U.S. Podcast Audience Insights
A LOOK INTO MAY 2022 TRENDS

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.

Visit www.tritonrankers.com to sign-up and receive Triton Digital Podcast Reports via email.

*Includes 4 podcasts from NBCUniversal News Group, 3 from audiochuck, and 1 from Hidden Brain Media.
**Includes 3 podcasts from American Public Media.

### 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: 93.1%
- 2. Smart Speaker: 2.8%
- 3. Desktop/Laptop: 2.2%
- 4. Other/Unspecified: 1.8%

### Networks With the Most Podcasts in Top 100 Ranker

<table>
<thead>
<tr>
<th>Top 5 Networks</th>
<th>Count of Podcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stitcher Media</td>
<td>32 Podcasts</td>
</tr>
<tr>
<td>NPR</td>
<td>16 Podcasts</td>
</tr>
<tr>
<td>Wondery</td>
<td>13 Podcasts</td>
</tr>
<tr>
<td>Audacy Podcast Network**</td>
<td>10 Podcasts</td>
</tr>
<tr>
<td>Audioboom</td>
<td>10 Podcasts</td>
</tr>
</tbody>
</table>

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### 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+**
- The Pat McAfee Show 2.0: Stitcher Media
- Watch What Crappens: Stitcher Media
- Something Was Wrong: Wondery
- The Viall Files: Kast Media
- American Scandal: Wondery

**Ages 18-34**
- Last Podcast On the Left: Stitcher Media
- IMPAULSIVE: Kast Media
- MarketPlace: Audacy / American Public Media
- IMPAULSIVE: Kast Media
- HHI $100K+

**Male 18+**
- The Pat McAfee Show 2.0: Stitcher Media
- The Fighter & The Kid: Kast Media
- 2 Bears, 1 Cave: NBCUniversal News Group
- The Viall Files: Kast Media
- American Scandal: Wondery