



## Podcast Metrics

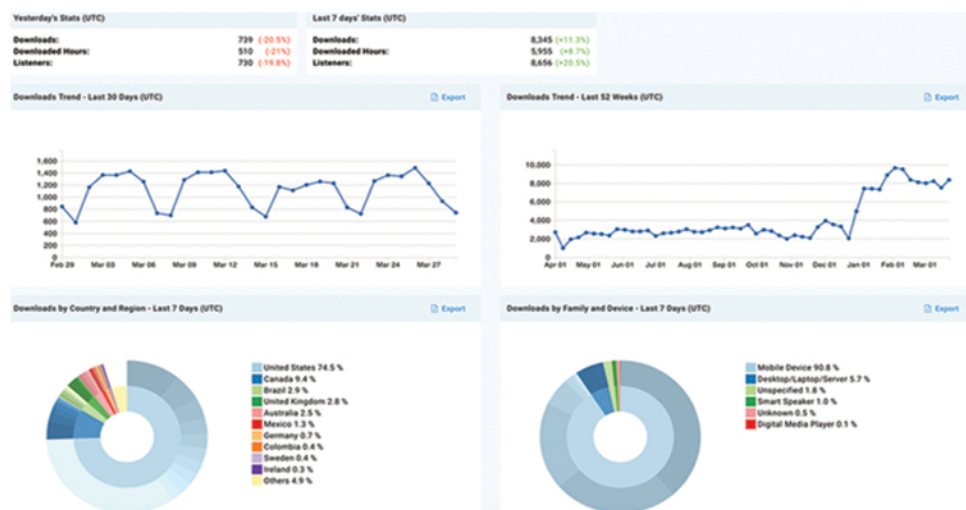
### Detailed and Accurate Measurement of your Podcast Content

Triton Digital's Podcast Metrics measurement service is certified in accordance with the IAB Tech Lab's Podcast Measurement Guidelines.

It provides accurate and insightful census-level data around how, when, and where podcast and audio on-demand content is being consumed across multiple hosting platforms around the world, with the ability to view metrics by date range, locations, device, podcast name, episode, title, and more. Metrics include downloads, downloaded hours, and listeners.

#### The flexible and user-friendly Podcast Metrics platform enables you to:

- Analyze podcast consumption for your individual Network/Publisher, programs, and episodes
- Incorporate data from multiple hosting platforms into one intuitive interface
- Analyze consumption by date range, geography, device, player, and more
- Save, schedule, and email reports to key stakeholders
- Increase the evaluation & buying consideration of your podcasts by agencies through the creation of Lineups, or aggregation of podcasts
- Securely share lineups with agencies by granting access to data
- Provide independent 3rd party measurement consistent across publishers
- Reduce the amount of manual effort for Networks
- Access Explore-view data directly within your internal data warehouse and BI dashboards via our Metrics API



For more information, contact [Solutions@tritondigital.com](mailto:Solutions@tritondigital.com)



## Podcast Reports

Powered by Podcast Metrics, our Podcast Reports and Rankers list the Top Networks and/or Podcasts in a particular region, as measured by Podcast Metrics.

Podcast Reports are produced on a per country basis and are based on a 4-week reporting period. The entities listed are ranked in accordance with the IAB Tech Lab's Podcast Measurement Guidelines. Reported companies must opt-in to the public release of their data.

Today, Podcast Reports are available in a number of countries, including the U.S., Latin America, The Netherlands, and Australia.

**U.S. PODCAST REPORT**  
**TOP 15 NETWORKS**  
*Based on Average Weekly Downloads*  
Reporting Period: April 2021 (March 29 - May 2)

RANK	PODCAST NETWORK	SALES REPRESENTATION	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	NPR	National Public Media	54	35,626,545	10,238,990	-
2	Stitcher Media	Stitcher Media	457	34,490,217	9,041,580	-
3	Audacy Podcast Network	Cadence13	500	17,030,668	4,840,860	-
4	Cumulus Podcast Network/Westwood One	Cumulus Podcast Network/Westwood One	295	14,451,613	3,310,905	-
5	Audioboom	Audioboom	275	12,036,871	4,166,313	-
6	AdLarge/cabana	AdLarge/cabana	130	11,607,586	3,679,439	↑ 2
7	NBCUniversal News Group	Stitcher Media	45	9,751,448	2,582,892	↓ 1
8	Wondery	Wondery Brand Partnerships	100	9,479,662	2,876,565	↓ 1
9	Kast Media	Kast Media	92	4,336,805	1,698,960	-
10	WarnerMedia	WarnerMedia	112	4,019,419	1,516,872	-
11	FOX News Podcasts	FOX News Podcasts	46	2,689,377	741,814	-
12	Salem Communications	Salem Communications	678	2,548,076	500,214	-
13	All Things Comedy	All Things Comedy	51	2,140,660	901,123	-
14	CBC/Radio-Canada	Acast	346	729,365	223,169	↑ 1
15	Bonneville International	Bonneville International	256	628,132	173,330	↓ 1

**U.S. PODCAST REPORT**  
**TOP 100 PODCASTS BY DOWNLOADS**  
*Podcasts Ranked by Average Weekly Downloads in the United States*  
Reporting Period: April 2021 (March 29 - May 2)

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	7	-
3	Up First	NPR	National Public Media	35	-
4	The Ben Shapiro Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	29	-
5	Dateline NBC	NBCUniversal News Group	Stitcher Media	15	-
6	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher Media	Stitcher Media	10	-
7	Fresh Air	NPR	National Public Media	30	-
8	Morbid: A True Crime Podcast	Audioboom	Audioboom	10	-
9	The Dan Bongino Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	30	-
10	The NPR Politics Podcast	NPR	National Public Media	26	-
11	Planet Money	NPR	National Public Media	10	↑ 2
12	Pod Save America	Audacy Podcast Network	Cadence13	10	-
13	Freakonomics Radio	Stitcher Media	Stitcher Media	5	↓ 2
14	CounterClock	audiochuck	AdLarge/cabana	22	Return
15	How I Built This	NPR	National Public Media	10	↓ 1
16	Hidden Brain	Hidden Brain Media	Stitcher Media	7	↑ 2
17	Office Ladies	Stitcher Media	Stitcher Media	5	↓ 1
18	The Charlie Kirk Show	Salem Communications	Salem Communications	58	↓ 3
19	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	840	↓ 2
20	CNN 5 Things	WarnerMedia	WarnerMedia	58	-
21	Indicator from Planet Money	NPR	National Public Media	24	↓ 2
22	Mark Levin Podcast	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	25	-
23	Consider This from NPR	NPR	National Public Media	28	↓ 2
24	Conan O'Brien Needs A Friend	Stitcher Media	Stitcher Media	8	↑ 3
25	TED Radio Hour	NPR	National Public Media	6	↓ 2
26	The Rachel Maddow Show	NBCUniversal News Group	Stitcher Media	24	↓ 1
27	Short Wave	NPR	National Public Media	25	↓ 3
28	Wait Wait... Don't Tell Me!	NPR	National Public Media	5	↓ 2
29	The Michael Knowles Show	Cumulus Podcast Network	Cumulus Podcast Network/Westwood One	30	↑ 3
30	Super Soul	Stitcher Media	Stitcher Media	6	↓ 1



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