PODTRAC
THE STANDARD FOR PODCAST ANALYTICS

PODCAST INDUSTRY AUDIENCE RANKINGS

JULY 2016

PODCAST INDUSTRY

TOP
10

INTRODUCTION

With the growing popularity of podcasts, more and more brands and agencies are exploring the medium in search of opportunities that make the most sense for their brands. And publishers are making important content decisions about ways to expand or better serve their audiences across multiple shows.

What is the most accurate measure of podcast audience size?

An obvious place for advertisers to begin exploring podcast advertising is with understanding the relative audience sizes of podcast publishers and of podcasts individually. Podtrac has provided the leading measurement service for podcasts since 2005. In 2016, Podtrac introduced "**Monthly Unique Audience"** for the podcast industry. It's the same metric used for planning other types of digital media, and for the first time it's available for podcasts from Podtrac. Monthly Unique Audience from Podtrac is available:

- By podcast publisher across all of the podcast shows and episodes they produce
- By show for all of the podcast episodes they produce
- By global and U.S. audience counts

"Monthly Unique Audience" is an important metric in digital media because it enables advertisers and publishers to consider monthly audience reach in addition to potential impressions served. And as with other media, the monthly unique audience metrics from Podtrac are consistent across publishers and shows whether the episodes post daily, twice a week, weekly, etc.

Which podcasts are audiences listening to most?

Podtrac produces a monthly Ranking Report showing the top publishers in the industry by US audience. Podtrac is in a unique position to produce this report, because of its podcast measurement technology and its 10+ years of measurement relationships with substantially all of the top publishers in the industry. We publish a new ranking every month using Podtrac's proprietary and consistent measurement methodology for apples-to-apples audience sizing.

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	PODCAST INDUSTRY RANKING TOP 10 PODCAST PUBLISHERS US AUDIENCE: JULY 2016					
RANK	PODCAST PUBLISHER	US UNIQUE MONTHLY AUDIENCE	US UNIQUE STREAMS & DOWNLOADS	GLOBAL UNIQUE MONTHLY AUDIENCE	GLOBAL UNIQUE STREAMS & DOWNLOADS	ACTIVE SHOWS
1	NPR	7,935,000	54,897,000	10,821,000	66,202,000	33
2	WNYC Studios	5,762,000	23,615,000	8,015,000	30,322,000	40
3	This American Life/Serial	4,589,000	14,593,000	6,428,000	19,518,000	2
4	HowStuffWorks	3,063,000	18,821,000	4,685,000	26,826,000	12
5	Radiotopia	2,504,000	8,644,000	3,771,000	12,230,000	14
6	CBS	1,525,000	9,226,000	1,902,000	10,401,000	360
7	The Moth	1,128,000	2,988,000	1,417,000	3,609,000	1
8	TWiT	1,019,000	4,263,000	1,405,000	9,274,000	21
9	WBUR	1,018,000	4,578,000	1,296,000	5,475,000	10
10	Nerdist Industries	881,000	3,110,000	1,148,000	3,969,000	9

Total mobile and desktop podcast audience.

Unique Monthly Audience: Total of unique audience members who stream or download publisher's podcast content across all shows they produce. US and Global audience member counts provided.

Unique Streams & Downloads: Total unique streams and downloads of podcast content for the month across all shows produced by publisher. US and Global audience counts provided.

Active Shows: Count of shows which contribute to the totals in the Ranking.
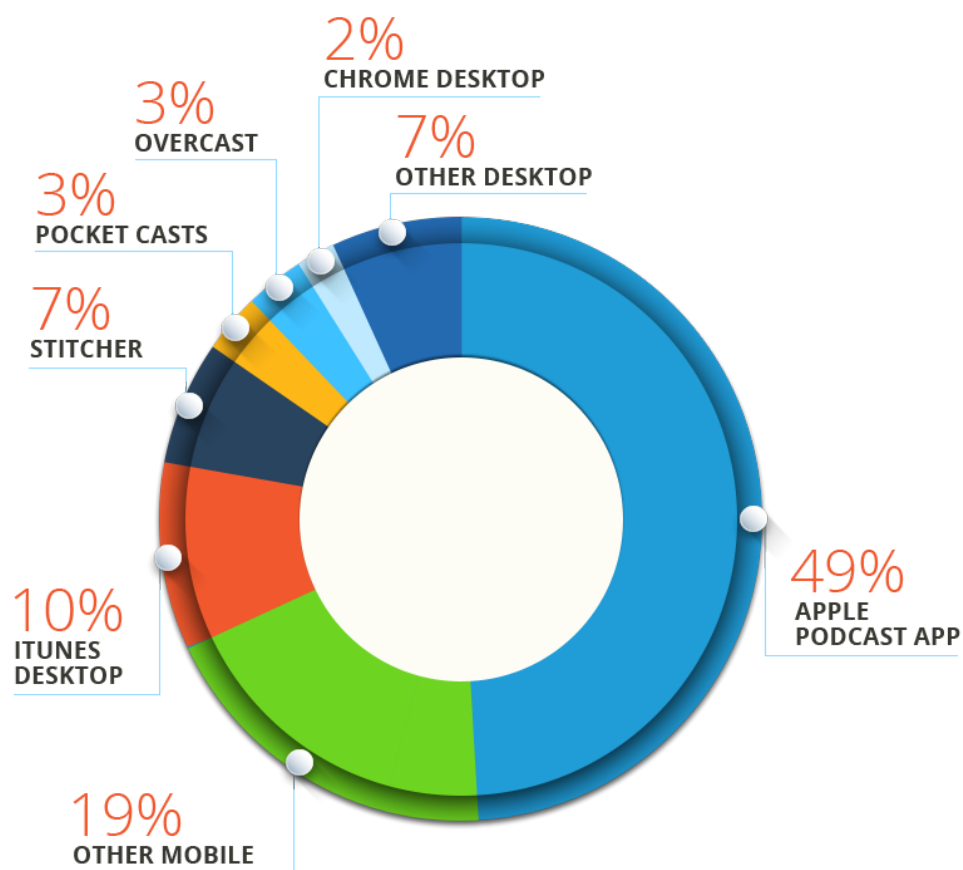
Podcast Publisher: An entity which owns, creates and publishes podcasts.

Note: Ranking data only includes publishers that participate in Podtrac measurement for the full month for which the ranking is being released.

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TOP PODCAST LISTENING METHODS

By far the majority (59%) of podcast listening happens on an Apple platform - either iTunes on the Desktop or via the Apple Podcast app. And podcast listeners are listening on the go, with 81% of listening happening on a mobile device.

2% CHROME DESKTOP

3% OVERCAST

3% POCKET CASTS

7% STITCHER

7% OTHER DESKTOP

49% APPLE PODCAST APP

10% ITUNES DESKTOP

19% OTHER MOBILE

Source: Podtrac, May 2016

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PODCAST AD CONTACTS

	AD CONTACTS TOP 10 PODCAST PUBLISHERS US AUDIENCE: JULY: 2016				
RANK	PODCAST PUBLISHER	US UNIQUE MONTHLY AUDIENCE	GLOBAL UNIQUE STREAMS & DOWNLOADS	ACTIVE SHOWS	AD CONTACT
1	NPR	7,935,000	66,202,000	33	Scott Davis smdavis@npr.org
2	WNYC	5,762,000	30,322,000	40	Beth Eloshway beth@authenticshows.com
3	This Amercian LifeL/Serial	4,589,000	19,518,000	2	Mark McCrery mark@authenticshows.com
4	How Stuff Works	3,063,000	26,826,000	12	Tiffanie Fujita Tiffanie.Fujita@infospace.com
5	Radiotopia	2,504,000	12,230,000	14	Kathleen Unwin kathleen@prx.org
6	CBS	1,525,000	10,401,000	360	Andi Poch poch@cbs.com
7	The Moth	1,128,000	3,609,000	1	David Raphael david@publicmediamarketing.com
8	TWiT	1,019,000	9,274,000	21	Craig Jordan craig@authenticshows.com
9	WBUR	1,018,000	5,475,000	10	Beth Eloshway beth@authenticshows.com
10	Nerdist Industries	881,000	3,969,000	9	Nerdist Industries

Total mobile and desktop US podcast audience. Source: Podtrac Inc

TOP SHOWS BY PUBLISHER

TOP SHOWS BY TOP PODCAST PUBLISHER BY UNIQUE U.S. AUDIENCE

#1: NPR		
PODCAST	**CATEGORY**	**DESCRIPTION**
TED Radio Hour	Technology	The TED Radio Hour is a journey through fascinating ideas: astonishing inventions, fresh approaches to old problems, new ways to think and create. Based on Talks given by riveting speakers on the world-renowned TED stage, each show is centered on a common theme – such as the source of happiness, crowd-sourcing innovation, power shifts, or inexplicable connections. The TED Radio Hour is hosted by Guy Raz, and is a co-production of NPR & TED. Follow the show @TEDRadioHour.
Wait, Wait, Don't Tell Me	Comedy	NPR's weekly current events quiz. Have a laugh and test your news knowledge while figuring out what's real and what we've made up.
Planet Money	Business	The economy, explained, with stories and surprises. Imagine you could call up a friend and say, "Meet me at the bar and tell me what's going on with the economy." Now imagine that's actually a fun evening. That's what we're going for at Planet Money.
#2: WNYC Studios		
PODCAST	**CATEGORY**	**DESCRIPTION**
Radio Lab	Science & Medicine	On Radiolab, science meets culture and information sounds like music. Each episode of Radiolab is an investigation -- a patchwork of people, sounds, stories and experiences centered around one big Idea.
Freakonomics	Society & Culture	Freakonomics and SuperFreakonomics, by Steven Levitt and Stephen Dubner, are groundbreaking books that explore "the hidden side of everything." Now there's a Freakonomics podcast, hosted by Dubner.
Snap Judgment	Arts	Dramatic tales, killer beats and the edgiest new talent in storytelling.

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#3: THIS AMERICAN LIFE/SERIAL		
PODCAST	**CATEGORY**	**DESCRIPTION**
Serial	News & Politics	Serial is a podcast from the creators of This American Life, hosted by Sarah Koenig. Serial unfolds one story - a true story - over the course of a whole season. The show follows the plot and characters wherever they lead, through many surprising twists and turns. Sarah won't know what happens at the end of the story until she gets there, not long before you get there with her. Each week she'll bring you the latest chapter, so it's important to listen in, starting with Episode 1. New episodes are released on Thursday mornings.
This American Life	Society & Culture	Official free, weekly podcast of the award-winning radio show "This American Life." First-person stories and short fiction pieces that are touching, funny, and surprising. Hosted by Ira Glass, from Chicago Public Media.
#4: HOWSTUFFWORKS		
PODCAST	**CATEGORY**	**DESCRIPTION**
Stuff You Should Know	Society & Culture	How do landfills work? How do mosquitos work? Join Josh and Chuck as they explore the Stuff You Should Know about everything from genes to the Galapagos in this podcast from HowStuffWorks.com.
Stuff You Missed in History Class	Society & Culture	Step back in time as our editors debunk the world's most intriguing historical mysteries. Check out Stuff You Missed in History Class from HowStuffWorks.com.
Stuff Mom Never Told You	Social Sciences	Cristen gets down to the business of being a woman and all the stuff Mom never told you about bodies, boys, the female brain and more.
#5 Radiotopia		
PODCAST	**CATEGORY**	**DESCRIPTION**
99% Invisible	Arts	Design is everywhere in our lives, perhaps most importantly in the places where we've just stopped noticing. 99% Invisible (99 Percent Invisible) is a weekly exploration of the process and power of design and architecture. From award winning producer Roman Mars, KALW in San Francisco, and Radiotopia from PRX.
Criminal	Society & Culture	Stories of people who've done wrong, been wronged, or gotten caught somewhere in the middle. A new take on true crime from Phoebe Judge and Lauren Spohrer. Criminal brings a thoughtful approach to stories beyond the pale of typical radio listening.

PODCAST	CATEGORY	DESCRIPTION
The Memory Palace	Society & Culture	Nate DiMeo conjures forgotten moments in this beloved storytelling show about the past. The episodes are small, but their impact isn't.
#6: CBS		
PODCAST	**CATEGORY**	**DESCRIPTION**
60 Minutes	News & Politics	Get the biggest scoops and best storytelling on television from 60 Minutes - on your schedule. Now you can listen to the show in its entirety every week. 60 Minutes is the most successful broadcast in television history with more than 80 Emmys under its belt. 60 Minutes is also the only show to obtain interviews with every American president from Richard Nixon to Barack Obama.
Drink Champs	Music	Legendary Queens rapper and one half of Capone-n-Noreaga N.O.R.E. alongside Miami hip-hop pioneer DJ EFN come together as the Drink Champs. Listen in as N.O.R.E., DJ EFN and special guests talk over some drinks and discuss everything from current events to old school stories. Nothing is sacred when talking with the Drink Champs so this show is not for the easily offended!
The Sports Junkies	Sports & Recreation	The Sports Junkies air weekdays from 5 to 10 a.m. on 106.7 The Fan in the heart of the nation's capital.
#7: THE MOTH		
PODCAST	**CATEGORY**	**DESCRIPTION**
The Moth	Arts	Since its launch in 1997, The Moth has presented thousands of true stories, told live and without notes, to standing-room-only crowds worldwide. Moth storytellers stand alone, under a spotlight, with only a microphone and a roomful of strangers. The storyteller and the audience embark on a high-wire act of shared experience which is both terrifying and exhilarating. Since 2008, The Moth podcast has featured many of our favorite stories told live on Moth stages around the country.
#8: TWIT.TV		
PODCAST	**CATEGORY**	**DESCRIPTION**
This Week in Tech	Technology	Your first podcast of the week is the last word in tech. Join the top tech pundits in a roundtable discussion of the latest trends in high tech. Records live at https://twit.tv/live every Sunday at 6:00pm Eastern / 3:00pm Pacific / 22:00 UTC.
Security Now!	Technology	Steve Gibson, the man who coined the term spyware and created the first anti-spyware program, creator of Spinrite and ShieldsUP, discusses the hot topics in security today with Leo Laporte. Winner of the 2009 and 2007 people's choice award for best Technology/Science podcast. Records live at

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		https://twit.tv/live every Tuesday at 4:30pm Eastern / 1:30pm Pacific / 20:30 UTC.
Macbreak Weekly	Technology	Get the latest Mac news and views from the top journalists covering Apple today. Another great show from the TWiT Netcast Network. Records live every Tuesday at 11:00am PT/2:00pm ET.
#9: WBUR		
Modern Love	Society & Culture	Explore the joys and tribulations of love in these deeply personal essays. A collaboration of The New York Times and WBUR in Boston, Modern Love: The Podcast features the popular New York Times column, with readings by notable personalities and updates from the essayists themselves. Join host Meghna Chakrabarti (WBUR) and Modern Love editor Daniel Jones (NYT) and fall in love at first listen.
Dear Sugar Radio	Society & Culture	The cult-favorite advice column is back, this time speaking straight into your ears. The Sugars, Cheryl Strayed and Steve Almond, take on all your questions — no matter how deep or dark — and offer radical empathy in return. *New episodes are released weekly.*
On Point with Tom Ashbrook	News & Politics	On Point is a live, two-hour morning news-analysis program, produced by WBUR 90.9 and NPR.
#10: NERDIST INDUSTRIES		
PODCAST	**CATEGORY**	**DESCRIPTION**
Nerdist Podcast	Entertainment	Nerdy nerdness comedy podcast w/ Chris Hardwick, Jonah Ray & Matt Mira.
Chewin' it with Kevin and Steve	Comedy	Kevin Heffernan & Steve Lemme (creators/stars of such movies as Super Troopers & Beerfest) chew the fat, share stories and have a few laughs with each other AND some great guests!

AUDIENCE DEMOGRAPHICS

Podtrac has detailed demographics for all top podcasts. For more information, contact us at measurement@podtrac.com.

ABOUT THE INDUSTRY AUDIENCE RANKING OF PUBLISHERS

What metric is the ranking based on?

Podtrac's publisher ranking is based on monthly Unique U.S. Audience. Unique Audience is the count of individual audience members who listen to shows published by a given publisher. Individuals may listen to multiple shows or multiple episodes of shows from a publisher in a month, but they are only counted once in the monthly Unique Audience metric.

Who is included in the ranking?

Our proprietary Podcast Industry Audience Ranking of the Top 10 Publishers includes producers and publishers who create, own and distribute podcasts. Groups that do not produce content, such as ad and content networks, are not included in our ranking. In order for a publisher to be considered for inclusion in the ranking, they must use the Podcast Measurement System for their shows, and Podtrac must have at least 30 days of data for the publisher. Podtrac focuses on ranking of commercial podcasts and our ranking does not include podcasts that do not accept advertisements. Currently Podtrac measures 90% of the top podcast publishers.

Does Podtrac reporting replace other reports a publisher uses?

Many publishers rely on Podtrac as their primary source of measurement data, and others use Podtrac to supplement other types of reporting.

Is there a fee for publishers to participate?

Use of the Podtrac measurement system and inclusion in the Industry Audience Ranking report is free to all publishers.

How does my show rank?

We have started with a ranking of the top 10 podcast publishers. A ranking of the top 20 publishers is in the works, as is a ranking of the top podcasts. To be considered for our rankings, you must register with Podtrac and use the Podtrac Measurement System.

What's the unique monthly audience count for my podcast?

In the coming months, we will be making available to publishers their unique monthly audience count. This new metric will display on the Podtrac Publisher Dashboard for all registered publishers with at least one podcast which receives more than 1,000 unique downloads per month. If you're not yet using the Podtrac Measurement System, register with Podtrac today and start using our free service.

What other ranking reports are coming up?

The Top 10 Podcast Publisher Ranking is updated monthly. Other upcoming rankings include: Top 20 Publishers and Top 100 Podcasts by monthly unique audience. If you're a publisher and not yet using the Podtrac Measurement System, register your podcast today so you can start measuring and be eligible to be included in future ranking reports. Subscribe to the Podtrac Blog to keep up to date on rankings as they are published by Podtrac.

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ABOUT PODTRAC INC.

Launched at the first podcasting conference in 2005, Podtrac Inc is the leading podcast measurement and advertising services company. With the tremendous growth of podcasting, in 2016 Podtrac separated its offerings into two services to better serve the podcast industry.

Podcast Analytics - Podtrac

PODTRAC
The Standard for Podcast Analytics

100% focused on podcast industry metrics and analytics. Podtrac provides analytics to thousands of podcasts including virtually all of the top podcasts and publishers. It's "unique monthly audience" metrics and monthly rankings of podcasts are industry firsts for podcasting.

CONTACT PODTRAC
AT PODTRAC.COM

Podcast Advertising Services - Authentic

authentic

Authentic is the new name of Podtrac's advertising services, providing advertising representation for 200 top podcasts including *This American Life*, *Serial*, *This Week in Tech*, and more. Authentic works with leading brand and direct response advertisers and agencies to reach their targets in the top podcasts we represent, managing some of the most successful and longest-running advertising efforts in podcasting.

CONTACT AUTHENTIC
AT AUTHENTICSHOWS.COM

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