

U.S. PODCAST REPORT

TOP 15 NETWORKS

Based on Average Weekly Downloads

Reporting Period: July 2021 (June 28 - August 1)

RANK	PODCAST NETWORK	SALES REPRESENTATION	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	Stitcher Media	SXM Media	464	29,733,185	8,978,931	-
2	NPR	National Public Media	56	28,923,840	6,943,337	-
3	Audacy Podcast Network	Cadence13	500	15,925,733	5,427,207	-
4	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	325	13,537,158	3,227,231	-
5	Audioboom	Audioboom	264	12,890,189	4,598,266	↑ 1
6	AdLarge/cabana	AdLarge/cabana	123	10,821,702	3,778,254	↓ 1
7	NBCUniversal News Group	SXM Media	51	8,494,513	2,456,440	-
8	Wondery	Wondery Brand Partnerships	109	8,208,263	2,787,180	-
9	Kast Media	Kast Media	95	3,706,318	1,652,200	-
10	WarnerMedia	WarnerMedia	118	3,040,722	1,301,319	-
11	FOX News Podcasts	FOX News Podcasts	48	2,644,528	725,844	↑ 1
12	Salem Podcast Network	Salem Media Group	670	2,556,968	578,558	↓ 1
13	All Things Comedy	All Things Comedy	58	1,916,805	899,521	-
14	Bonneville International	Bonneville International	252	583,861	182,087	↑ 1
15	CBC/Radio-Canada	Acast	335	579,592	201,558	↓ 1

Note:

The implementation of v2.1 of the IAB Podcast Technical Guidelines has resulted in a reduced count of Average Weekly Users for podcast downloads made from IP v6 addresses across all participating publishers. While both methodologies complied with the respective industry standard that existed at that time, the results should not be compared. For more information, please see page 15 of the IAB v2.1 guidelines:

https://iabtechlab.com/wp-content/uploads/2021/03/PodcastMeasurement_v2.1.pdf

U.S. PODCAST REPORT

TOP 100 PODCASTS BY DOWNLOADS

Podcasts Ranked by Average Weekly Downloads in the United States

Reporting Period: July 2021 (June 28 - August 1)

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	8	-
3	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	34	↑ 1
4	Up First	NPR	National Public Media	35	↓ 1
5	Dateline NBC	NBCUniversal News Group	SXM Media	11	-
6	Morbid: A True Crime Podcast	Audioboom	Audioboom	12	-
7	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	13	-
8	Fresh Air	NPR	National Public Media	30	↑ 1
9	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	↓ 1
10	The NPR Politics Podcast	NPR	National Public Media	28	-
11	Pod Save America	Audacy Podcast Network	Cadence13	10	-
12	Planet Money	NPR	National Public Media	10	-
13	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	13	↑ 1
14	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	68	↑ 2
15	Office Ladies	Stitcher Media	SXM Media	10	↑ 3
16	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	864	↑ 3
17	CNN 5 Things	WarnerMedia	WarnerMedia	70	↑ 3
18	Freakonomics Radio	Stitcher Media	SXM Media	10	↓ 3
19	Hidden Brain	Hidden Brain Media	SXM Media	9	↓ 6
20	Indicator from Planet Money	NPR	National Public Media	24	↑ 4
21	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	26	↑ 2
22	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	25	↓ 1
23	Consider This from NPR	NPR	National Public Media	29	↓ 1
24	Wait Wait... Don't Tell Me!	NPR	National Public Media	5	↑ 2
25	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	34	↑ 3
26	How I Built This	NPR	National Public Media	6	↑ 1
27	Solvable by audiochuck	audiochuck	AdLarge/cabana	11	Debut
28	Monday Morning Podcast	All Things Comedy	All Things Comedy	12	↑ 3
29	Short Wave	NPR	National Public Media	24	↑ 1
30	Snacks Daily	Audacy Podcast Network	Cadence13	24	↑ 2

RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
31	Park Predators	audiochuck	AdLarge/cabana	5	↓ 6
32	Pop Culture Happy Hour	NPR	National Public Media	25	↑ 1
33	TED Radio Hour	NPR	National Public Media	5	↓ 4
34	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	15	↑ 4
35	CounterClock	audiochuck	AdLarge/cabana	1	↓ 18
36	SmartLess	Wondery	Wondery Brand Partnerships	2	Debut
37	True Crime Garage	Stitcher Media	SXM Media	13	↓ 3
38	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	28	↑ 2
39	Anatomy of Murder	audiochuck	AdLarge/cabana	6	↑ 3
40	To Live and Die in LA	Audacy Podcast Network	Cadence13	4	↑ 5
41	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	35	↓ 5
42	Dr. Death	Wondery	Wondery Brand Partnerships	3	Return
43	Super Soul	Stitcher Media	SXM Media	6	↓ 8
44	The John Batchelor Show	Audioboom	Audioboom	519	↓ 3
45	Small Town Murder	Stitcher Media	SXM Media	8	↑ 5
46	99% Invisible	Stitcher Media	SXM Media	4	↓ 7
47	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	6	-
48	What A Day	Audacy Podcast Network	Cadence13	22	↓ 5
49	Rotten Mango	Audioboom	Audioboom	8	↑ 5
50	Throughline	NPR	National Public Media	8	↑ 16
51	The Morning Toast	Audioboom	Audioboom	23	↓ 2
52	True Crime Obsessed	Audioboom	Audioboom	9	↑ 1
53	Up and Vanished	Audacy Podcast Network	Cadence13	1	↑ 19
54	Life Kit	NPR	National Public Media	18	↓ 6
55	And That's Why We Drink	Kast Media	Kast Media	10	↓ 4
56	Casefile True Crime	Audioboom	Audioboom	3	↓ 19
57	On Purpose with Jay Shetty	Stitcher Media	SXM Media	11	↓ 11
58	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	5	↑ 6
59	Red Collar	audiochuck	AdLarge/cabana	5	↓ 7
60	The Mindset Mentor	Kast Media	Kast Media	27	↓ 4
61	The School of Greatness	Wondery	Wondery Brand Partnerships	15	↓ 17
62	The Tiny Meat Gang Podcast	Audioboom	Audioboom	9	↑ 7
63	Morning Joe	NBCUniversal News Group	SXM Media	25	↓ 3
64	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	65	↓ 2
65	Timesuck with Dan Cummins	Stitcher Media	SXM Media	9	↓ 2

RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
66	Watch What Crappens	Stitcher Media	SXM Media	28	↓ 5
67	The Fighter & The Kid	Kast Media	Kast Media	19	↑ 1
68	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	6	↓ 13
69	StarTalk Radio	Stitcher Media	SXM Media	11	↓ 12
70	How Did This Get Made?	Stitcher Media	SXM Media	11	-
71	The Vanished Podcast	Wondery	Wondery Brand Partnerships	7	↓ 4
72	Zane and Heath: Unfiltered	Audioboom	Audioboom	5	Debut
73	Lovett or Leave It	Audacy Podcast Network	Cadence13	6	↑ 5
74	Business Wars	Wondery	Wondery Brand Partnerships	12	↓ 15
75	Let's Not Meet: A True Horror Podcast	Audioboom	Audioboom	6	-
76	American Scandal	Wondery	Wondery Brand Partnerships	7	↓ 18
77	Ologies with Alie Ward	Stitcher Media	SXM Media	13	↓ 3
78	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	7	↓ 5
79	VIEWS with David Dobrik and Jason Nash	Audacy Podcast Network	Cadence13	0	↑ 19
80	Code Switch	NPR	National Public Media	5	↓ 15
81	This Is Actually Happening	Wondery	Wondery Brand Partnerships	8	↑ 10
82	1A	NPR	National Public Media	25	↓ 5
83	Impulsive with Logan Paul	Kast Media	Kast Media	8	Return
84	The Art of Manliness	Stitcher Media	SXM Media	14	↓ 8
85	Mad Money w/ Jim Cramer	NBCUniversal News Group	SXM Media	20	↓ 6
86	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	8	↓ 6
87	It's Been a Minute With Sam Sanders	NPR	National Public Media	11	↓ 5
88	The Viall Files	Kast Media	Kast Media	19	↑ 12
89	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	15	↑ 4
90	Myths and Legends	Kast Media	Kast Media	8	↓ 7
91	Dark History	Audioboom	Audioboom	3	↓ 20
92	True Crime All The Time	Wondery	Wondery Brand Partnerships	7	↓ 5
93	Ear Biscuits	Audacy Podcast Network	Cadence13	5	↓ 5
94	Side Hustle School	Audacy Podcast Network	Cadence13	36	Return
95	This Past Weekend	Kast Media	Kast Media	7	↑ 2
96	American History Tellers	Wondery	Wondery Brand Partnerships	7	↓ 7
97	Dave & Chuck the Freak Podcast	Audioboom	Audioboom	25	↓ 1
98	The Dale Jr. Download - Dirty Mo Media	Audacy Podcast Network	Cadence13	6	↓ 6
99	Even the Rich	Wondery	Wondery Brand Partnerships	8	↓ 9
100	Unsolved Mysteries	Audacy Podcast Network	Cadence13	5	Debut

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6	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	325	3,227,231	13,537,158	-
7	Wondery	Wondery Brand Partnerships	109	2,787,180	8,208,263	-
8	NBCUniversal News Group	SXM Media	51	2,456,440	8,494,513	-
9	Kast Media	Kast Media	95	1,652,200	3,706,318	-
10	WarnerMedia	WarnerMedia	118	1,301,319	3,040,722	-
11	All Things Comedy	All Things Comedy	58	899,521	1,916,805	-
12	FOX News Podcasts	FOX News Podcasts	48	725,844	2,644,528	-
13	Salem Podcast Network	Salem Media Group	670	578,558	2,556,968	-
14	CBC/Radio-Canada	Acast	335	201,558	579,592	-
15	Bonneville International	Bonneville International	252	182,087	583,861	-

Note:

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2	NPR News Now	NPR	National Public Media	840	-
3	Up First	NPR	National Public Media	35	-
4	Dateline NBC	NBCUniversal News Group	SXM Media	11	-
5	Morbid: A True Crime Podcast	Audioboom	Audioboom	12	↑ 1
6	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	34	↓ 1
7	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	SXM Media	13	-
8	Pod Save America	Audacy Podcast Network	Cadence13	10	-
9	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	-
10	Conan O'Brien Needs A Friend	Stitcher Media	SXM Media	13	↑ 1
11	Office Ladies	Stitcher Media	SXM Media	10	↓ 1
12	Planet Money	NPR	National Public Media	10	-
13	CNN 5 Things	WarnerMedia	WarnerMedia	70	↑ 2
14	Fresh Air	NPR	National Public Media	30	↓ 1
15	Wait Wait... Don't Tell Me!	NPR	National Public Media	5	↑ 1
16	Hidden Brain	Hidden Brain Media	SXM Media	9	↓ 2
17	Freakonomics Radio	Stitcher Media	SXM Media	10	-
18	The NPR Politics Podcast	NPR	National Public Media	28	-
19	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	840	↑ 2
20	Park Predators	audiochuck	AdLarge/cabana	5	↓ 1
21	The Rachel Maddow Show	NBCUniversal News Group	SXM Media	26	↑ 1
22	Indicator from Planet Money	NPR	National Public Media	24	↑ 5
23	Monday Morning Podcast	All Things Comedy	All Things Comedy	12	↑ 3
24	Snacks Daily	Audacy Podcast Network	Cadence13	24	↑ 4
25	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	25	-
26	WTF with Marc Maron Podcast	Stitcher Media	SXM Media	15	↑ 8
27	Consider This from NPR	NPR	National Public Media	29	↓ 4
28	Anatomy of Murder	audiochuck	AdLarge/cabana	6	↑ 7
29	We Can Do Hard Things with Glennon Doyle	Audacy Podcast Network	Cadence13	6	↑ 1
30	How I Built This	NPR	National Public Media	6	↑ 3

RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
31	Short Wave	NPR	National Public Media	24	↓ 7
32	TED Radio Hour	NPR	National Public Media	5	↓ 3
33	99% Invisible	Stitcher Media	SXM Media	4	↓ 1
34	SmartLess	Wondery	Wondery Brand Partnerships	2	Debut
35	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	34	↑ 1
36	Throughline	NPR	National Public Media	8	↑ 7
37	To Live and Die in LA	Audacy Podcast Network	Cadence13	4	↑ 2
38	Small Town Murder	Stitcher Media	SXM Media	8	↑ 4
39	Dr. Death	Wondery	Wondery Brand Partnerships	3	Return
40	CounterClock	audiochuck	AdLarge/cabana	1	↓ 20
41	True Crime Garage	Stitcher Media	SXM Media	13	↓ 4
42	Red Collar	audiochuck	AdLarge/cabana	5	↓ 1
43	Super Soul	Stitcher Media	SXM Media	6	↓ 3
44	Solvable by audiochuck	audiochuck	AdLarge/cabana	11	Debut
45	Pop Culture Happy Hour	NPR	National Public Media	25	↑ 2
46	Rotten Mango	Audioboom	Audioboom	8	↑ 6
47	The Matt Walsh Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	28	↓ 1
48	Anything Goes with Emma Chamberlain	Audacy Podcast Network	Cadence13	5	↑ 7
49	True Crime Obsessed	Audioboom	Audioboom	9	-
50	The Charlie Kirk Show	Salem Podcast Network	Salem Media Group	68	↓ 5
51	And That's Why We Drink	Kast Media	Kast Media	10	↑ 3
52	Lovett or Leave It	Audacy Podcast Network	Cadence13	6	↓ 2
53	Timesuck with Dan Cummins	Stitcher Media	SXM Media	9	↓ 2
54	Casefile True Crime	Audioboom	Audioboom	3	↓ 23
55	The Morning Toast	Audioboom	Audioboom	23	↑ 1
56	What A Day	Audacy Podcast Network	Cadence13	22	↓ 3
57	The Tiny Meat Gang Podcast	Audioboom	Audioboom	9	↑ 5
58	How Did This Get Made?	Stitcher Media	SXM Media	11	↓ 1
59	Dark History	Audioboom	Audioboom	3	↓ 21
60	Skip and Shannon: Undisputed	Audacy Podcast Network	Cadence13	35	↓ 16
61	Zane and Heath: Unfiltered	Audioboom	Audioboom	5	Debut
62	The Fighter & The Kid	Kast Media	Kast Media	19	↓ 2
63	Up and Vanished	Audacy Podcast Network	Cadence13	1	↑ 8
64	On Purpose with Jay Shetty	Stitcher Media	SXM Media	11	↓ 5
65	Code Switch	NPR	National Public Media	5	↓ 17

RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
66	It's Been a Minute With Sam Sanders	NPR	National Public Media	11	↓ 8
67	Life Kit	NPR	National Public Media	18	↓ 4
68	Jensen and Holes: The Murder Squad	Stitcher Media	SXM Media	8	↓ 3
69	Pod Save the World	Audacy Podcast Network	Cadence13	5	↓ 8
70	Ologies with Alie Ward	Stitcher Media	SXM Media	13	↓ 1
71	Impulsive with Logan Paul	Kast Media	Kast Media	8	Return
72	The Dollop with Dave Anthony and Gareth Reynolds	All Things Comedy	Wondery Brand Partnerships	6	↓ 6
73	StarTalk Radio	Stitcher Media	SXM Media	11	↓ 6
74	This Past Weekend	Kast Media	Kast Media	7	-
75	The Vanished Podcast	Wondery	Wondery Brand Partnerships	7	↓ 5
76	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	65	↑ 1
77	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	7	↓ 2
78	Let's Not Meet: A True Horror Podcast	Audioboom	Audioboom	6	↑ 4
79	Juicy Scoop with Heather McDonald	Stitcher Media	SXM Media	15	↑ 1
80	Morning Joe	NBCUniversal News Group	SXM Media	25	↓ 1
81	This Is Actually Happening	Wondery	Wondery Brand Partnerships	8	↑ 4
82	The Mindset Mentor	Kast Media	Kast Media	27	↑ 10
83	American Scandal	Wondery	Wondery Brand Partnerships	7	↓ 19
84	The Todd Starnes Show	Salem Podcast Network	Salem Media Group	30	↑ 5
85	The Dale Jr. Download - Dirty Mo Media	Audacy Podcast Network	Cadence13	6	↓ 7
86	Unsolved Mysteries	Audacy Podcast Network	Cadence13	5	↑ 10
87	Car Talk	NPR	National Public Media	5	-
88	Ear Biscuits	Audacy Podcast Network	Cadence13	5	↓ 4
89	King and the Sting	Kast Media	Kast Media	6	↓ 6
90	True Crime All The Time	Wondery	Wondery Brand Partnerships	7	↓ 2
91	Scared To Death	Stitcher Media	SXM Media	5	↑ 8
92	The School of Greatness	Wondery	Wondery Brand Partnerships	15	↓ 19
93	Comedy Bang Bang: The Podcast	Stitcher Media	SXM Media	10	↓ 2
94	The Art of Manliness	Stitcher Media	SXM Media	14	↓ 1
95	The Viall Files	Kast Media	Kast Media	19	Debut
96	Dave & Chuck the Freak Podcast	Audioboom	Audioboom	25	↓ 2
97	Literally! With Rob Lowe	Stitcher Media	SXM Media	10	↓ 7
98	Even the Rich	Wondery	Wondery Brand Partnerships	8	↓ 12
99	Invisibilia	NPR	National Public Media	1	↓ 18
100	Watch What Crappens	Stitcher Media	SXM Media	28	Return

Note: The deployment of Apple iOS 14.6 introduced a decrease in the reporting of some downloads, which has impacted a number of podcasts this reporting period.

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>