## U.S. PODCAST REPORT TOP 100 PODCASTS BY DOWNLOADS

Podcasts Ranked by Average Weekly Downloads in the United States Reporting Period: April 13 - May 10, 2020

RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
1	NPR News Now	NPR	National Public Media	672	0
2	Up First	NPR	National Public Media	29	0
3	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher	Midroll	9	11
4	The Ben Shapiro Show	Cumulus Media/Westwood One	wood One Cumulus Media/Westwood One		<b>↓</b> 1
5	Fresh Air	NPR	National Public Media	24	↑2
6	Planet Money	NPR	National Public Media	8	<b>↓</b> 1
7	NPR Politics	NPR	National Public Media	20	<b>↓</b> 1
8	Dateline NBC	NBC News	Wondery Brand Partnerships	14	11
9	Pod Save America	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	8	<b>↓</b> 1
10	Indicator from Planet Money	NPR	National Public Media	20	0
11	How I Built This	NPR	National Public Media	10	14
12	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	672	0
13	Hidden Brain	NPR	National Public Media	4	<b>↓</b> 2
14	TED Radio Hour	NPR	National Public Media	4	<b>↓</b> 1
15	Office Ladies	Stitcher	Midroll	4	<b>↓</b> 1
16	The Dan Bongino Show	Cumulus Media/Westwood One	Cumulus Media/Westwood One	21	↑1
17	Freakonomics Radio	Stitcher	Midroll	5	11
18	Wait Wait Don't Tell Me!	NPR	National Public Media	4	<b>↓</b> 2
19	Unlocking Us with Brené Brown	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	5	↑1
20	The Rachel Maddow Show	NBC News	Wondery Brand Partnerships	20	<b>↓</b> 1
21	VIEWS with David Dobrik and Jason Nash	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	12
22	Conan O'Brien Needs A Friend	Stitcher	Midroll	4	<b>↓</b> 1
23	Mark Levin Podcast	Cumulus Media/Westwood One	Cumulus Media/Westwood One	20	12
24	Monday Morning Podcast	Wondery	Wondery Brand Partnerships	8	0
25	Coronavirus Daily	NPR	R National Public Media		<b>1</b> 2
26	Oprah's SuperSoul Conversations	Stitcher	Stitcher Midroll		<b>↓</b> 4
27	Wow In The World	NPR	National Public Media	20	↓1
28	Short Wave	NPR	National Public Media	20	0
29	Morbid: A True Crime Podcast	Audioboom	Audioboom	8	New





RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
30	Skip and Shannon: Undisputed	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	42	↑5
31	The School of Greatness	Wondery	Wondery Brand Partnerships	13	↑1
32	Lore	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	2	<b>↓</b> 1
33	What A Day	Entercom/Cadence13/ Cadence13 Pineapple Street Studios		19	<b>↓</b> 4
34	The Morning Toast	Audioboom Audioboom		20	New
35	Stay Tuned with Preet	Stitcher	Midroll	10	New
36	CNN Daily News Briefing	WarnerMedia	WarnerMedia	2	New
37	Casefile True Crime	Audioboom	Audioboom	3	New
38	The John Batchelor Show	Audioboom	Audioboom	323	New
39	Pop Culture Happy Hour	NPR	National Public Media	8	<b>↓</b> 5
40	Business Wars	Wondery	Wondery Brand Partnerships	12	114
41	Life Kit	NPR	National Public Media	13	<b>↑</b> 4
42	The Savage Nation Podcast	Cumulus Media/Westwood One	Cumulus Media/Westwood One	12	<b>J</b> 6
43	Revisionist History	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	1	↓2
44	Snacks Daily	Entercom/Cadence13/ Pineapple Street Studios			0
45	The Michael Knowles Show	Cumulus Media/Westwood One	Cumulus Media/Westwood One	17	11
46	1A	NPR	National Public Media	23	<b>↓</b> 9
47	Greg Laurie Podcast	Harvest Christian Fellowship	Harvest Christian Fellowship	22	New
48	StarTalk Radio	Stitcher	Midroll	6	<b>↓</b> 10
49	RISE podcast	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	5	16
50	The Dollop with Dave Anthony and Gareth Reynolds	Wondery	Wondery Brand Partnerships	4	<b>↓</b> 10
51	American Scandal	Wondery	Wondery Brand Partnerships	5	↑27
52	The Happiness Lab with Dr. Laurie Santos	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	5	<b>↓</b> 10
53	The Andrew Klavan Show	Cumulus Media/Westwood One	Cumulus Media/Westwood One	17	<b>↓</b> 3
54	Small Town Murder	Stitcher	Midroll	5	13
55	The goop Podcast	Entercom/Cadence13/ Pineapple Street Studios			↓3
56	The MeatEater Podcast	Stitcher	Midroll	4	111
57	Skimm This	Entercom/Cadence13/ Cadence13 Pineapple Street Studios		19	↓9
58	Lovett or Leave It	Entercom/Cadence13/ Cadence13 Pineapple Street Studios		4	↓5
59	Morning Joe	NBC News	Wondery Brand Partnerships	20	↓1
60	Happier with Gretchen Rubin	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	8	<b>↓</b> 17





RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
61	Snacks Minute	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	20	<b>↓</b> 1
62	The Art of Manliness	Stitcher	Midroll	8	<b>↓</b> 1
63	Code Switch	NPR	National Public Media	5	<b>↑</b> 5
64	True Crime Obsessed	Audioboom	Audioboom	4	New
65	Up and Vanished	Entercom/Cadence13/ Cadence13 Pineapple Street Studios		0	<b>↓</b> 32
66	Throughline	NPR	National Public Media		<b>↓</b> 19
67	Jensen and Holes: The Murder Squad	Stitcher	Midroll	4	<b>↓</b> 4
68	The Jordan B. Peterson Podcast	Cumulus Media/Westwood One	Cumulus Media/Westwood One	4	<b>↓</b> 4
69	Pod Save the World	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	<b>↓</b> 7
70	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	6	<b>↑</b> 7
71	Timesuck with Dan Cummins	Stitcher	Midroll	4	0
72	Phil in the Blanks	Stitcher	Midroll	4	<b>↓</b> 16
73	Ear Biscuits	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	<b>↓</b> 8
74	The Axe Files with David Axelrod	WarnerMedia	WarnerMedia	8	New
75	All Songs Considered	NPR	National Public Media	10	<b>↓</b> 16
76	How Did This Get Made?	Stitcher	Midroll	4	<b>↓</b> 10
77	Side Hustle School	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	30	<b>↓</b> 3
78	NBC Nightly News with Lester Holt	NBC News	Wondery Brand Partnerships	29	<b>↓</b> 9
79	Anything Goes with Emma Chamberlain	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	<b>↓</b> 9
80	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	49	<b>↓</b> 5
81	This Podcast Will Kill You	Stitcher	Midroll	5	<b>↓</b> 30
82	Undisclosed	Stitcher	Midroll	6	17
83	Stories Podcast - A Free Children's Story Podcast for Bedtime, Car Rides, and Kids of All Ages!	Wondery	Wondery Brand Partnerships	4	<b>↓</b> 11
84	Invisibilia	NPR	National Public Media	0	<b>↓</b> 54
85	The Bert Show	Audioboom	Audioboom	317	New
86	The Tony Kornheiser Show	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	10	<b>↓</b> 4
87	The Matt Walsh Show	Cumulus Media/Westwood One	Cumulus Media/Westwood One	20	<b>↓</b> 3
88	RISE Together Podcast	Entercom/Cadence13/ Cadence13 Pineapple Street Studios		4	<b>↓</b> 1
89	Dr. Death	Wondery Brand Partnerships		2	<b>↓</b> 13
90	The Vanished Podcast	Wondery	Wondery Brand Partnerships	4	<b>↓</b> 4
91	Mystery and Murder: Analysis by Dr. Phil	Stitcher	Midroll	3	<b>↓</b> 18





RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
92	All In with Chris Hayes	NBC News	Wondery Brand Partnerships	23	↑2
93	American History Tellers	Wondery	Wondery Brand Partnerships	5	<b>↓</b> 3
94	Pretty Basic with Alisha Marie and Remi Cruz	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	<b>↓</b> 6
95	All The Smoke	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	8	New
96	Ologies with Alie Ward	Stitcher	Midroll	4	<b>↓</b> 16
97	Joe Exotic: Tiger King	Wondery	Wondery Brand Partnerships	2	<b>↓</b> 48
98	The Rubin Report	Cumulus Media/Westwood One	Cumulus Media/Westwood One	16	New
99	Dave & Chuck the Freak Podcast	Audioboom	Audioboom	20	New
100	Ask Me Another	NPR	National Public Media	4	<b>↓</b> 17





# U.S. PODCAST REPORT TOP 15 NETWORKS

Based on Average Weekly Downloads

Reporting Period: April 13 - May 10, 2020

RANK	PODCAST NETWORK	SALES REPRESENTATION	# OF ACTIVE PODCASTS	AVERAGE WEEKLY DOWNLOADS	AVERAGE WEEKLY USERS	RANK CHANGE
1	NPR	National Public Media	52	39,857,042	11,188,931	0
2	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	375	21,098,334	6,301,412	0
3	Stitcher	Midroll	259	21,047,756	6,580,866	0
4	Wondery	Wondery Brand Partnerships	117	16,184,175	4,319,681	0
5	Cumulus Media/ Westwood One	Cumulus Media/Westwood One	240	12,105,174	2,718,384	0
6	Audioboom	Audioboom	245	7,067,989	2,199,872	New
7	NBC News	Wondery Brand Partnerships	25	6,442,494	1,704,915	↓1
8	FOX News Podcasts	FOX News Podcasts	36	2,563,051	763,357	<b>↓</b> 1
9	Bonneville Corporate	Bonneville Corporate	241	606,186	165,716	New
10	Beasley Media Group	Beasley Media Group	167	537,550	112,974	<b>↓</b> 2
11	CBC/Radio-Canada	Acast	122	476,730	164,549	<b>↓</b> 2
12	WaitWhat	WaitWhat	3	339,726	139,589	New
13	Focus On the Family	Focus On the Family	16	298,532	81,163	<b>↓</b> 3
14	Salem Communications	Salem Communications	554	290,693	65,203	New
15	Prisa Radio	Prisa Radio	556	267,611	71,796	New





## U.S. PODCAST REPORT TOP 100 PODCASTS BY USERS

Podcasts Ranked by Average Weekly Users in the United States Reporting Period: April 13 - May 10, 2020

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RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
1	NPR News Now	NPR	National Public Media	672	0
2	Up First	NPR	National Public Media	29	0
3	My Favorite Murder with Karen Kilgariff and Georgia Hardstark	Stitcher	Midroll	9	0
4	The Ben Shapiro Show	Cumulus Media/Westwood One	Cumulus Media/Westwood One Cumulus Media/Westwood One		0
5	Fresh Air	NPR	National Public Media	24	↑1
6	Planet Money	NPR	National Public Media	8	<b>↓</b> 1
7	Pod Save America	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	8	0
8	Office Ladies	Stitcher	Midroll	4	↑2
9	Wait Wait Don't Tell Me!	NPR	National Public Media	4	<b>↓</b> 1
10	NPR Politics	NPR	National Public Media	20	<b>↓</b> 1
11	Hidden Brain	NPR	National Public Media	4	0
12	Dateline NBC	NBC News	Wondery Brand Partnerships	14	0
13	Unlocking Us with Brené Brown	Entercom/Cadence13/ Pineapple Street Studios			0
14	Freakonomics Radio	Stitcher	Midroll	5	0
15	TED Radio Hour	NPR	National Public Media	4	0
16	How I Built This	NPR	National Public Media	10	13
17	Fox News Radio Newscast	FOX News Podcasts	FOX News Podcasts	672	<b>↓</b> 1
18	Conan O'Brien Needs A Friend	Stitcher	Midroll	4	<b>↓</b> 1
19	Indicator from Planet Money	NPR	National Public Media	20	<b>↓</b> 1
20	Coronavirus Daily	NPR	National Public Media	24	0
21	Short Wave	NPR	National Public Media	20	↑5
22	The Rachel Maddow Show	NBC News	Wondery Brand Partnerships	20	0
23	VIEWS with David Dobrik and Jason Nash	Entercom/Cadence13/ Pineapple Street Studios			0
24	The Dan Bongino Show	Cumulus Media/Westwood One Cumulus Media/Westwood One		21	13
25	Monday Morning Podcast	Wondery	Wondery Brand Partnerships	8	0
26	Oprah's SuperSoul Conversations	Stitcher	Midroll	4	<b>↓</b> 2
27	CNN Daily News Briefing	WarnerMedia	WarnerMedia	2	New
28	Mark Levin Podcast	Cumulus Media/Westwood One	Cumulus Media/Westwood One	20	0





RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
29	Snacks Minute	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	20	↑2
30	Casefile True Crime	Audioboom	Audioboom	3	New
31	Morbid: A True Crime Podcast	Audioboom	Audioboom	8	New
32	Lore	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	2	<b>\</b> 2
33	Lovett or Leave It	Entercom/Cadence13/ Cadence13 Pineapple Street Studios		4	↓1
34	Revisionist History	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	1	↑1
35	Throughline	NPR	National Public Media	4	<b>↓</b> 2
36	Wow In The World	NPR	National Public Media	20	13
37	The Happiness Lab with Dr. Laurie Santos	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	5	0
38	Life Kit	NPR	National Public Media	13	15
39	What A Day	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	19	<b>↓</b> 3
40	Pod Save the World	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	<b>\</b> 2
41	Pop Culture Happy Hour	NPR	National Public Media	8	<b>↓</b> 1
42	Code Switch	NPR	National Public Media	5	114
43	The Savage Nation Podcast	Cumulus Media/Westwood One	Cumulus Media/Westwood One	12	<b>↓</b> 2
44	Small Town Murder	Stitcher	Midroll	5	<b>↓</b> 2
45	The MeatEater Podcast	Stitcher	Midroll	4	14
46	Jensen and Holes: The Murder Squad	Stitcher	Midroll	4	<b>↑1</b>
47	RISE podcast	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	5	↓1
48	How Did This Get Made?	Stitcher	Midroll	4	<b>↓</b> 3
49	StarTalk Radio	Stitcher	Midroll	6	↑2
50	Skip and Shannon: Undisputed	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	42	↑4
51	Embedded	NPR	National Public Media	3	119
52	American Scandal	Wondery	Wondery Brand Partnerships	5	132
53	The Jordan B. Peterson Podcast	Cumulus Media/Westwood One	Cumulus Media/Westwood One	4	↑4
54	Timesuck with Dan Cummins	Stitcher	Midroll	4	<b>↑</b> 7
55	True Crime Obsessed	Audioboom Audioboom		4	New
56	The Morning Toast	Audioboom	Audioboom	20	New
57	Dr. Death	Wondery Brand Partnerships		2	<b>↓</b> 8
58	The Dollop with Dave Anthony and Gareth Reynolds	Wondery	Wondery Brand Partnerships	4	<b>↓</b> 8
59	The Michael Knowles Show	Cumulus Media/Westwood One	Cumulus Media/Westwood One	17	11





RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
60	Snacks Daily	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	20	↑3
61	Morning Joe	NBC News	Wondery Brand Partnerships	20	<b>↓</b> 6
62	Business Wars	Wondery	Wondery Brand Partnerships	12	113
63	Car Talk	NPR	National Public Media	4	<b>↓</b> 1
64	Ear Biscuits	Entercom/Cadence13/ Cadence13 Pineapple Street Studios		4	<b>↓</b> 6
65	This Podcast Will Kill You	Stitcher	Midroll	5	<b>↓</b> 17
66	Stay Tuned with Preet	Stitcher	Midroll	10	New
67	The Generation Why Podcast	Wondery	Wondery Brand Partnerships	6	↑1
68	Motive for Murder	Wondery	Wondery Brand Partnerships	3	New
69	Against the Rules with Michael Lewis	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	New
70	Invisibilia	NPR	National Public Media	0	<b>↓</b> 49
71	The Andrew Klavan Show	Cumulus Media/Westwood One	Cumulus Media/Westwood One	17	<b>↓</b> 5
72	Anything Goes with Emma Chamberlain	Entercom/Cadence13/ Cadence13 Pineapple Street Studios		4	↑2
73	1A	NPR	National Public Media	23	<b>↓</b> 2
74	Phil in the Blanks	Stitcher	Midroll	4	<b>↓</b> 21
75	The Art of Manliness	Stitcher	Stitcher Midroll		↑8
76	Ask Me Another	NPR	National Public Media	4	<b>↓</b> 7
77	All Songs Considered	NPR	National Public Media	10	<b>↓</b> 25
78	Over My Dead Body	Wondery	Wondery Brand Partnerships	2	<b>↓</b> 13
79	All The Smoke	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	8	↑9
80	The Fox News Rundown	FOX News Podcasts	FOX News Podcasts	49	<b>↓</b> 4
81	Up and Vanished	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	0	<b>↓</b> 47
82	The School of Greatness	Wondery	Wondery Brand Partnerships	13	<b>↓</b> 2
83	Ologies with Alie Ward	Stitcher	Midroll	4	<b>↓</b> 10
84	The Vanished Podcast	Wondery	Wondery Brand Partnerships	4	<b>↓</b> 3
85	Mystery and Murder: Analysis by Dr. Phil	Stitcher	Midroll	3	<b>↓</b> 18
86	Happier with Gretchen Rubin	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	8	<b>↓</b> 22
87	The Bill Bert Podcast	Wondery	Wondery Brand Partnerships	4	New
88	NBC Nightly News with Lester Holt	NBC News Wondery Brand Partnerships		29	<b>↓</b> 9
89	Straight Up with Stassi	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	↑7
90	True Crime All The Time	Wondery	Wondery Brand Partnerships	4	<b>↓</b> 5
91	Comedy Bang Bang: The Podcast	Stitcher	Midroll	4	<b>↓</b> 2





RANK	PODCAST	PODCAST NETWORK	SALES REPRESENTATION	# OF NEW EPISODES	RANK CHANGE
92	The Dating Game Killer	Wondery	Wondery Brand Partnerships	1	<b>↓</b> 63
93	Pretty Basic with Alisha Marie and Remi Cruz	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	0
94	Joe Exotic: Tiger King	Wondery	Vondery Wondery Brand Partnerships		<b>↓</b> 50
95	The goop Podcast	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	11	<b>↓</b> 5
96	RISE Together Podcast	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	4	<b>↓</b> 4
97	The Thing About Pam	NBC News	Wondery Brand Partnerships	2	New
98	Rough Translation	NPR	National Public Media	2	New
99	Dirty John	Wondery	Wondery Brand Partnerships	1	New
100	The Tony Kornheiser Show	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	10	<b>↓</b> 6





# U.S. PODCAST REPORT TOP 15 NETWORKS

Based on Average Weekly Users

Reporting Period: April 13 - May 10, 2020

RANK	PODCAST NETWORK	SALES REPRESENTATION	# OF ACTIVE PODCASTS	AVERAGE WEEKLY USERS	AVERAGE WEEKLY DOWNLOADS	RANK CHANGE
1	NPR	National Public Media	52	11,188,931	39,857,042	0
2	Stitcher	Midroll	259	6,580,866	21,047,756	11
3	Entercom/Cadence13/ Pineapple Street Studios	Cadence13	375	6,301,412	21,098,334	<b>↓</b> 1
4	Wondery	Wondery Brand Partnerships	117	4,319,681	16,184,175	0
5	Cumulus Media/ Westwood One	Cumulus Media/Westwood One	240	2,718,384	12,105,174	0
6	Audioboom	Audioboom	245	2,199,872	7,067,989	New
7	NBC News	Wondery Brand Partnerships	25	1,704,915	6,442,494	↓1
8	FOX News Podcasts	FOX News Podcasts	36	763,357	2,563,051	<b>↓</b> 1
9	Bonneville Corporate	Bonneville Corporate	241	165,716	606,186	New
10	CBC/Radio-Canada	Acast	122	164,549	476,730	<b>↓</b> 2
11	WaitWhat	WaitWhat	3	139,589	339,726	New
12	Beasley Media Group	Beasley Media Group	167	112,974	537,550	<b>↓</b> 3
13	Focus On the Family	Focus On the Family	16	81,163	298,532	<b>\</b> 3
14	Prisa Radio	Prisa Radio	556	71,796	267,611	New
15	Salem Communications	Salem Communications	554	65,203	290,693	New





### POWERED BY PODCAST METRICS

Triton Digital's Podcast Metrics measurement service is certified by the IAB Tech Lab as complying with Version 2.0 of the IAB Podcast Measurement Technical Guidelines.

## ABOUT THE U.S. NETWORK REPORT

The U.S. Network Report lists the Top 10 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 a 4-week reporting period (Monday to Sunday). The recurring 4-week period 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 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 v2.0 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 v2.0. 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

### **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



