

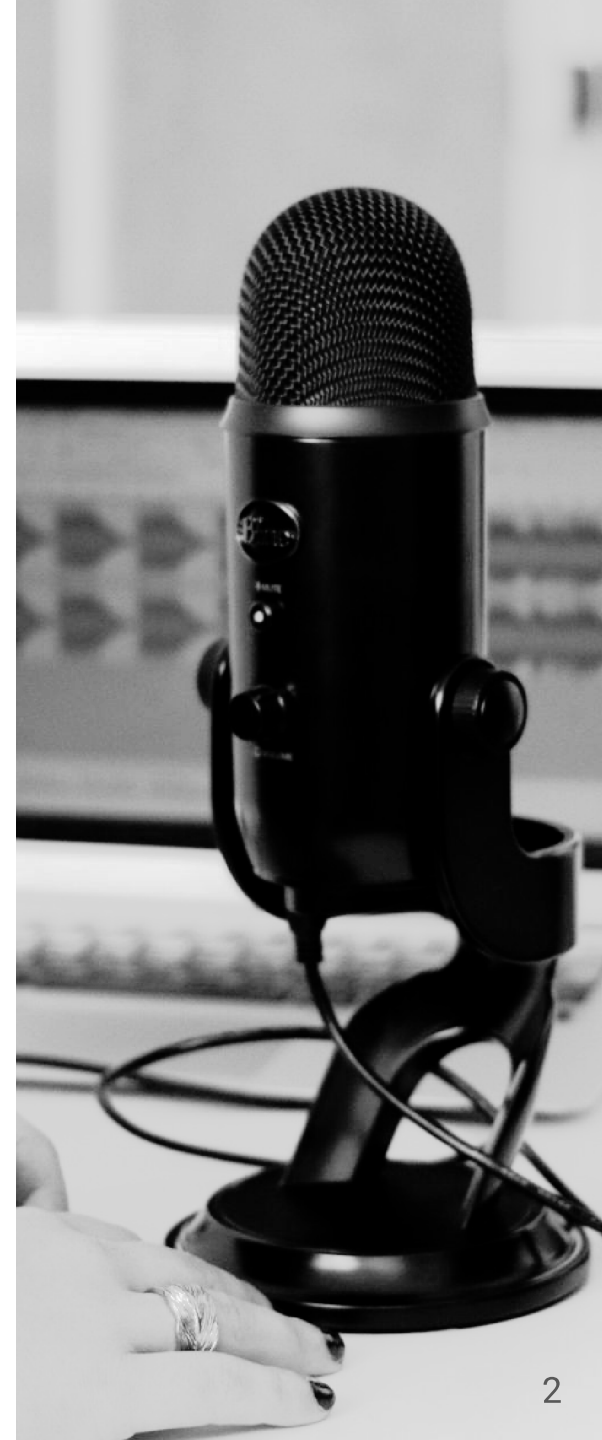
Helpful Resources for Podcast Metrics Subscribers

*How to source Podcast Metrics reports, data,
and more.*



Contents

- 1 Podcast Metrics
- 2 Triton's Podcast Reports
- 3 Product Images
- 4 Report Images
- 5 Triton Digital Logos
- 6 Contact Information



About Podcast Metrics

The Podcast Metrics measurement service is built in accordance with the IAB's Podcast Technical Measurement Guidelines, providing accurate and insightful data into the consumption of your podcast content.

Podcast Metrics enables you to view metrics by date range, geography, device, podcast name, episode title, and more.

Metrics include Downloads, Listeners, and Downloaded Hours.

Helpful Link: [About the Metrics](#)



About Triton's Podcast Reports

Triton Digital's Podcast Reports list the Top Podcasts in a particular region, as measured by Triton's 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 by Average Weekly Downloads and/or Listeners (varies by region) in accordance with the IAB Tech Lab's Podcast Technical Measurement Guidelines.

Helpful Links:

-  [Latest Podcast Reports](#)
-  [Subscribe to Receive the Podcast Reports & Rankers via email](#)
-  [2021 Reporting Period Calendar](#)

Podcast Reports

Triton Digital's [Podcast Reports](#) list the Top Podcasts measured by Triton's Podcast Metrics

U.S. PODCAST REPORT TOP 15 NETWORKS Based on Average Weekly Users Reporting Period: May 2021 (May 3 - May 30)

| RANK | PODCAST NETWORK | SALES REPRESENTATION | # OF ACTIVE PODCASTS | AVERAGE WEEKLY USERS | AVERAGE WEEKLY DOWNLOADS | RANK CHANGE |
|------|--------------------------|--------------------------------------|----------------------|----------------------|--------------------------|-------------|
| 1 | Stitcher Media | SXM Media | 459 | 9,163,399 | 35,317,758 | ↑ 1 |
| 2 | NPR | National Public Media | 55 | 7,425,526 | 35,162,199 | ↓ 1 |
| 3 | Audacy Podcast Network | Cadence13 | 500 | 5,542,005 | 17,982,442 | - |
| 4 | Audioboom | Audioboom | 274 | 4,326,418 | 12,281,759 | - |
| 5 | AdLarge/cabana | AdLarge/cabana | 134 | 4,173,613 | 13,050,876 | - |
| 6 | Cumulus Podcast Network | Cumulus Podcast Network/Westwood One | 270 | 3,556,832 | 15,225,592 | - |
| 7 | Wondery | Wondery Brand Partnerships | 102 | 2,910,636 | 9,589,764 | - |
| 8 | NBCUniversal News Group | SXM Media | 46 | 2,764,770 | 9,926,761 | - |
| 9 | Kast Media | Kast Media | 93 | 1,514,087 | 3,795,469 | - |
| 10 | WarnerMedia | WarnerMedia | 114 | 1,437,168 | 3,698,251 | - |
| 11 | All Things Comedy | All Things Comedy | 52 | 944,325 | 2,166,142 | - |
| 12 | FOX News Podcasts | FOX News Podcasts | 48 | 735,796 | 2,665,171 | - |
| 13 | Salem Podcast Network | Salem Media Group | 662 | 534,539 | 2,691,743 | - |
| 14 | CBC/Radio-Canada | Acast | 333 | 236,461 | 685,707 | - |
| 15 | Bonneville International | Bonneville International | 252 | 184,170 | 647,352 | - |

U.S. PODCAST REPORT TOP 100 PODCASTS BY DOWNLOADS Podcasts Ranked by Average Weekly Downloads in the United States Reporting Period: May 2021 (May 3 - May 30)

| RANK | PODCAST | PODCAST NETWORK | SALES REPRESENTATION | # OF NEW EPISODES | RANK CHANGE |
|------|---|-------------------------|--------------------------------------|-------------------|-------------|
| 1 | NPR News Now | NPR | National Public Media | 672 | - |
| 2 | Crime Junkie | audiochuck | AdLarge/cabana | 4 | - |
| 3 | Up First | NPR | National Public Media | 28 | - |
| 4 | The Ben Shapiro Show | Cumulus Podcast Network | Cumulus Podcast Network/Westwood One | 24 | - |
| 5 | Dateline NBC | NBCUniversal News Group | SXM Media | 8 | - |
| 6 | My Favorite Murder with Karen Kilgariff and Georgia Hardstark | Stitcher Media | SXM Media | 12 | - |
| 7 | CounterClock | audiochuck | AdLarge/cabana | 0 | ↑ 7 |
| 8 | Morbid: A True Crime Podcast | Audioboom | Audioboom | 9 | - |
| 9 | The Dan Bongino Show | Cumulus Podcast Network | Cumulus Podcast Network/Westwood One | 24 | - |
| 10 | Fresh Air | NPR | National Public Media | 24 | ↓ 3 |
| 11 | The NPR Politics Podcast | NPR | National Public Media | 21 | ↓ 1 |
| 12 | Planet Money | NPR | National Public Media | 8 | ↓ 1 |
| 13 | Pod Save America | Audacy Podcast Network | Cadence13 | 8 | ↓ 1 |
| 14 | Freakonomics Radio | Stitcher Media | SXM Media | 4 | ↓ 1 |
| 15 | Hidden Brain | Hidden Brain Media | SXM Media | 8 | ↑ 1 |
| 16 | How I Built This | NPR | National Public Media | 10 | ↓ 1 |
| 17 | Office Ladies | Stitcher Media | SXM Media | 6 | - |
| 18 | The Charlie Kirk Show | Salem Podcast Network | Salem Media Group | 56 | - |
| 19 | Conan O'Brien Needs A Friend | Stitcher Media | SXM Media | 8 | ↑ 5 |
| 20 | Mark Levin Podcast | Cumulus Podcast Network | Cumulus Podcast Network/Westwood One | 20 | ↑ 2 |
| 21 | Indicator from Planet Money | NPR | National Public Media | 20 | - |
| 22 | Fox News Radio Newscast | FOX News Podcasts | FOX News Podcasts | 673 | ↓ 3 |
| 23 | CNN 5 Things | WarnerMedia | WarnerMedia | 42 | ↓ 3 |
| 24 | Consider This from NPR | NPR | National Public Media | 23 | ↓ 1 |
| 25 | TED Radio Hour | NPR | National Public Media | 4 | - |
| 26 | The Rachel Maddow Show | NBCUniversal News Group | SXM Media | 19 | - |
| 27 | Super Soul | Stitcher Media | SXM Media | 5 | ↑ 3 |
| 28 | Wait Wait... Don't Tell Me! | NPR | National Public Media | 4 | - |
| 29 | The Michael Knowles Show | Cumulus Podcast Network | Cumulus Podcast Network/Westwood One | 27 | - |
| 30 | Monday Morning Podcast | All Things Comedy | All Things Comedy | 7 | ↑ 1 |

U.S. PODCAST REPORT TOP 15 NETWORKS Based on Average Weekly Downloads Reporting Period: May 2021 (May 3 - May 30)

| RANK | PODCAST NETWORK | SALES REPRESENTATION | # OF ACTIVE PODCASTS | AVERAGE WEEKLY DOWNLOADS | AVERAGE WEEKLY USERS | RANK CHANGE |
|------|--------------------------|--------------------------------------|----------------------|--------------------------|----------------------|-------------|
| 1 | Stitcher Media | SXM Media | 459 | 35,317,758 | 9,163,399 | ↑ 1 |
| 2 | NPR | National Public Media | 55 | 35,162,199 | 7,425,526 | ↓ 1 |
| 3 | Audacy Podcast Network | Cadence13 | 500 | 17,982,442 | 5,542,005 | - |
| 4 | Cumulus Podcast Network | Cumulus Podcast Network/Westwood One | 270 | 15,225,592 | 3,556,832 | - |
| 5 | AdLarge/cabana | AdLarge/cabana | 134 | 13,050,876 | 4,173,613 | ↑ 1 |
| 6 | Audioboom | Audioboom | 274 | 12,281,759 | 4,326,418 | ↓ 1 |
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| 12 | FOX News Podcasts | FOX News Podcasts | 48 | 2,665,171 | 735,796 | ↓ 1 |
| 13 | All Things Comedy | All Things Comedy | 52 | 2,166,142 | 944,325 | - |
| 14 | CBC/Radio-Canada | Acast | 333 | 685,707 | 236,461 | - |
| 15 | Bonneville International | Bonneville International | 252 | 647,352 | 184,170 | - |



Reporting Period: May 2021 (May 3 - May 30)

2 of 9



Helpful Tips for Sourcing Your Measurement Data

To cite Triton Digital's service in articles or editorials:

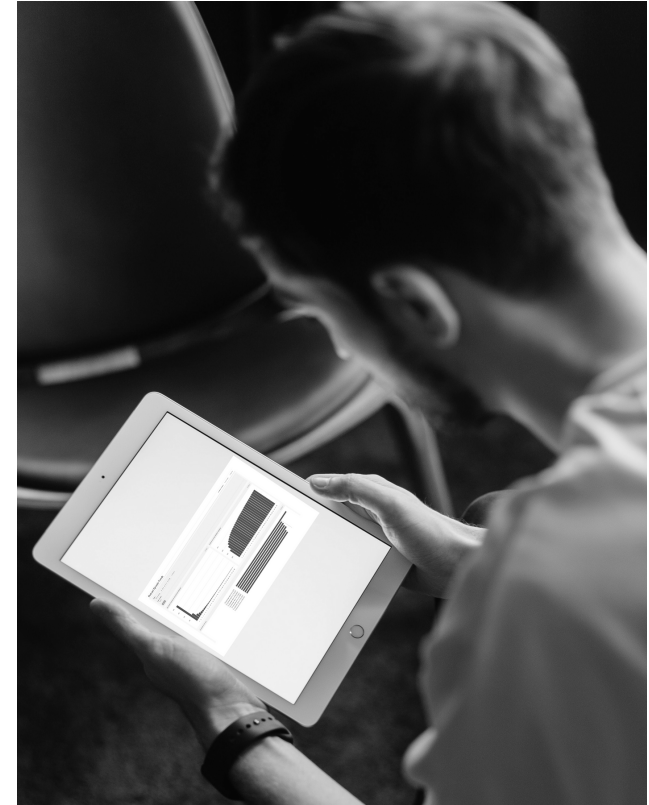
"As measure by Triton Digital's Podcast Metrics measurement service..."

When sourcing our data at the bottom of presentations:

Source: Triton Digital's Podcast Metrics measurement service [YEAR]

When sourcing a Podcast Report:

Example: "Triton Digital's United States Podcast Report for September, 2021"



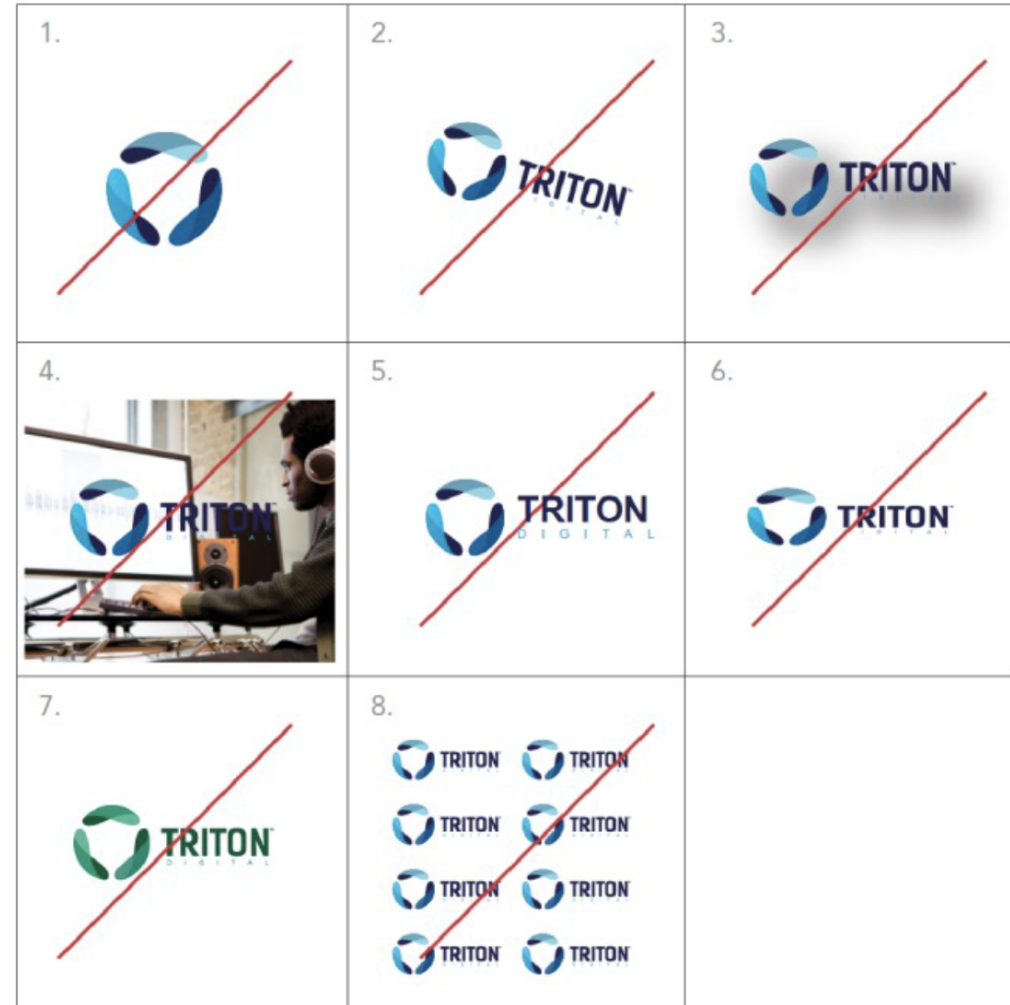
Triton Digital Logos

- Our logo is an integral part of our brand and we need to ensure proper usage.
- The preferred use is the horizontal design over a white background.
- The logo should always be reproduced in full-color mode.
- Please be sure to leave a clear space (25% of the logo height) around the logo to maximize visual effectiveness. Nothing intrude into this clear space.
- If the logo needs to be placed on a dark background, contact Marketing directly to provide you with a two color version.
- Please attempt to use these standards in every opportunity.



Incorrect Logo Usage

- Do not remove 'Triton Digital'
- Change the logo orientation
- Add effects to the logo. This includes bevel and emboss, lighting effects and drop shadows
- Place the primary logo on top of busy photography
- Attempt to recreate the logo
- Scale unproportionately
- Alter the colors or gradients
- Use the logo as a repeated pattern or "wallpaper"



Questions, Comments, or Need Anything Additional?

Contact Marketing@TritonDigital.com