



PODCAST INDUSTRY AUDIENCE RANKINGS

DECEMBER 2017



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.

PODCAST INDUSTRY RANKING
TOP 10 PODCAST PUBLISHERS
US AUDIENCE: DECEMBER 2017

RANK	PODCAST PUBLISHER	US UNIQUE MONTHLY AUDIENCE	US UNIQUE STREAMS & DOWNLOADS	GLOBAL UNIQUE MONTHLY AUDIENCE	GLOBAL UNIQUE STREAMS & DOWNLOADS	ACTIVE SHOWS
1	NPR	16,628,000	98,820,000	21,195,000	116,110,000	42
2	WNYC Studios	7,964,000	31,097,000	10,795,000	40,189,000	46
3	PRX	5,222,000	25,751,000	8,390,000	39,947,000	34
4	ESPN	5,049,000	30,737,000	6,309,000	35,494,000	82
5	HowStuffWorks	5,028,000	34,923,000	7,111,000	48,589,000	21
6	This American Life / Serial	5,011,000	14,183,000	6,848,000	18,367,000	3
7	New York Times	4,022,000	20,508,000	5,422,000	25,423,000	8
8	Wondery	3,064,000	14,558,000	4,099,000	17,977,000	59
9	American Public Media	1,843,000	9,442,000	2,217,000	10,712,000	37
10	WBUR	1,295,000	5,452,000	1,678,000	6,547,000	19

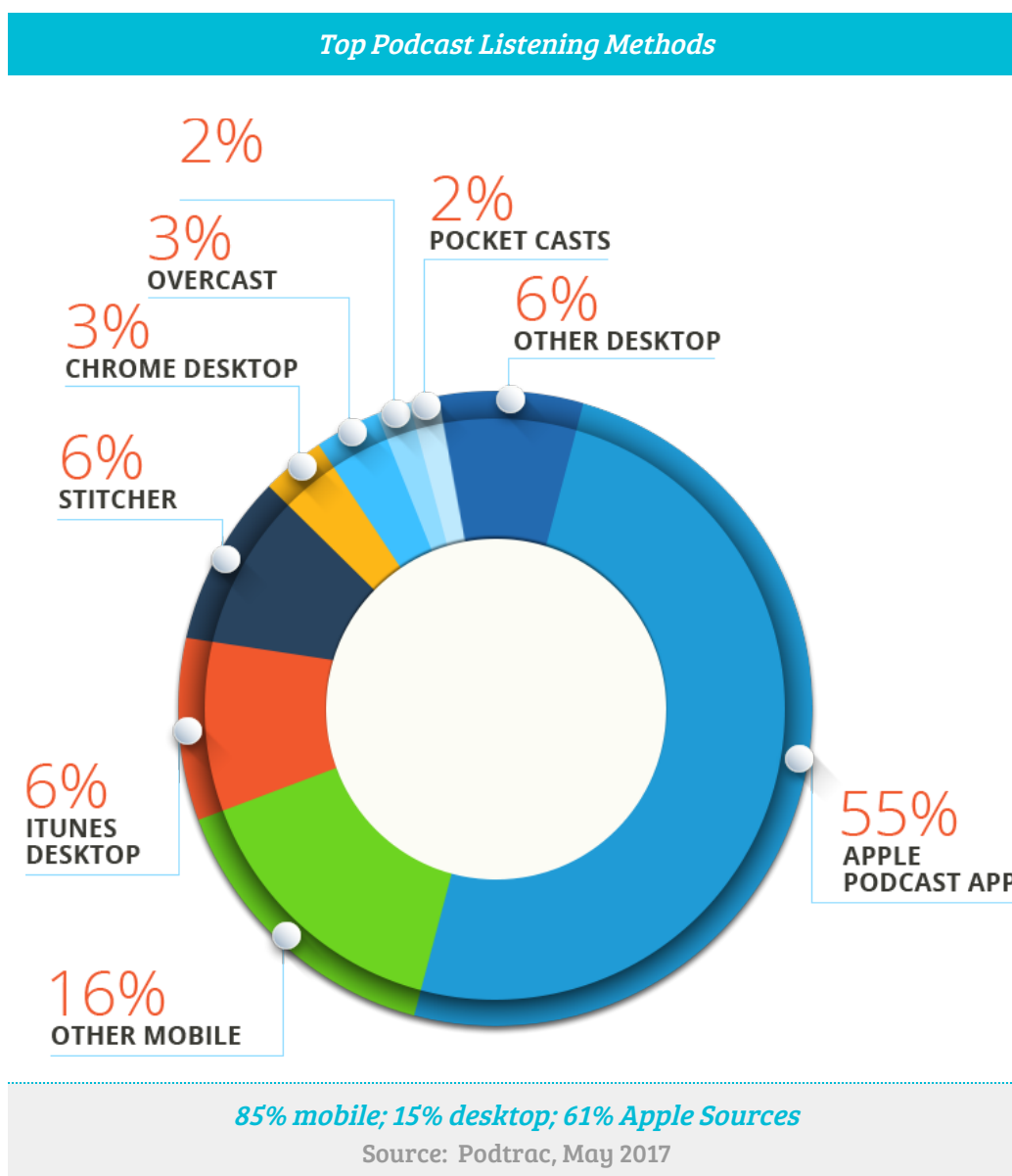
Total mobile and desktop US podcast audience. **Unique Monthly Audience:** Total of unique audience members who stream or download publisher's content across all of publisher's active shows. U.S. and Global counts provided. **Unique Streams & Downloads:** Total unique streams and downloads of podcast content for the month across all of publisher's active shows. U.S. and Global counts provided. **Active Shows:** Count of shows produced by publisher and measured by Podtrac 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.



TOP PODCAST LISTENING METHODS

By far the majority (59%) of podcast listening happens on an Apple platform - either iTunes on the Desktop (10%) or via the Apple Podcast app (49%). And podcast listeners are listening on the go, with 81% of listens happening on a mobile device.



ABOUT THE INDUSTRY AUDIENCE RANKING OF PUBLISHERS

What metrics 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.

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



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 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.

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