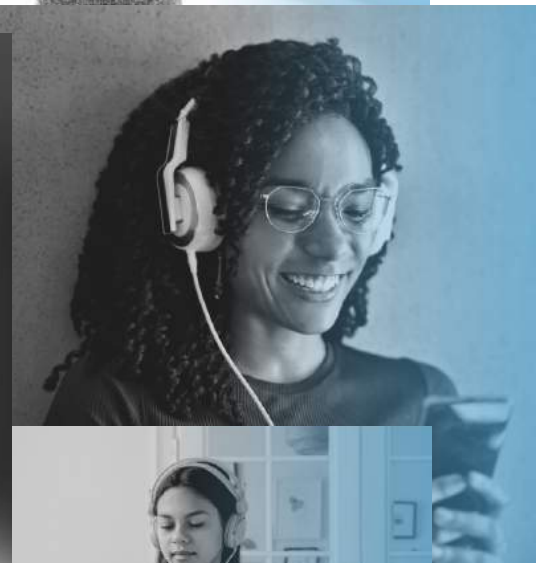
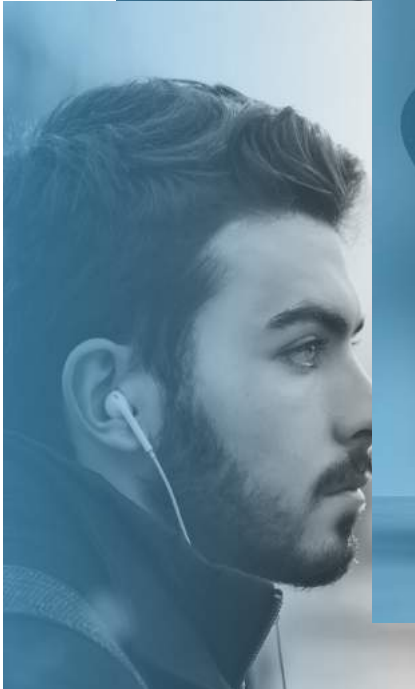




# TRITON DIGITAL'S 2022 PODCAST REPORT

U.S. PODCAST LANDSCAPE YEAR-END RECAP,  
TRENDS & TAKEAWAYS



PUBLISHED JANUARY 2023

[TritonRankers.com](https://TritonRankers.com)



# Introduction

Podcasting has proven to be an engaging and powerful medium for storytelling and conversations, as well as news and entertainment. Listening continues to rise, as does the selection of content and the different ways we can listen to it. Triton Digital is introducing a year-end podcast report, providing insights into the evolving United States podcast landscape to accompany our monthly ranker reports at [www.TritonRankers.com](http://www.TritonRankers.com).

This report will cover trends in podcast listening and the devices and players that listeners use. It will cover the demographics and characteristics of podcast listeners overall and for specific genres and programs. For participants in Triton's U.S. Podcast Ranker, this report will also unveil the top 20 most downloaded podcasts and podcast networks for the entirety of 2022, and the top podcast debuts.

The report incorporates data from multiple sources, including Triton Digital's IAB Tech Lab certified Podcast Metrics service, which measures server log data from Triton's Omny Studio platform and a variety of other industry hosting platforms. It also includes data from Triton's Podcast Metrics Demos+ solution, which provides demographics and audience characteristics for podcasts of all sizes, as well as the Demos+ survey of 12,000 monthly podcast listeners in the U.S., done in collaboration with Signal Hill Insights.

As we enter 2023, we look forward to expanding upon these insights based on input and collaboration with all of you.

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# **U.S. PODCAST LISTENING LANDSCAPE**

**A LOOK INTO THE OVERALL U.S. DOWNLOADS  
AND LISTENER DATA**

# 20% year-over-year increase in downloads

Podcast listening continued to grow in 2022, with a 20% increase in downloads. The average download hours per listener per week has also increased by more than one hour from 2.7 hours in 2021 to 3.8 hours in 2022.

## PODCAST LISTENER SNAPSHOT



Average Downloaded Hours  
Per Listener Per Week

**3.8h**



Average Episode Downloads  
Per Listener Per Week

**5.6**



Top Day of the Week  
for Listening

**Wednesday**



Peak Time of Day  
(based on EST)

**11am - 1pm**

Analysis is based on Triton-measured networks with a full year of data in both 2022 and 2021. Some podcasts that were acquired/lost by these networks were also removed from the analysis for better comparison.



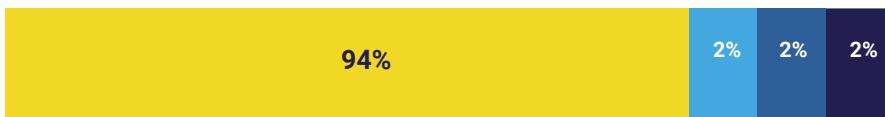
# Smart speakers return to pre-Covid levels and mobile continues to grow

Smart speaker usage for podcasting declined year-over-year as opposed to streaming audio, which grew by 27%. A contributing reason for the decline in smart speaker listening is that more people are returning to working on-site instead of working from home.

## How are people listening?

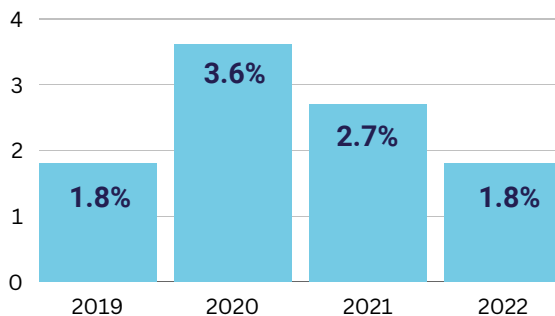
### LISTENERS BY DEVICE (2022)

■ Mobile Device ■ Desktop/Laptop ■ Smart Speaker ■ Other

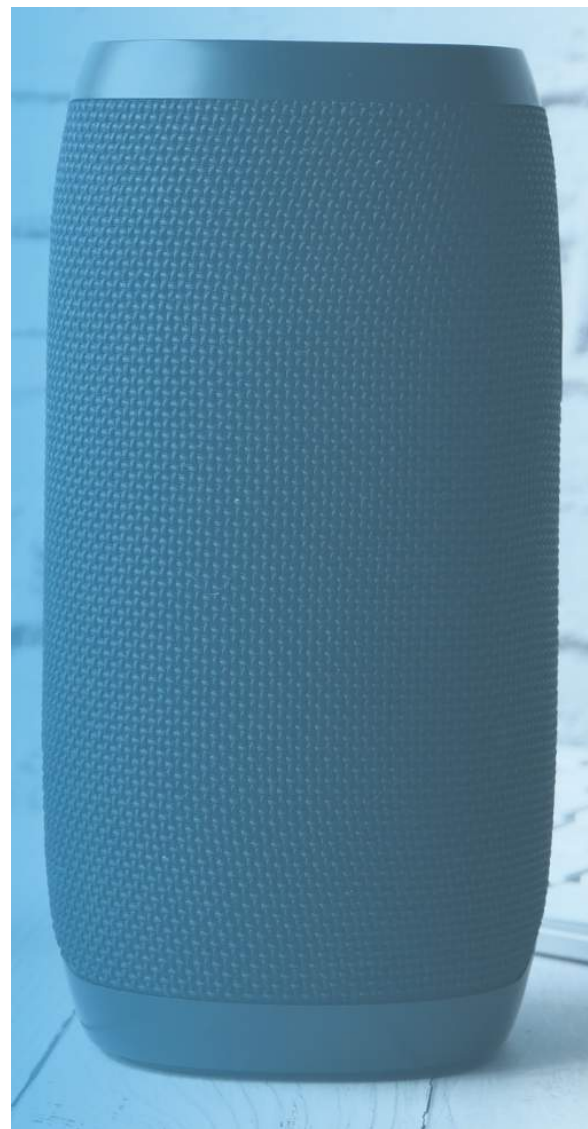


94% of podcast listening is done via a mobile device.

### SMART SPEAKER LISTENING (2019-2022)



Smart speaker listening jumps back down to 2019 levels at 1.8%.

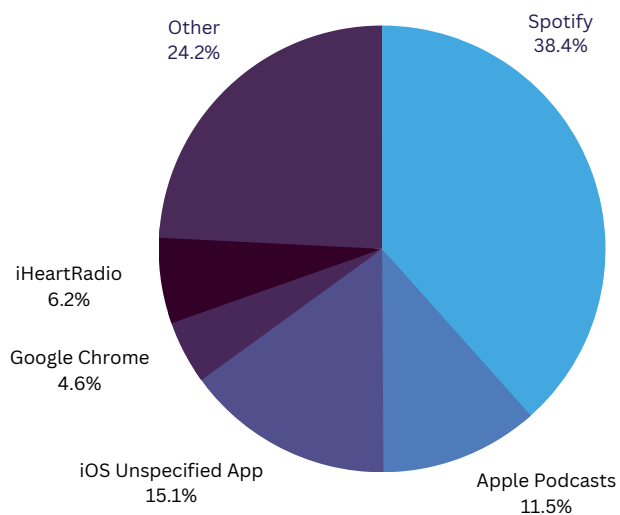


Analysis is based on Networks measured by Triton Podcast Metrics.

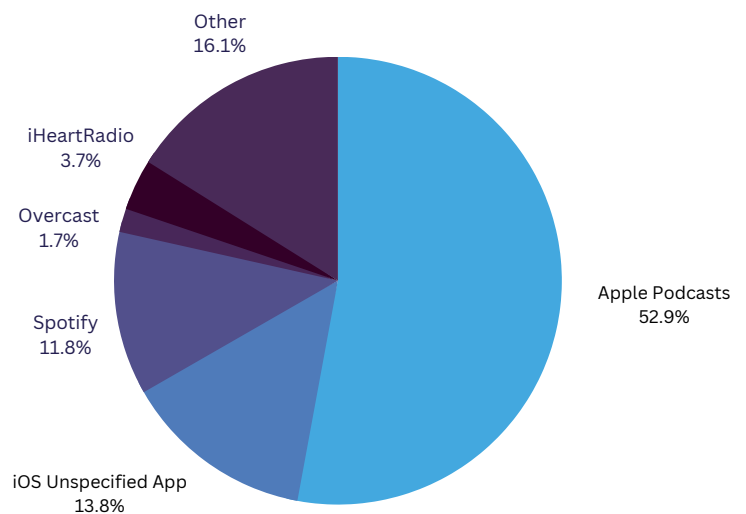


# Apple & Spotify continue to lead in podcast consumption players

## PLAYERS BY LISTENERS



## PLAYERS BY DOWNLOADS

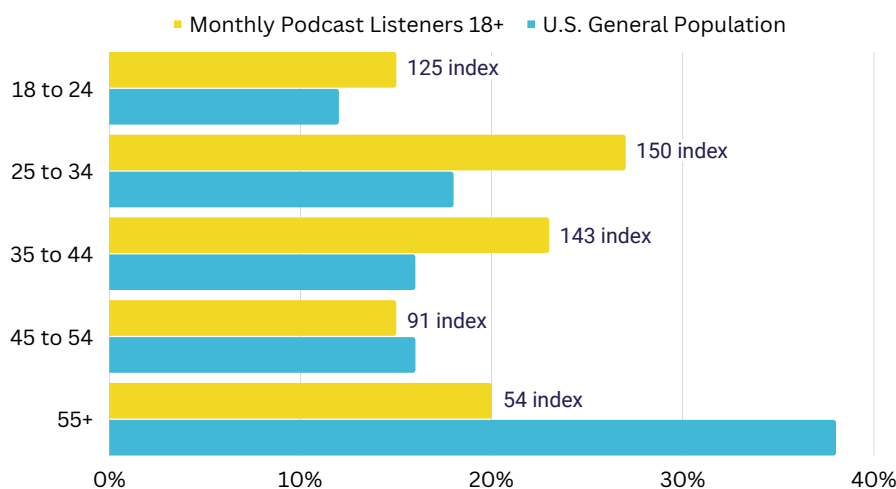


iOS unspecified App is displayed separately as their downloads do not all necessarily belong to Apple Podcast. These downloads also include alternative podcast players used on iOS devices. Analysis is based on Networks measured by Triton Podcast Metrics.

# Listener Demographics vs. U.S. Population

A look into how podcast listeners skew in age and gender compared to the overall U.S. population.

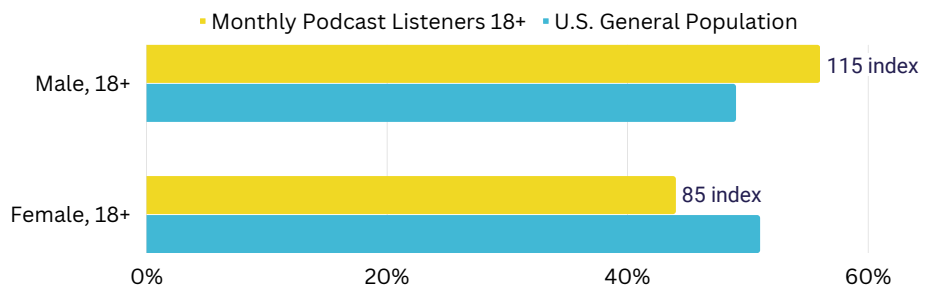
## AGE



Monthly podcast listeners are younger than the general population

Monthly podcast listeners skew slightly more male

## GENDER



Source: Podcast Metrics Demos+ survey data Q4'21 – Q3'22. Sample of 12,000 monthly US podcast listeners and U.S. general population survey, Q2'22. Sample of 10,000 American adults in the general population, balanced according to the most recent data from the U.S. Census Bureau.



# Compared to the general U.S. population, podcast listeners are...



## More affluent

121 index for household income \$100K+



## More educated

131 index for College Graduate+



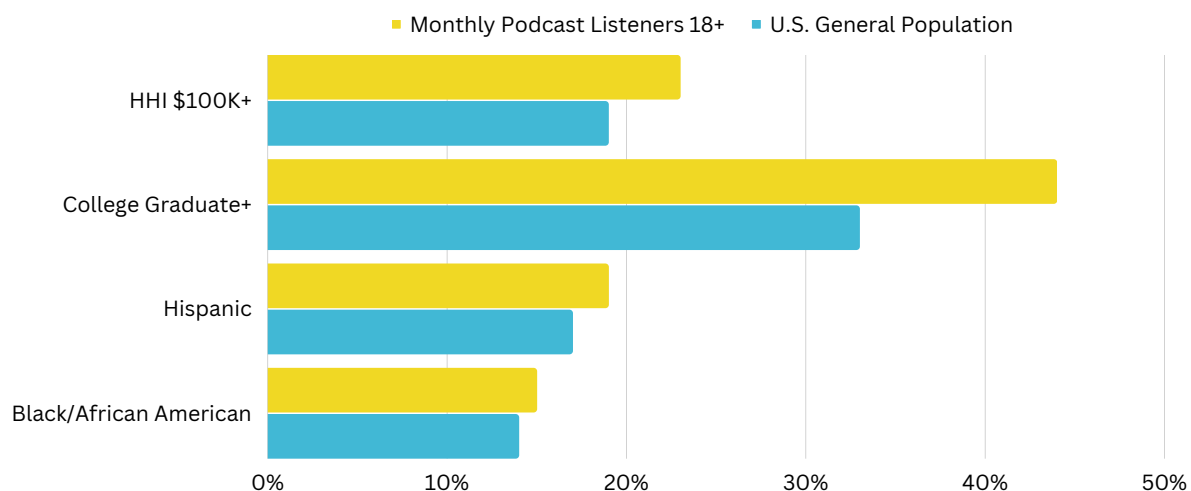
## More diverse

115 index for Hispanic ethnicity

109 index Black/African American



## TOP INDEXING AUDIENCE CHARACTERISTICS

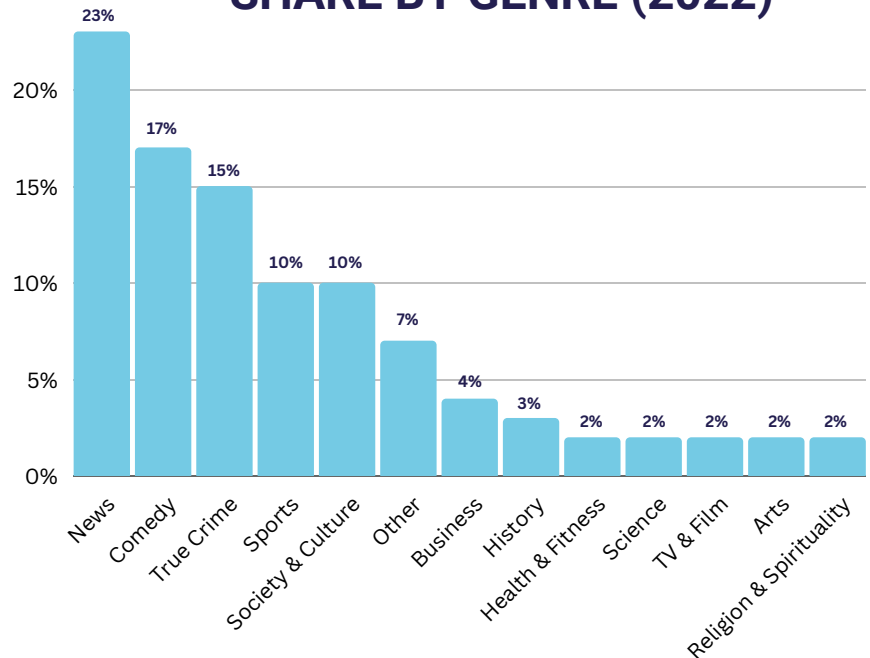


Source: Podcast Metrics Demos+ survey data Q4'21 – Q3'22. Sample of 12,000 monthly U.S. podcast listeners and U.S. general population survey, Q2'22. Sample of 10,000 American adults in the general population, balanced according to the most recent data from the U.S. Census Bureau.

# What are people listening to?

News continues to be the most downloaded genre, followed by Comedy and True Crime

## TRITON U.S. MARKET SHARE BY GENRE (2022)



# Who's listening?



## News

- Adult Age 55+: 155 index
- College Graduate+: 116 index
- Listens on direct platform\*: 163 index
- Republican: 123 index



## True Crime

- Female Age 25-34: 186 index
- Listens on Apple Podcasts: 162 index & Spotify: 125 index
- Parent with Child <18: 111 index
- Democrat: 109 index



## Comedy

- Adult Age 18-24: 159 index
- Hispanic: 110 index
- Listens on YouTube: 111 index & Spotify: 120 index
- Student: 146 index



## Sports

- Male Age 35-54: 179 index
- HHI \$100K+: 132 index
- Listens on Apple Podcasts: 131 index
- Business Travel Intent in the Next Year: 142 index

\*Direct Platform is for podcast listening using its own app or website of the podcast network. Share by Genre source: Networks measured by Triton Podcast Metrics. Index Source: Podcast Metrics Demos+ survey from Q4'21 – Q3'22. Sample of 10,000 monthly U.S. podcast listeners.

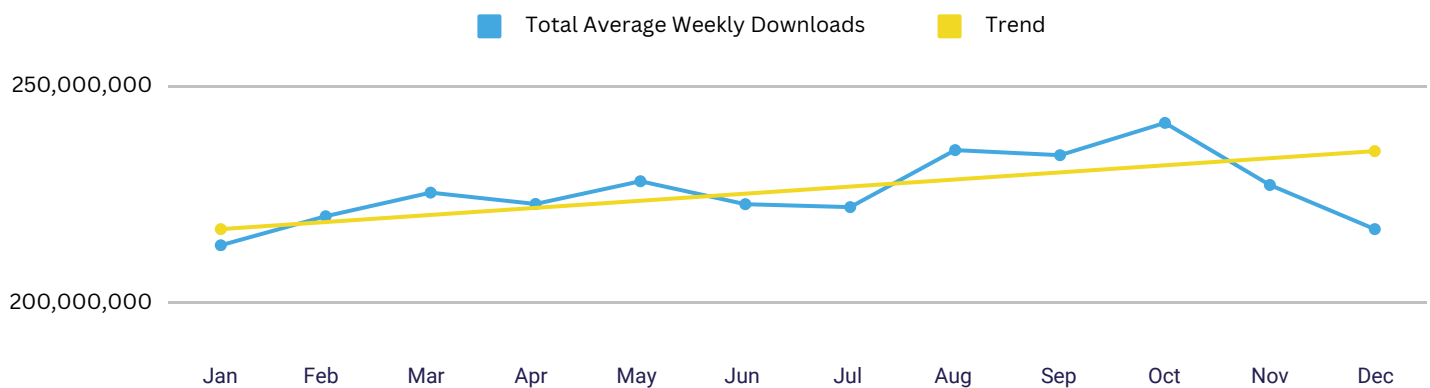


# U.S. PODCAST RANKER

INSIGHTS INTO THE TOP SALES NETWORKS  
AND PODCASTS AS MEASURED BY TRITON  
DIGITAL'S PODCAST METRICS

# Triton's Network Ranker saw an upward trend, averaging 226M weekly downloads

## TOP 20 U.S. SALES NETWORKS

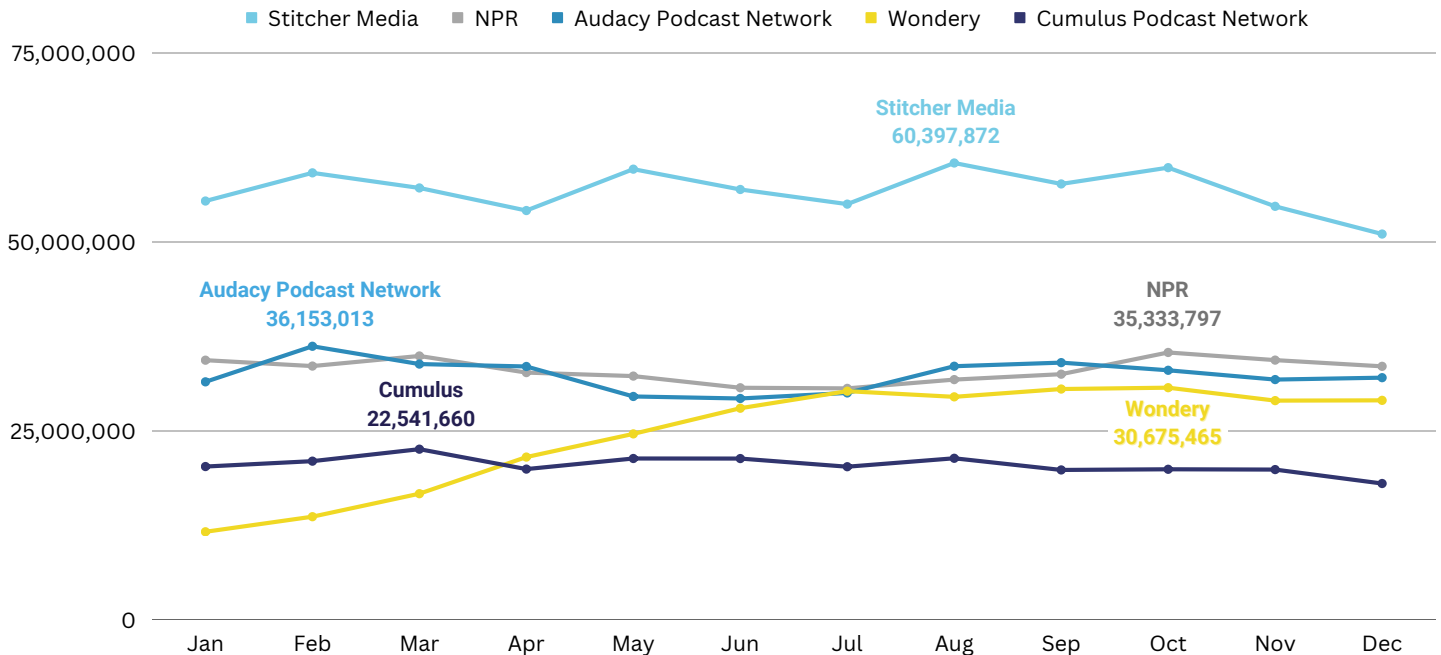


October was the peak month for downloads with 241M average weekly downloads

Average weekly downloads within a month is based on the total for the top 20 sales networks in the ranker.



## TOP 5 SALES NETWORKS BY MONTH (2022)



- Stitcher Media has been #1 every month, with NPR and Audacy battling for #2.
- Wondery continued to grow throughout 2022 due to a mix of acquisitions and new programs.
- Cumulus remained consistent throughout the year.



Based on the average weekly downloads for Top Sales Networks.



# Top 20 Overall Yearly Sales Network Ranking

Rank	Sales Network	Average Weekly Downloads
1	Stitcher Media	56.8M
2	NPR	33.0M
3	Audacy Podcast Network	32.3M
4	Wondery	24.5M
5	Cumulus Podcast Network	20.3M
6	Audioboom	17.3M
7	NBCUniversal News Group	11.7M
8	Paramount	6.0M
9	WarnerMedia	4.9M
10	Kast Media	4.6M
11	Salem Podcast Network	3.3M
12	All Things Comedy	2.5M
13	Studio71	2.4M
14	The Roost Podcast Network	1.9M
15	Cloud10	1.6M
16	Headgum	790K
17	Bonneville International	770K
18	CBC/Radio-Canada	670K
19	Focus on the Family	560K
20	Beasley Media Group	550K

Based on the average weekly downloads of the Triton measured Sales Networks.

# Top Sales Network by Genre



## News

1. NPR Podcast
2. Cumulus
3. Stitcher Media\*



## Comedy

1. Stitcher Media\*
2. Wondery
3. Audioboom Limited



## True Crime

1. Stitcher Media\*
2. Wondery
3. NBCUniversal News Group



## Sports

1. Audacy\*\*
2. Paramount
3. Stitcher Media\*



## Society & Culture

1. Stitcher Media\*
2. Audacy\*\*
3. Wondery

**Stitcher Media is #1  
for Comedy, True  
Crime, and Society  
& Culture**

This data is based on downloads for all networks measured in the Triton ranker. \*Stitcher Media is inclusive of NBCUniversal News Groups and NBC Sports. \*\*Audacy is inclusive of Podcorn.

# Top 20 Podcasts of the Year

#1-5



**NPR News Now**  
NPR



**Crime Junkie**  
audiochuck\*\*



**The Ben Shapiro Show**  
Cumulus



**Dateline NBC**  
NBCUniversal News Group



**Morbid**  
Wondery

#6-10



**Up First**  
NPR



**The Dan Bongino Show**  
Cumulus



**My Favorite Murder**  
Wondery



**Fresh Air**  
NPR



**SmartLess**  
Wondery

#11-15



**Pod Save America**  
Stitcher Media



**Last Podcast On The Left**  
Stitcher Media



**The NPR Politics Podcast**  
NPR



**The Charlie Kirk Show**  
Salem



**Conan O'Brien Needs A Friend**  
Stitcher Media

#16-20



**Planet Money**  
NPR



**Hidden Brain**  
Hidden Brain Media



**CNN 5 Things**  
Warner Media



**Mark Levin Podcast**  
Cumulus



**Wait Wait... Don't Tell Me!**  
NPR



**NPR News Now is the #1 most downloaded podcast for 2022**

Based on the Triton Ranker's Average Weekly Downloads from January – December 2022. \*\*audiochuck is measured as a part of Stitcher Media.

# Top 3 Highest Indexing Shows by Audience

Amongst the Top 100 Most Downloaded Podcasts in the U.S. Podcast Ranker



## Female



1. **Watch What Crappens**, Stitcher Media
2. **True Crime Obsessed**, Audioboom
3. **The Viall Files**, Kast Media



## Male



1. **StarTalk Radio**, Stitcher Media
2. **IMPAULSIVE**, Kast Media
3. **Mad Money w/ Jim Cramer**, NBCUniversal News Group



## Age 18-34



1. **Zane and Heath: Unfiltered**, Audioboom
2. **Anything Goes with Emma Chamberlain**, Audacy
3. **H3 Podcast**, The Roost Podcast Network



## HHI \$100K+



1. **The Daily Stoic**, Wondery
2. **CounterClock**, Stitcher Media
3. **Mad Money w/ Jim Cramer**, NBCUniversal News Group



## Democrat



1. **Pod Save the World**, Stitcher Media
2. **The Dollop with Dave Anthony and Gareth Reynolds**, All Things Comedy
3. **What A Day**, Stitcher Media



## Republican



1. **The Charlie Kirk Show**, Salem
2. **The Michael Knowles Show**, Cumulus
3. **The Dan Bongino Show**, Cumulus



## YouTube Daily User



1. **IMPAULSIVE**, Kast Media
2. **H3 Podcast**, Rooster Teeth Productions
3. **Monday Morning Podcast**, All Things Comedy

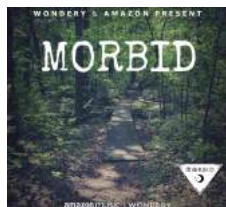
NBCUniversal is measured as part of Stitcher Media. Sourced by Triton Digital's U.S. Ranker & Podcast Metrics Demos+.



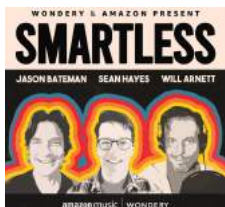
# Top 5 Podcasts by Genre



## Comedy



**Morbid**  
Wondery



**SmartLess**  
Wondery



**Conan O'Brien  
Needs A Friend**  
Stitcher Media



**Wait Wait...  
Don't Tell Me!**  
NPR



**Office Ladies**  
Stitcher Media



## News



**NPR News  
Now**  
NPR



**The Ben  
Shapiro Show**  
Cumulus



**Up First**  
NPR



**The Dan  
Bongino Show**  
Cumulus



**Pod Save  
America**  
Stitcher Media



## True Crime



**Crime Junkie**  
audiochuck\*\*



**Dateline NBC**  
NBCUniversal  
News Group



**My Favorite  
Murder**  
Wondery



**Last Podcast  
On The Left**  
Stitcher Media



**Something  
Was Wrong**  
Wondery

Based on the Triton Ranker's Average Weekly Downloads from January – December 2022. \*\*audiochuck is measured as a part of Stitcher Media.



# Top 10 Podcast Debuts

**Rachel Maddow Presents: Ultra** was the top performing debut podcast of the year, launching in October with the highest number of downloads and listeners during a debut month.

#1



**Rachel Maddow Presents: Ultra**  
NBCUniversal  
News Group

#2



**The Deck**  
Stitcher Media

#3



**Fly on the Wall with Dana Carvey & David Spade**  
Audacy

#4



**Very Scary People**  
Warner Media

#5



**KILLED**  
Stitcher Media

#6



**Twin Flames**  
Wondery

#7



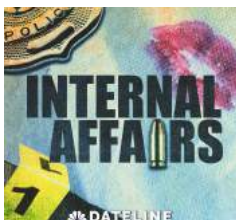
**Fed Up**  
Wondery

#8



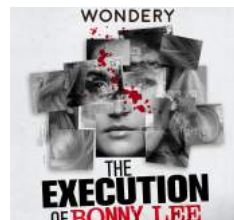
**State of Ukraine**  
NPR

#9



**Internal Affairs**  
NBCUniversal  
News Group

#10



**The Execution of Bonny Lee Bakley**  
Wondery

Ranked by average weekly downloads from month of ranker debut through end of year.



# 2022 TAKEAWAYS

PODCASTING TIPS, KEY TAKEAWAYS  
AND INSIGHTS INTO POD CULTURE  
THROUGHOUT THE YEAR

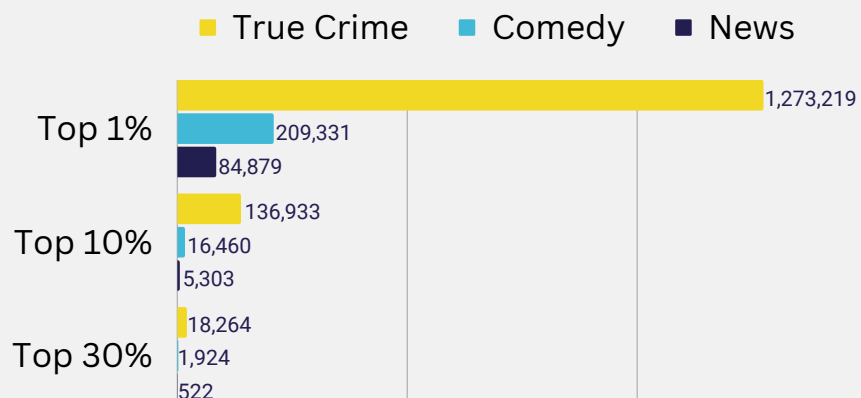


# How big is your podcast?

Ever wonder how many downloads are needed to be competitive? A publisher with 6,588 downloads per episode in the first 30 days after release is within the top 10% of all podcasts we measure.

## DOWNLOADS PER EPISODE IN THE FIRST 30 DAYS

<b>Top 1%</b>	119,975
<b>Top 2%</b>	53,461
<b>Top 5%</b>	20,786
<b>Top 10%</b>	6,588
<b>Top 30%</b>	781

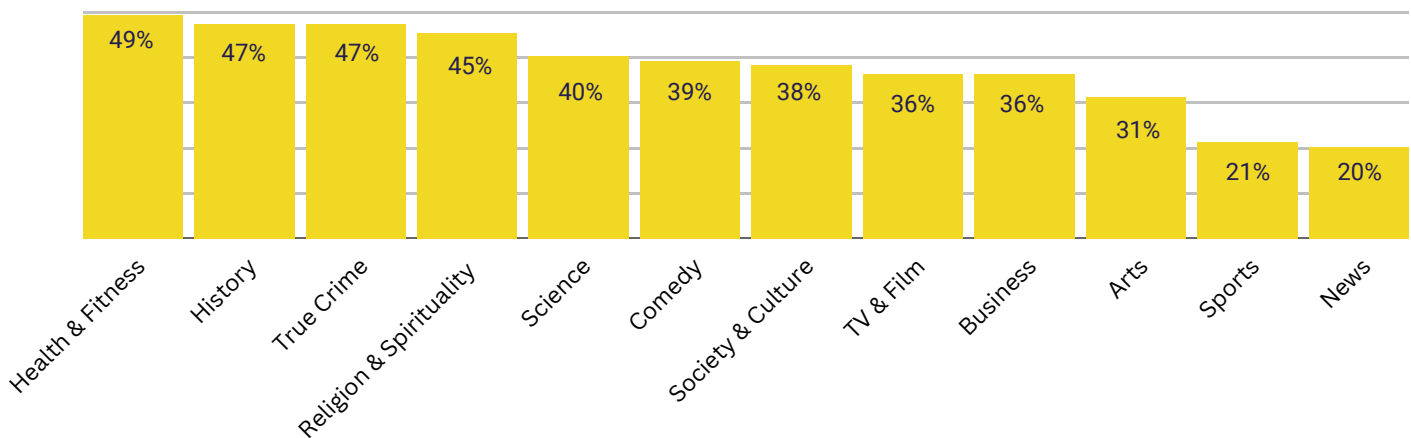


While the News genre generates less downloads per episode on average, it provides scale by publishing episodes on a more frequent basis, often daily. In contrast, True Crime has more downloads per episode on average, but often publishes episodes only once a week or less.

Analysis based on podcasts measured by Triton Podcast Metrics.

# Back catalog consumption presents an opportunity for programmatic advertising with enhanced targeting

## AVERAGE PERCENTAGE OF DOWNLOADS FROM OLD EPISODES, BY GENRE



- For older / evergreen podcast episodes, networks are able to swap out previous ads for new ones and have an opportunity to sell these ads programmatically.
- True Crime & Comedy categories are the largest genres with high consumption of back catalog episodes.
- More granular targeting is made feasible by targeting across program episodes.



Back catalog downloads: At time of download, episodes that were published at least 12 weeks prior. Analysis based on podcasts measured by Triton Podcast Metrics.



# Pod Culture: Top 100 Ranker Fun Facts

## TOP 5 RANKER GENRES

## SHARE OF THE TOP 100 RANKER

## MEDIAN NUMBER OF NEW EPISODES PER MONTH

News	21%	24
Comedy	21%	6
True Crime	19%	5
Business	8%	19
Society & Culture	7%	5

## Making the cut: how many downloads are needed to make it into the Podcast Ranker?

## PODCAST RANK

## AVERAGE WEEKLY DOWNLOADS REQUIRED

Average of 1-25	3m+
Average of 26-50	1m+
Average of 50-100	490k+

**142**

unique podcasts  
in the 2022 Top  
100 Ranker

**8**

median # of  
monthly episodes  
for a podcast in  
the Top 100

**News &  
Comedy**

genres with the  
most appearances  
in the Top 100  
Ranker

Analysis is based data from the Triton U.S. Podcast Ranker.





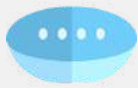
# Key Podcast Industry Takeaways



Podcast listening continues to grow, with a 20% increase in downloads in 2022. The average listener downloaded more than one hour more of content per week in 2022, in comparison to the prior year.



Both Apple Podcasts and Spotify are leaders in where podcasts are consumed. Spotify has more listeners, but Apple has more total downloads and downloads per listener.



Mobile remains the key podcast listening device. Smart speaker podcast listening has declined, returning to pre-Covid levels.



Podcast listeners are a desirable audience to advertisers. They skew younger, more affluent, educated, and diverse.



News, Comedy, and True Crime remain the largest podcast genres.



Significant consumption of back catalog episodes exists, although varying by genre, creating an opportunity for additional programmatic advertising monetization.

# Key Podcast Ranker Takeaways

- 1** Triton's Sales Network Ranker saw continued growth with an upward trend throughout the year.
- 2** On a network basis, Stitcher held the #1 position throughout the year, while NPR and Audacy battled for the #2 position.
- 3** **NPR News Now** was the #1 most downloaded podcast of the year.
- 4** **Rachel Maddow Presents: Ultra** is the #1 debut of the year.
- 5** An average weekly download of 490K is needed to make the top 51 – 100 position of the ranker.
- 6** News and Comedy genre podcasts make up the most appearances within our ranker.
- 7** 8 episodes is the median number of new episodes per month released for a podcast. News has the highest median with 24 episodes.

# Who We Are

Triton Digital® is the global technology and services leader to the digital audio, podcast, and broadcast radio industries. Operating in more than 80 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading streaming audio measurement service and Podcast Metrics, one of the first IAB certified podcast measurement services in the industry. For more information, visit [www.TritonDigital.com](http://www.TritonDigital.com).

## Audience Measurement Product Suite

With 10+ years of digital audio measurement expertise, Triton's Podcast Metrics measurement service provides reliable and informative data around how, when, and where podcast and audio on demand content is being consumed across multiple hosting platforms. Metrics by date range, location, device, player, network, program, episode, and more. Our podcast measurement product suite includes:

**Podcast Rankers:** Each month, we produce Podcast and Streaming Rankers in various regions to report podcast and streaming consumption to the digital audio industry. Our Podcast Rankers list the top podcasts and podcast networks in Australia, Canada, Latin America, The Netherlands, New Zealand and the United States, as measured by Triton's Podcast Metrics measurement service. The entities listed are ranked by Downloads and/or Listeners/Users in accordance with the IAB Tech Lab's Podcast Technical Measurement Guidelines. View the rankings on [www.TritonRankers.com](http://www.TritonRankers.com).

**Podcast Metrics:** Analytics tool for measuring podcast usage. Raw data from clients CDN logs are collected and processed in accordance with the IAB Podcast Technical Measurement Guidelines, (certified compliant with version 2.1).

**Podcast Metrics Demos+:** Enhanced audience metrics including demographic, sociographic, media behavior, and purchase intent data for podcasts of all sizes in the United States. Demos+, created in collaboration with Signal Hill Insights, is podcasting's first-ever integration of census and survey-based research methodologies.





# Conclusion

To receive the monthly Podcast and Streaming Rankers in your inbox, [subscribe here](#).

If you are a podcast network or publisher with an audience in any of the regions we have Rankers in, you are eligible to participate in our Podcast Standards. To learn more, please contact [solutions@tritondigital.com](mailto:solutions@tritondigital.com).

View the Podcast Rankers at [www.TritonRankers.com](http://www.TritonRankers.com).

View the Streaming Metrics Rankers [here](#).

