

# October 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+	39,461,862	10,681,827	-
2	NPR	National Public Media	62	32,288,729	7,226,989	-
3	Audacy Podcast Network	Cadence13	500+	31,797,141	10,164,452	-
4	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	368	18,279,970	3,684,402	-
5	Audioboom	Audioboom	500+	18,021,570	6,082,418	-
6	AdLarge/cabana	AdLarge/cabana	127	12,787,981	4,434,382	↑ 2
7	Wondery	Wondery Brand Partnerships	111	12,385,972	4,098,613	↓ 1
8	NBCUniversal News Group	SXM Media	53	10,266,489	2,778,518	↓ 1
9	ViacomCBS	ViacomCBS	111	5,165,993	1,569,709	New
10	Kast Media	Kast Media	96	3,908,713	1,594,395	↓ 1
11	WarnerMedia	WarnerMedia	129	3,854,691	1,488,149	-
12	FOX News Podcasts	FOX News Podcasts	47	3,733,473	1,087,224	↓ 2
13	Salem Podcast Network	Salem Media Group	500+	3,292,496	635,730	↓ 1
14	All Things Comedy	All Things Comedy	62	2,064,359	900,371	↓ 1
15	The Roost Podcast Network	Rooster Teeth Productions	82	1,844,766	768,901	↓ 1
16	Headgum	Gumball	44	1,108,878	443,503	↓ 1
17	Bonneville International	Bonneville International	254	887,427	224,831	↓ 1
18	CBC/Radio-Canada	Acast	338	726,370	236,616	-
19	Beasley Media Group	Beasley Media Group	159	688,245	183,117	↓ 2
20	Prisa Radio	Prisa Radio	500+	478,376	121,064	↓ 1

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## TOP 100 PODCASTS

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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	5	-
3	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	25	↑ 1
4	Dateline NBC	NBCUniversal News Group	SXM Media	8	↓ 1
5	Up First	NPR	National Public Media	30	-
6	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	11	↑ 1
7	Morbid: A True Crime Podcast	Audioboom	Audioboom	10	↓ 1
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	↑ 5
11	The NPR Politics Podcast	NPR	National Public Media	20	↓ 1
12	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	68	-
13	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	672	-
14	SmartLess	Wondery	Wondery Brand Partnerships	5	-
15	Planet Money	NPR	National Public Media	9	↑ 1
16	Full Body Chills	audiochuck	AdLarge/cabana	21	Return
17	Hidden Brain	Hidden Brain Media	SXM Media	8	↑ 2
18	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	10	↓ 7
19	The Daily Show With Trevor Noah: Ears Edition	ViacomCBS	iHeartRadio/ViacomCBS	31	Debut
20	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	20	↓ 2
21	Office Ladies	Stitcher Media	SXM Media	8	↓ 1
22	Freakonomics Radio	Stitcher Media	SXM Media	4	↓ 5
23	CNN 5 Things	WarnerMedia	WarnerMedia	113	↓ 2
24	Indicator from Planet Money	NPR	National Public Media	19	↓ 2
25	Consider This from NPR	NPR	National Public Media	24	↓ 1

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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	20	↓ 3
27	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	22	↓ 2
28	Wait Wait... Don't Tell Me!	NPR	National Public Media	4	↓ 1
29	Up and Vanished	Audacy Podcast Network	Cadence13	4	↓ 3
30	Super Soul	Stitcher Media	SXM Media	7	↑ 11
31	The Pat McAfee Show 2.0	Stitcher Media	SXM Media	20	-
32	How I Built This	NPR	National Public Media	5	↓ 3
33	Over My Dead Body	Wondery	Wondery Brand Partnerships	4	Debut
34	TED Radio Hour	NPR	National Public Media	4	↓ 2
35	Pop Culture Happy Hour	NPR	National Public Media	20	↑ 4
36	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	26	↑ 4
37	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	21	↓ 7
38	Monday Morning Podcast	All Things Comedy	All Things Comedy	10	↓ 4
39	Fantasy Football Today	ViacomCBS	ViacomCBS	34	Debut
40	Marketplace	American Public Media	Cadence13	20	↓ 5
41	Casefile True Crime	Audioboom	Audioboom	6	↑ 2
42	Short Wave	NPR	National Public Media	19	↓ 5
43	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	8	↓ 5
44	Something Was Wrong	audiochuck	AdLarge/cabana	4	↓ 16
45	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	4	↓ 9
46	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	12	↓ 13
47	True Crime Garage	Stitcher Media	SXM Media	7	-
48	On Purpose with Jay Shetty	Stitcher Media	SXM Media	8	↓ 3
49	The Way I Heard It with Mike Rowe	Audioboom	Audioboom	4	Debut
50	The Morning Toast	Audioboom	Audioboom	16	↓ 1

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
51	The John Batchelor Show	Audioboom	Audioboom	425	↓ 5
52	And That's Why We Drink	Stitcher Media	SXM Media	4	↓ 10
53	99% Invisible	Stitcher Media	SXM Media	4	↓ 9
54	The School of Greatness	Wondery	Wondery Brand Partnerships	12	-
55	Suspect	Wondery	Wondery Brand Partnerships	5	↑ 2
56	What A Day	Audacy Podcast Network	Cadence13	21	↓ 1
57	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	62	↓ 6
58	True Crime Obsessed	Audioboom	Audioboom	7	↑ 5
59	Anatomy of Murder	audiochuck	AdLarge/cabana	3	↓ 11
60	Timesuck with Dan Cummins	Stitcher Media	SXM Media	6	↑ 10
61	The Mindset Mentor	Kast Media	Kast Media	17	-
62	Small Town Murder	Stitcher Media	SXM Media	4	↓ 9
63	Snacks Daily	Audacy Podcast Network	Cadence13	20	↑ 9
64	Make Me Smart with Kai and Molly	American Public Media	Cadence13	20	↓ 5
65	Life Kit	NPR	National Public Media	13	-
66	Watch What Crappens	Stitcher Media	SXM Media	22	↓ 6
67	Throughline	NPR	National Public Media	5	↓ 3
68	H3 Podcast	The Roost Podcast Network	Rooster Teeth Productions	17	↑ 12
69	How Did This Get Made?	Stitcher Media	SXM Media	11	↑ 19
70	Dark History	Audioboom	Audioboom	4	↓ 2
71	Not Another D&D Podcast	Headgum	Gumball	7	↓ 9
72	Morning Joe	NBCUniversal News Group	SXM Media	20	↓ 5
73	American Scandal	Wondery	Wondery Brand Partnerships	6	↑ 3
74	The Vanished Podcast	Wondery	Wondery Brand Partnerships	5	↑ 9
75	Marketplace Morning Report	American Public Media	Cadence13	60	↓ 1

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
76	Business Wars	Wondery	Wondery Brand Partnerships	10	↑ 3
77	The Fighter & The Kid	Kast Media	Kast Media	11	↑ 8
78	Radio Rental	Audacy Podcast Network	Cadence13	6	Debut
79	The Art of Manliness	Stitcher Media	SXM Media	8	↑ 13
80	Red Collar	audiochuck	AdLarge/cabana	4	↓ 5
81	48 Hours	ViacomCBS	ViacomCBS	4	Debut
82	The Ticket Top 10	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	216	Debut
83	StarTalk Radio	Stitcher Media	SXM Media	6	↓ 17
84	1A	NPR	National Public Media	23	↓ 2
85	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	4	↓ 7
86	Code Switch	NPR	National Public Media	4	↓ 5
87	Invisibilia	NPR	National Public Media	2	↓ 14
88	Ologies with Alie Ward	Stitcher Media	SXM Media	5	↓ 11
89	The Tiny Meat Gang Podcast	Audioboom	Audioboom	4	↓ 3
90	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	6	↑ 1
91	This Is Actually Happening	Wondery	Wondery Brand Partnerships	6	↑ 9
92	This Past Weekend	Kast Media	Kast Media	5	↓ 5
93	Scared To Death	Stitcher Media	SXM Media	5	Debut
94	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	4	↑ 5
95	IEWS with David Dobrik and Jason Nash	Audacy Podcast Network	Cadence13	0	↓ 26
96	Mad Money w/ Jim Cramer	NBCUniversal News Group	SXM Media	18	Return
97	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	8	↓ 1
98	Lovett or Leave It	Audacy Podcast Network	Cadence13	4	Return
99	The Viall Files	Kast Media	Kast Media	11	↓ 10
100	Dr. Death	Wondery	Wondery Brand Partnerships	2	↓ 16

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1	Stitcher Media	SXM Media	500+	10,681,827	39,461,862	-
2	Audacy Podcast Network	Cadence13	500+	10,164,452	31,797,141	-
3	NPR	National Public Media	62	7,226,989	32,288,729	-
4	Audioboom	Audioboom	500+	6,082,418	18,021,570	-
5	AdLarge/cabana	AdLarge/cabana	127	4,434,382	12,787,981	↑ 1
6	Wondery	Wondery Brand Partnerships	111	4,098,613	12,385,972	↓ 1
7	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	368	3,684,402	18,279,970	-
8	NBCUniversal News Group	SXM Media	53	2,778,518	10,266,489	-
9	Kast Media	Kast Media	96	1,594,395	3,908,713	-
10	ViacomCBS	ViacomCBS	111	1,569,709	5,165,993	New
11	WarnerMedia	WarnerMedia	129	1,488,149	3,854,691	↓ 1
12	FOX News Podcasts	FOX News Podcasts	47	1,087,224	3,733,473	↓ 1
13	All Things Comedy	All Things Comedy	62	900,371	2,064,359	↓ 1
14	The Roost Podcast Network	Rooster Teeth Productions	82	768,901	1,844,766	↓ 1
15	Salem Podcast Network	Salem Media Group	500+	635,730	3,292,496	↓ 1
16	Headgum	Gumball	44	443,503	1,108,878	↓ 1
17	CBC/Radio-Canada	Acast	338	236,616	726,370	-
18	Bonneville International	Bonneville International	254	224,831	887,427	↓ 2
19	Beasley Media Group	Beasley Media Group	159	183,117	688,245	↓ 1
20	SpokenLayer	SpokenLayer	59	144,545	432,277	↓ 1

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Rank	Podcast	Podcast Network	Sales Representation	# Of New Episodes	Rank Change
1	Crime Junkie	audiochuck	AdLarge/cabana	5	-
2	Up First	NPR	National Public Media	30	-
3	NPR News Now	NPR	National Public Media	672	-
4	Morbid: A True Crime Podcast	Audioboom	Audioboom	10	↑ 1
5	Dateline NBC	NBCUniversal News Group	SXM Media	8	↓ 1
6	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	11	↑ 1
7	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	25	↓ 1
8	SmartLess	Wondery	Wondery Brand Partnerships	5	-
9	Pod Save America	Audacy Podcast Network	Cadence13	12	↑ 3
10	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	26	↓ 1
11	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	672	-
12	Office Ladies	Stitcher Media	SXM Media	8	↑ 1
13	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	10	↓ 3
14	Hidden Brain	Hidden Brain Media	SXM Media	8	↑ 2
15	Fresh Air	NPR	National Public Media	24	-
16	Planet Money	NPR	National Public Media	9	↓ 2
17	Wait Wait... Don't Tell Me!	NPR	National Public Media	4	-
18	CNN 5 Things	WarnerMedia	WarnerMedia	113	-
19	Freakonomics Radio	Stitcher Media	SXM Media	4	-
20	The NPR Politics Podcast	NPR	National Public Media	20	-
21	Full Body Chills	audiochuck	AdLarge/cabana	21	Return
22	Up and Vanished	Audacy Podcast Network	Cadence13	4	↓ 1
23	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	20	↓ 1
24	Over My Dead Body	Wondery	Wondery Brand Partnerships	4	Debut
25	Indicator from Planet Money	NPR	National Public Media	19	↓ 2

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26	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	20	↓ 1
27	Casefile True Crime	Audioboom	Audioboom	6	↑ 5
28	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	8	↓ 2
29	Monday Morning Podcast	All Things Comedy	All Things Comedy	10	↓ 1
30	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	4	↓ 3
31	Something Was Wrong	audiochuck	AdLarge/cabana	4	↓ 7
32	99% Invisible	Stitcher Media	SXM Media	4	↓ 3
33	TED Radio Hour	NPR	National Public Media	4	-
34	How I Built This	NPR	National Public Media	5	↑ 5
35	Short Wave	NPR	National Public Media	19	↓ 1
36	Consider This from NPR	NPR	National Public Media	24	↓ 5
37	Suspect	Wondery	Wondery Brand Partnerships	5	↑ 7
38	Marketplace	American Public Media	Cadence13	20	↓ 2
39	Anatomy of Murder	audiochuck	AdLarge/cabana	3	↓ 4
40	The Pat McAfee Show 2.0	Stitcher Media	SXM Media	20	↑ 3
41	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	12	↓ 11
42	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	22	↓ 4
43	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	21	↓ 2
44	And That's Why We Drink	Stitcher Media	SXM Media	4	↓ 4
45	Small Town Murder	Stitcher Media	SXM Media	4	↓ 3
46	Timesuck with Dan Cummins	Stitcher Media	SXM Media	6	↑ 9
47	Pop Culture Happy Hour	NPR	National Public Media	20	↑ 7
48	Dark History	Audioboom	Audioboom	4	↓ 2
49	Fantasy Football Today	ViacomCBS	ViacomCBS	34	Debut
50	Super Soul	Stitcher Media	SXM Media	7	↓ 3



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51	The Way I Heard It with Mike Rowe	Audioboom	Audioboom	4	Debut
52	Throughline	NPR	National Public Media	5	↓ 4
53	True Crime Obsessed	Audioboom	Audioboom	7	↑ 3
54	The Morning Toast	Audioboom	Audioboom	16	↓ 1
55	True Crime Garage	Stitcher Media	SXM Media	7	↑ 4
56	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	68	↓ 5
57	Invisibilia	NPR	National Public Media	2	↓ 8
58	Red Collar	audiochuck	AdLarge/cabana	4	↓ 1
59	Radio Rental	Audacy Podcast Network	Cadence13	6	Return
60	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	26	↑ 2
61	On Purpose with Jay Shetty	Stitcher Media	SXM Media	8	↓ 3
62	Lovett or Leave It	Audacy Podcast Network	Cadence13	4	↑ 7
63	How Did This Get Made?	Stitcher Media	SXM Media	11	↑ 8
64	The Daily Show With Trevor Noah: Ears Edition	ViacomCBS	iHeartRadio/ViacomCBS	31	Debut
65	Make Me Smart with Kai and Molly	American Public Media	Cadence13	20	↓ 5
66	Code Switch	NPR	National Public Media	4	↓ 5
67	What A Day	Audacy Podcast Network	Cadence13	21	↓ 1
68	Pod Save the World	Audacy Podcast Network	Cadence13	4	↓ 3
69	This Past Weekend	Kast Media	Kast Media	5	↓ 6
70	Dr. Death	Wondery	Wondery Brand Partnerships	2	↑ 2
71	The Fighter & The Kid	Kast Media	Kast Media	11	↑ 4
72	Scared To Death	Stitcher Media	SXM Media	5	↑ 26
73	The Vanished Podcast	Wondery	Wondery Brand Partnerships	5	↑ 1
74	Snacks Daily	Audacy Podcast Network	Cadence13	20	↑ 17
75	Ologies with Alie Ward	Stitcher Media	SXM Media	5	↓ 2

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76	H3 Podcast	The Roost Podcast Network	Rooster Teeth Productions	17	↑ 5
77	The Tiny Meat Gang Podcast	Audioboom	Audioboom	4	↑ 2
78	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	4	-
79	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	62	↓ 9
80	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	8	↑ 5
81	Life Kit	NPR	National Public Media	13	↑ 2
82	This Is Actually Happening	Wondery	Wondery Brand Partnerships	6	↑ 5
83	American Scandal	Wondery	Wondery Brand Partnerships	6	↓ 3
84	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	6	↓ 2
85	48 Hours	ViacomCBS	ViacomCBS	4	Debut
86	It's Been a Minute With Sam Sanders	NPR	National Public Media	9	Return
87	Car Talk	NPR	National Public Media	8	↑ 10
88	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	4	↓ 12
89	StarTalk Radio	Stitcher Media	SXM Media	6	↓ 12
90	The Todd Starnes Show	Salem Podcast Network	Salem Media Group	24	Return
91	IMPAULSIVE	Kast Media	Kast Media	4	↓ 3
92	Ear Biscuits	Audacy Podcast Network	Cadence13	4	↓ 8
93	Let's Not Meet: A True Horror Podcast	Audioboom	Audioboom	4	↓ 4
94	Zane and Heath: Unfiltered	Audioboom	Audioboom	1	↓ 26
95	Unsolved Mysteries	Audacy Podcast Network	Cadence13	5	↓ 1
96	The Mindset Mentor	Kast Media	Kast Media	17	↑ 4
97	The Art of Manliness	Stitcher Media	SXM Media	8	Return
98	Watch What Crappens	Stitcher Media	SXM Media	22	↓ 2
99	Morning Joe	NBCUniversal News Group	SXM Media	20	↓ 9
100	Not Another D&D Podcast	Headgum	Gumball	7	↓ 8

## 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](mailto:Metrics@tritondigital.com) To receive our Podcast Reports via email, visit <https://www.tritondigital.com/pmsignup>

