Murder	Stitcher Media	SXM Media	4	↑ 9
54	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	60	↑ 3
55	The Way I Heard It with Mike Rowe	Audioboom	Audioboom	4	↓ 6
56	Watch What Crappens	Stitcher Media	SXM Media	24	↑ 10
57	The Mindset Mentor	Kast Media	Kast Media	18	↑ 4
58	Timesuck with Dan Cummins	Stitcher Media	SXM Media	4	↑ 2
59	Life Kit	NPR	National Public Media	12	↑ 6
60	The Thing About Helen & Olga	NBCUniversal News Group	SXM Media	7	Debut
61	How Did This Get Made?	Stitcher Media	SXM Media	12	↑ 8
62	Something Was Wrong	audiochuck	AdLarge/cabana	4	↓ 18
63	Snacks Daily	Audacy Podcast Network	Cadence13	18	-
64	What A Day	Audacy Podcast Network	Cadence13	18	↓ 8
65	Throughline	NPR	National Public Media	5	↑ 2
66	American Scandal	Wondery	Wondery Brand Partnerships	6	↑ 7
67	Make Me Smart with Kai and Molly	American Public Media	Cadence13	17	↓ 3
68	H3 Podcast	The Roost Podcast Network	Rooster Teeth Productions	14	-
69	The Ticket Top 10	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	192	↑ 13
70	Strangeland	AdLarge/cabana	AdLarge/cabana	10	Debut
71	The Vanished Podcast	Wondery	Wondery Brand Partnerships	5	↑ 3
72	The Fighter & The Kid	Kast Media	Kast Media	10	↑ 5
73	Not Another D&D Podcast	Headgum	Gumball	6	↓ 2
74	Morning Joe	NBCUniversal News Group	SXM Media	19	↓ 2
75	Business Wars	Wondery	Wondery Brand Partnerships	10	↑ 1

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
76	Dark History	Audioboom	Audioboom	4	↓ 6
77	You Better You Bet	Audacy Podcast Network	Cadence13	154	Return
78	Ologies with Alie Ward	Stitcher Media	SXM Media	6	↑ 10
79	Zane and Heath: Unfiltered	Audioboom	Audioboom	4	Return
80	Marketplace Morning Report	American Public Media	Cadence13	61	↓ 5
81	Candace	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	20	Return
82	Side Hustle School	Audacy Podcast Network	Cadence13	28	Return
83	Radio Rental	Audacy Podcast Network	Cadence13	3	↓ 5
84	1A	NPR	National Public Media	21	-
85	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	4	-
86	This Is Actually Happening	Wondery	Wondery Brand Partnerships	5	↑ 5
87	This Past Weekend	Kast Media	Kast Media	5	↑ 5
88	Mad Money w/ Jim Cramer	NBCUniversal News Group	SXM Media	18	↑ 8
89	Invisibilia	NPR	National Public Media	2	↓ 2
90	48 Hours	ViacomCBS	ViacomCBS	4	↓ 9
91	The Tiny Meat Gang Podcast	Audioboom	Audioboom	4	↓ 2
92	Full Body Chills	audiochuck	AdLarge/cabana	0	↓ 76
93	StarTalk Radio	Stitcher Media	SXM Media	5	↓ 10
94	The Art of Manliness	Stitcher Media	SXM Media	8	↓ 15
95	Code Switch	NPR	National Public Media	4	↓ 9
96	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	5	↓ 6
97	The Shrink Next Door	Wondery	Wondery Brand Partnerships	2	Return
98	Lovett or Leave It	Audacy Podcast Network	Cadence13	4	-
99	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	4	↓ 5
100	Suspect	Wondery	Wondery Brand Partnerships	1	↓ 45



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1	Stitcher Media	SXM Media	500+	11,012,245	40,380,805	-
2	Audacy Podcast Network	Cadence13	500+	9,127,589	30,094,758	-
3	NPR	National Public Media	63	6,796,320	31,072,024	-
4	Audioboom	Audioboom	500+	5,911,096	17,233,677	-
5	Wondery	Wondery Brand Partnerships	116	4,117,631	11,953,567	↑ 1
6	AdLarge/cabana	AdLarge/cabana	126	3,938,912	10,627,787	↓ 1
7	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	383	3,917,319	20,641,972	-
8	NBCUniversal News Group	SXM Media	57	2,968,115	10,627,656	-
9	WarnerMedia	WarnerMedia	134	1,586,998	3,981,678	↑ 2
10	Kast Media	Kast Media	96	1,488,494	3,805,704	↓ 1
11	ViacomCBS	ViacomCBS	128	1,449,484	5,019,325	↓ 1
12	FOX News Podcasts	FOX News Podcasts	48	1,173,067	3,839,017	-
13	All Things Comedy	All Things Comedy	61	872,818	2,093,589	-
14	The Roost Podcast Network	Rooster Teeth Productions	83	742,145	1,807,670	-
15	Salem Podcast Network	Salem Media Group	500+	647,832	3,348,926	-
16	Headgum	Gumball	45	416,391	1,068,351	-
17	CBC/Radio-Canada	Acast	339	280,115	832,433	-
18	SpokenLayer	SpokenLayer	59	201,333	489,906	↑ 2
19	Bonneville International	Bonneville International	255	201,223	874,780	↓ 1
20	Beasley Media Group	Beasley Media Group	161	165,428	627,637	↓ 1

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1	Crime Junkie	audiochuck	AdLarge/cabana	5	-
2	Up First	NPR	National Public Media	28	-
3	NPR News Now	NPR	National Public Media	664	-
4	Morbid: A True Crime Podcast	Audioboom	Audioboom	9	-
5	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	28	↑ 2
6	Dateline NBC	NBCUniversal News Group	SXM Media	11	↓ 1
7	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	12	↓ 1
8	SmartLess	Wondery	Wondery Brand Partnerships	5	-
9	Fox News Radio Hourly Newscast	FOX News Podcasts	FOX News Podcasts	679	↑ 2
10	Pod Save America	Audacy Podcast Network	Cadence13	12	↓ 1
11	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	26	↓ 1
12	Office Ladies	Stitcher Media	SXM Media	5	-
13	Hidden Brain	Hidden Brain Media	SXM Media	10	↑ 1
14	CNN 5 Things	WarnerMedia	WarnerMedia	116	↑ 4
15	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	10	↓ 2
16	Fresh Air	NPR	National Public Media	24	↓ 1
17	Wait Wait... Don't Tell Me!	NPR	National Public Media	4	-
18	Planet Money	NPR	National Public Media	8	↓ 2
19	Freakonomics Radio	Stitcher Media	SXM Media	5	-
20	Over My Dead Body	Wondery	Wondery Brand Partnerships	4	↑ 4
21	The NPR Politics Podcast	NPR	National Public Media	20	↓ 1
22	Up and Vanished	Audacy Podcast Network	Cadence13	4	-
23	Indicator from Planet Money	NPR	National Public Media	19	↑ 2
24	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	18	↓ 1
25	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	24	↑ 1

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
26	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	8	↑ 2
27	Casefile True Crime	Audioboom	Audioboom	5	-
28	Anatomy of Murder	audiochuck	AdLarge/cabana	4	↑ 11
29	Monday Morning Podcast	All Things Comedy	All Things Comedy	13	-
30	99% Invisible	Stitcher Media	SXM Media	4	↑ 2
31	Consider This from NPR	NPR	National Public Media	21	↑ 5
32	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	5	↓ 2
33	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	26	↑ 9
34	Marketplace	American Public Media	Cadence13	20	↑ 4
35	TED Radio Hour	NPR	National Public Media	5	↓ 2
36	How I Built This	NPR	National Public Media	4	↓ 2
37	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	12	↑ 4
38	The Pat McAfee Show 2.0	Stitcher Media	SXM Media	19	↑ 2
39	Small Town Murder	Stitcher Media	SXM Media	4	↑ 6
40	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	23	↑ 3
41	Timesuck with Dan Cummins	Stitcher Media	SXM Media	4	↑ 5
42	Short Wave	NPR	National Public Media	18	↓ 7
43	True Crime Obsessed	Audioboom	Audioboom	8	↑ 10
44	And That's Why We Drink	Stitcher Media	SXM Media	5	-
45	Something Was Wrong	audiochuck	AdLarge/cabana	4	↓ 14
46	How Did This Get Made?	Stitcher Media	SXM Media	12	↑ 17
47	Pop Culture Happy Hour	NPR	National Public Media	19	-
48	Throughline	NPR	National Public Media	5	↑ 4
49	On Purpose with Jay Shetty	Stitcher Media	SXM Media	9	↑ 12
50	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	56	↑ 6

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51	The Way I Heard It with Mike Rowe	Audioboom	Audioboom	4	-
52	Super Soul	Stitcher Media	SXM Media	5	↓ 2
53	Dark History	Audioboom	Audioboom	4	↓ 5
54	Fantasy Football Today	ViacomCBS	ViacomCBS	35	↓ 5
55	The Morning Toast	Audioboom	Audioboom	15	↓ 1
56	True Crime Garage	Stitcher Media	SXM Media	10	↓ 1
57	Zane and Heath: Unfiltered	Audioboom	Audioboom	4	↑ 37
58	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	25	↑ 2
59	Lovett or Leave It	Audacy Podcast Network	Cadence13	4	↑ 3
60	Invisibilia	NPR	National Public Media	2	↓ 3
61	Radio Rental	Audacy Podcast Network	Cadence13	3	↓ 2
62	The Thing About Helen & Olga	NBCUniversal News Group	SXM Media	7	Debut
63	This Past Weekend	Kast Media	Kast Media	5	↑ 6
64	Life Kit	NPR	National Public Media	12	↑ 17
65	The Fighter & The Kid	Kast Media	Kast Media	10	↑ 6
66	Ologies with Alie Ward	Stitcher Media	SXM Media	6	↑ 9
67	Strangeland	AdLarge/cabana	AdLarge/cabana	10	Debut
68	The Vanished Podcast	Wondery	Wondery Brand Partnerships	5	↑ 5
69	American Scandal	Wondery	Wondery Brand Partnerships	6	↑ 14
70	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	4	↑ 8
71	This Is Actually Happening	Wondery	Wondery Brand Partnerships	5	↑ 11
72	Dr. Death	Wondery	Wondery Brand Partnerships	2	↓ 2
73	The Todd Starnes Show	Salem Podcast Network	Salem Media Group	23	↑ 17
74	Code Switch	NPR	National Public Media	4	↓ 8
75	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	60	↑ 4



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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
76	Scared To Death	Stitcher Media	SXM Media	4	↓ 4
77	Pod Save the World	Audacy Podcast Network	Cadence13	4	↓ 9
78	Rotten Mango	Audacy Podcast Network	Cadence13	8	Return
79	What A Day	Audacy Podcast Network	Cadence13	18	↓ 12
80	The Tiny Meat Gang Podcast	Audioboom	Audioboom	4	↓ 3
81	Make Me Smart with Kai and Molly	American Public Media	Cadence13	17	↓ 16
82	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	8	↓ 2
83	It's Been a Minute With Sam Sanders	NPR	National Public Media	8	↑ 3
84	Snacks Daily	Audacy Podcast Network	Cadence13	18	↓ 10
85	Suspect	Wondery	Wondery Brand Partnerships	1	↓ 48
86	The Shrink Next Door	Wondery	Wondery Brand Partnerships	2	Return
87	H3 Podcast	The Roost Podcast Network	Rooster Teeth Productions	14	↓ 11
88	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	4	-
89	Car Talk	NPR	National Public Media	8	↓ 2
90	Red Collar	audiochuck	AdLarge/cabana	2	↓ 32
91	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	5	↓ 7
92	Comedy Bang Bang: The Podcast	Stitcher Media	SXM Media	7	Return
93	48 Hours	ViacomCBS	ViacomCBS	4	↓ 8
94	IMPAULSIVE	Kast Media	Kast Media	6	↓ 3
95	The Mindset Mentor	Kast Media	Kast Media	18	↑ 1
96	Watch What Crappens	Stitcher Media	SXM Media	24	↑ 2
97	Let's Not Meet: A True Horror Podcast	Audioboom	Audioboom	4	↓ 4
98	Real Time with Bill Maher	WarnerMedia	WarnerMedia	6	Return
99	StarTalk Radio	Stitcher Media	SXM Media	5	↓ 10
100	Not Another D&D Podcast	Headgum	Gumball	6	-

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>

