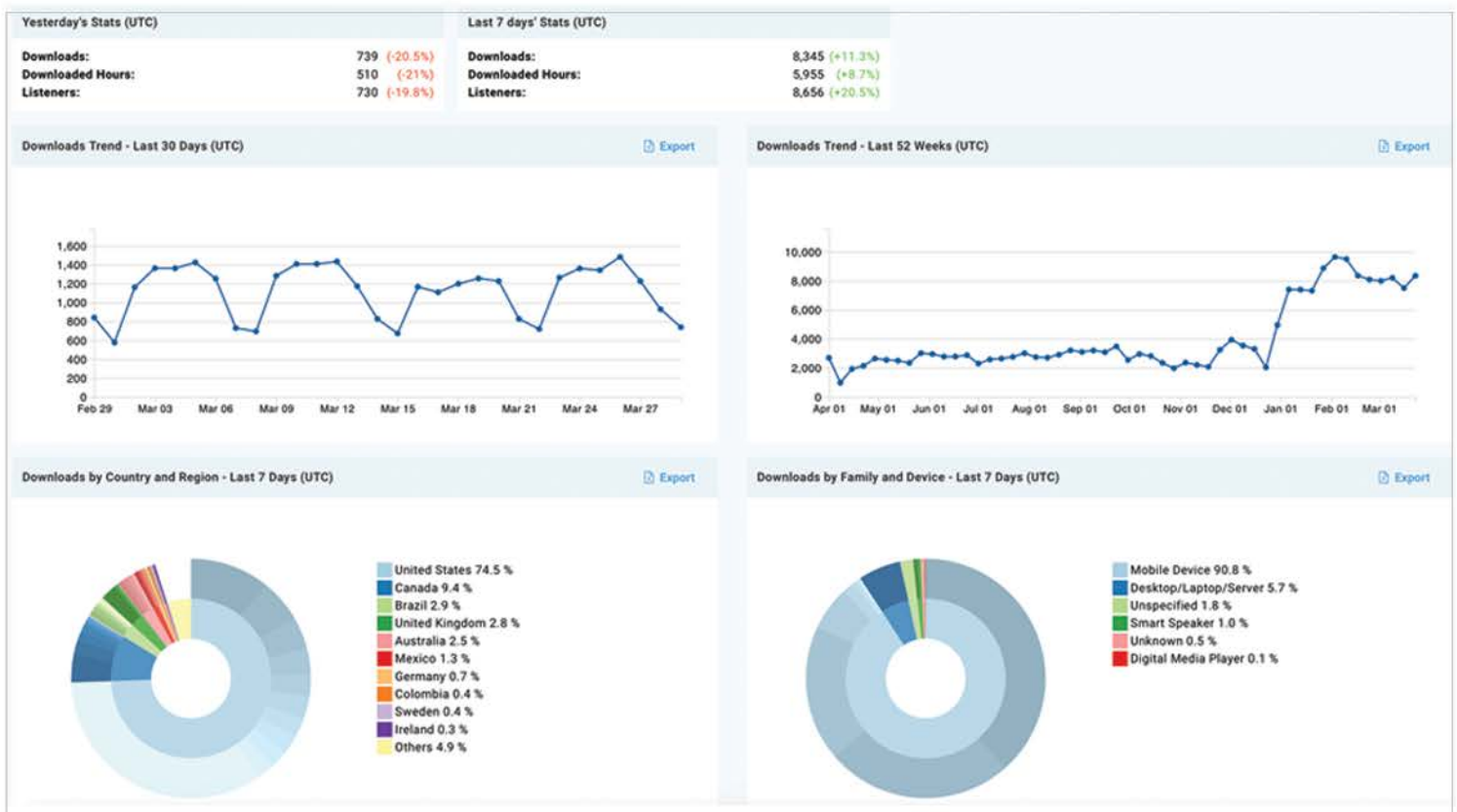


Podcast Metrics by Triton Digital®

Detailed and Accurate Measurement of your Podcast Content

Triton Digital's Podcast Metrics measurement service is certified in accordance with the IAB Tech Lab 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, location, device, podcast name, episode, title, and more.



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

- Analyze podcast consumption for your individual Network/Publisher, Programs, and Episodes
- Analyze consumption by date range, geography, device, player, and more
- Export data into an Excel file for sharing and offline viewing

Podcast Metrics by Triton Digital®

Metrics reported include Downloads, Downloaded Hours, and Listeners

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 our Podcast Metrics measurement service.

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 Technical Measurement Guidelines. Reported companies must opt-in to the public release of their metrics.

Today, Podcast Reports and Rankers are available in the United States, Latin America and Australia, with additional countries to follow.

“We are thrilled to include our premier RADIO.COM Podcast Network in Triton’s Podcast Reports,” said J.D. Crowley, Chief Digital Officer, Entercom. “We believe this is a critical step to increase engagement from advertisers and significantly impact the growth of the podcast industry overall.”

“CUMULUS MEDIA and Westwood One are pleased to bring our strong and diverse network of podcasts to Triton’s Podcast Reports,” says Larry Linietsky, SVP, Digital Operations and Business Development, CUMULUS MEDIA. “The Triton Podcast Reports are an important step in providing a snapshot of reliable, accurate, transparent, and objective measurement for partners at this critical time of explosive growth in audio via podcasting.”

LATAM PODCAST REPORT
TOP 100 PODCASTS
Reporting Period: January 20 - February 16

RANK	PODCAST	PODCAST NETWORK	AVERAGE WEEKLY DOWNLOADS	RANK CHANGE
1	LOGO MX - La Cometa	Prisa Radio	793,757	
2	O Acusado	Radio Grupo Globo		
3	Polica	Jovem Pan Podcast		
4	Acusados CBN - Mano Sérgio Cordeiro	Radio Grupo Globo		
5	Enredo Novela	Emilato		
6	Comentários	Radio Grupo Globo		
7	Polêmica CBN	Radio Grupo Globo		
8	Mãe e Filho	Grupo Shufeldt		
9	SPYCASTS DE ANJO	Grupo RPP		
10	Economia	Radio Grupo Globo		
11	Da Princesa ao Rei	Jovem Pan Podcast		
12	Buffalo Notícias do dia	Grupo Shufeldt		
13	DE Famação	Radio Grupo Globo		
14	Isso é Fantástico	Radio Grupo Globo		
15	Jovem Pan - News	Jovem Pan Podcast		
16	LOGO MX - Jô Pinheiro	Prisa Radio		
17	Benéfico	Radio Rio		
18	Demigênia	Radio Grupo Globo		
19	Journal de CBN	Radio Grupo Globo		
20	Diário - Mauro Matos	Radio Grupo Globo		
21	Da e Da de Economia - Milton Lettieri	Radio Grupo Globo		
22	QF Oovo	Radio Grupo Globo		
23	Polica	Radio Grupo Globo		
24	ILFACIO - Martha Dalpiaz em 1ª	Prisa Radio		
25	Diário de Voz - Mano Sérgio Cordeiro	Radio Grupo Globo		
26	Plan de Política	Radio Grupo Globo		
27	ILFACIO - A la sa main	Prisa Radio		
28	DE São Paulo	Radio Grupo Globo		
29	Morning Show	Jovem Pan Podcast		
30	Novela no São Paulo	Emilato		
31	DE Comentários	Radio Grupo Globo		
32	CBN Professional	Radio Grupo Globo		
33	My Favorite Murder with Karen Kilgiff and George Hraboski	Stitcher		
34	Opinião Superior Conversations	Stitcher		
35	CHAVOL - El Paso del Fútbol	Prisa Radio		

AUSTRALIAN PODCAST RANKER
TOP 100 PODCASTS
Reporting Period: 20 January - 16 February

RANK	PODCAST	PUBLISHER	SALES REPRESENTATION	RANK CHANGE
1	Stuff You Should Know	ARW/HearMedia	ARW/Hear/Podcast Network Australia	New
2	From The Newsroom	News Corp Australia	News Corp / News Ent	New
3	My Favorite Murder with Karen Kilgiff and George Hraboski	Stitcher	Whooshkaa	New
4	Kate, Tim & Marty	Nine	News Entertainment	71
5	The New & James O Show	ARW/HearMedia	ARW/Hear/Podcast Network Australia	16
6	Fun	Schwartz Media	Schwartz Media	111
7	Opinião Superior Conversations	Stitcher	Whooshkaa	New
8	Hannah & Andy - Podcast One	SCA/PodcastOne Australia	PodcastOne Australia	27
9	Sky News - News Bulletin	News Corp Australia	News Corp / News Ent	27
10	The House Games	SCA/PodcastOne Australia	PodcastOne Australia	27
11	Life and Crimes with Andrew Ross	News Corp Australia	News Corp / News Ent	27
12	SEN Breakfast	SEN / Coomedia	SEN / Coomedia	24
13	Prisoners Radio	Stitcher	Whooshkaa	New
14	Kennedy Melody	SCA Triple M	SCA	12
15	Stuff You Should Know in History Class	ARW/HearMedia	ARW/Hear/Podcast Network Australia	New
16	Whiskey	SEN / Coomedia	SEN / Coomedia	22
17	WILSON with Bill Anderson	TOPUP Productions	Whooshkaa	410
18	Moontan in The Morning - 104.9 Triple M Sydney	SCA Triple M	SCA	12
19	The 1st Breakfast	SCA Triple M	SCA	110
20	Five Years Audio Bulletin	News Corp Australia	News Corp / News Ent	211
21	Life Unleash with Brittany Hocking and Laura Byrne	ARW/HearMedia	ARW/Hear/Podcast Network Australia	New
22	Redline Explorers	The Parent Brand	The Parent Brand	112
23	The Alan Jones Breakfast Show	Nine Radio	Nine Radio	28
24	Joe & Fu	ARW/HearMedia	ARW/Hear/Podcast Network Australia	16
25	The Next with Cain Candant	ARW/HearMedia	ARW/Hear/Podcast Network Australia	New
26	Onesies, Ben & Brody	Nine	News Entertainment	24
27	Corner Office News A Parent	Stitcher	Whooshkaa	New
28	The Lightcast	News Corp Australia	News Corp / News Ent	120
29	Hughes and SG	SCA-H	SCA	22
30	Behind the Barbers	ARW/HearMedia	ARW/Hear/Podcast Network Australia	New

Coming Soon: Agency Stewardship System Integration

Podcast Metrics measurement data will be made available in agency media buying solutions, including FreeWheel’s Strata platform. It will include Network reporting, and allow media sellers to aggregate trusted third-party audience data across a group of podcasts that are packaged together for ad sales purposes.