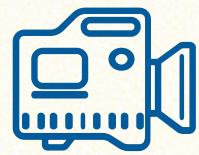


# U.S. Podcast Audience Insights

A LOOK INTO MAY 2022 TRENDS

## Top 5 Genres/Categories

Most Downloaded



**News**  
27%



**True Crime**  
20%



**Comedy**  
7%

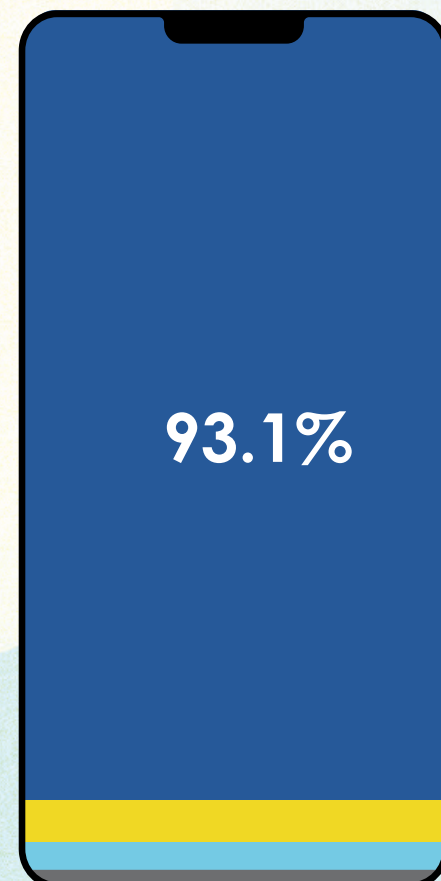


**Society & Culture**  
7%



**Sports**  
6%

## Top Device Type by % of Downloads



- 1. Mobile Device
- 2. Smart Speaker
- 3. Desktop/Laptop
- 4. Other/Unspecified

## Networks With the Most Podcasts in Top 100 Ranker

### Top 5 Networks

Count of Podcasts



**Stitcher Media\***  
32 Podcasts



**NPR**  
15 Podcasts



**Wondery**  
13 Podcasts



**Audacy**  
**Podcast Network\*\***  
12 Podcasts



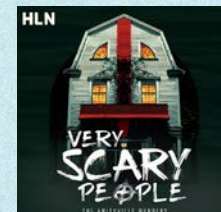
**Audioboom**  
10 Podcasts

### Top 5 New Podcast Debuts

2022 Debuts in the Top 100



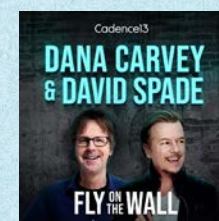
**The Deck**  
Stitcher Media



**Very Scary People**  
WarnerMedia



**Twin Flames**  
Wondery



**Fly on the Wall**  
**with Dana Carvey**  
**& David Spade**  
Audacy Podcast Network



**State of Ukraine**  
NPR

## Top 3 Highest Indexing Shows by Demographic

Amongst the Top 100 Most Downloaded Podcasts in the U.S. Podcast Report

Sourced by Triton Digital's Podcast Metrics Demos+



**Women 18+**



**Watch What Crappens**  
Stitcher Media



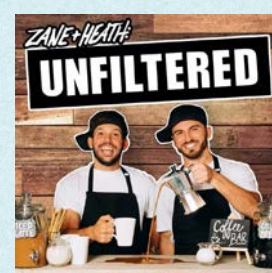
**Something Was Wrong**  
Wondery



**The Viall Files**  
Kast Media



**Ages 18-34**



**Zane and Heath: Unfiltered**  
Audioboom Limited



**Last Podcast On the Left**  
Stitcher Media



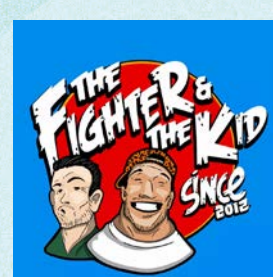
**IMPULSIVE**  
Kast Media



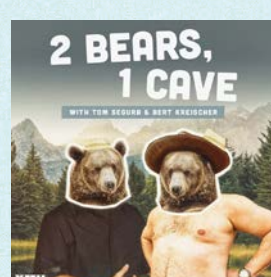
**Male 18+**



**The Pat McAfee Show 2.0**  
Stitcher Media



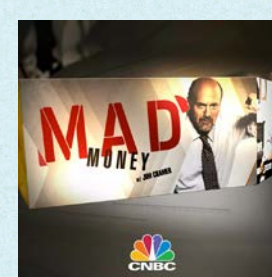
**The Fighter & The Kid**  
Kast Media



**2 Bears, 1 Cave**  
**With Tom Segura & Bert Kreischer**  
Stitcher Media



**HHI \$100K+**



**Mad Money w/ Jim Cramer**  
NBCUniversal News Group



**American Scandal**  
Wondery



**Marketplace**  
Audacy / American Public Media

Triton Digital Podcast Metrics measurement service is certified by the IAB Tech Lab as complying with Version 2.1 of the IAB Podcast Measurement Technical Guidelines. It provides accurate and insightful data around how, when, and where podcast content is being consumed across multiple hosting platforms, with the ability to view metrics by date range, location, device, podcast name, episode, title, and more.

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\*Includes 4 podcasts from NBCUniversal News Group, 3 from audioboom, and 1 from Hidden Brain Media.

\*\*Includes 3 podcasts from American Public Media.



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