

Australian Podcast Ranker

Top Sales Representatives | August 2023



Rank	Change	Sales representation	Publishers represented	Monthly listeners	Monthly downloads
1	-	LiSTNR (SCA)	LiSTNR (SCA) / Schwartz Media / SiriusXM Podcast Network / audiochuck / NBCUniversal / Wondery / DM Podcasts / NBCUniversal News Group	8,164,683	30,393,012
2	-	ARN / iHeart	ARN / iHeartMedia / Audioboom / AdLarge Media / Sport Social Podcast Network / The Investors Podcast Network / All Ears English / Sony Music / Clubby Sports	7,498,398	29,407,106
3	-	NOVA Entertainment	NOVA Entertainment / News Corp Australia / Podshape	2,321,075	8,621,151
4	-	News Corp Australia	News Corp Australia	1,630,883	5,168,935
5	-	Nine	Nine Radio / Nine Publishing	1,528,742	3,918,121
6	-	Mamamia	Mamamia	1,389,732	5,898,640
7	-	Sports Entertainment Network (SEN)	Sports Entertainment Network (SEN)	660,095	3,469,496
8	+2	Shameless Media	Shameless Media	640,304	1,472,314
9	-1	Special Broadcasting Service	Special Broadcasting Service	512,460	2,844,710
10	-1	Schwartz Media	Schwartz Media	413,766	1,382,865
11	+3	Acast	Equity Mates Media / Iconoclast / Bravecasting	395,950	1,661,116
12	-1	Squiz Media	Squiz Media	350,497	1,194,701
13	-1	Bloke in a Bar	BIAB Media	302,373	661,188
14	-1	Studio71	Studio71	285,747	618,059
15	-	The Horde	The Horde	89,244	166,806
16	-	West Australian Newspapers	West Australian Newspapers	56,273	109,565
17	-	Motorsport Podcast Network	Motorsport Podcast Network	41,356	88,508
18	-	Adore Beauty	Adore Beauty	23,995	99,765
19	-	Wavelength Creative	Wavelength Creative	5,155	8,878



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POWERED BY TRITON DIGITAL'S PODCAST METRICS

Triton Digital's Podcast Metrics measurement service is certified by the IAB Tech Lab as complying with Version 2.1 of the IAB Podcast Measurement Technical Guidelines.

ABOUT THE AUSTRALIAN PODCAST RANKER

The Australian Podcast Ranker lists the Top 100 podcasts from participating publishers that are consumed by listeners located in Australia. The All-Australian Top 100 Category Ranker lists only the Top 100 podcasts commissioned by an Australian publisher, consumed by listeners located in Australia.

The Australian Podcast Ranker is based on a calendar month reporting period. The entities listed are ranked by Monthly Listeners in accordance with the latest IAB Podcast Technical Measurement Guidelines. If you wish to sort by downloads, you can click on the "Downloads" column to re-sort amongst the existing data.

For podcasts with multiple categories in the RSS feed, we display and filter by only the first category.

The Ranker is commissioned by Commercial Radio & Audio and includes the participation of the following publishers and sales representation: Acast, Adore Beauty, ARN/iHeartPodcast Network Australia, Audioboom, Bloke in a Bar, DM Podcasts, Equity Mates Media, Hidden Brain Media, Kinderling Kids Radio, LiSTNR (SCA), Motorsport Podcast Network, NBCUniversal News Group, News Corp Australia, Nine, Nova Entertainment, Podshape, Ranieri & Co, Schwartz Media, SiriusXM Podcast Network, Sports Entertainment Network (SEN), The Chaser, The Horde, TOFOP Productions, Wavelength Creative, West Australian Newspapers, Wonderly.

METRIC DEFINITIONS

* Listeners - A 'listener' is a single user who downloads content for either immediate or delayed consumption. Listeners 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 v2.1.

* Downloads - A 'download' is a unique file request that was downloaded. Downloads include complete file downloads, progressive downloads, as well as partial downloads in accordance with the IAB Podcast Measurement Technical Guidelines v2.1 filtering rules (i.e. spiders and bots, data centers, one-minute of content minimum download, etc.). This process filters multiple requests from the same IP address, user agent, episode and date.

* Publisher - An entity that represents a group of podcasts that it either commissions, produces itself or acts as the primary representative for that content in Australia.

* Rank

* "Debut" indicates that the show is new to the ranker, making its debut for the first time in the last 13 months.

* "Return" indicates that the show has returned to the Top 100 after having not appeared in the previous reporting period(s).

