



U.S. PODCAST REPORT

A YEAR IN REVIEW – PODCAST LISTENING LANDSCAPE & TRENDS

WWW.TRITONRANKERS.COM

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INTRO



Podcasting has proven to be an engaging and powerful medium for storytelling and conversations, as well as current events and entertainment. The number of monthly podcast listeners continues to rise, with 12% growth over the past 2 years. This increase in listeners occurred across all segments of the population, especially those segments that were late to adopting podcasts as a preferred medium.

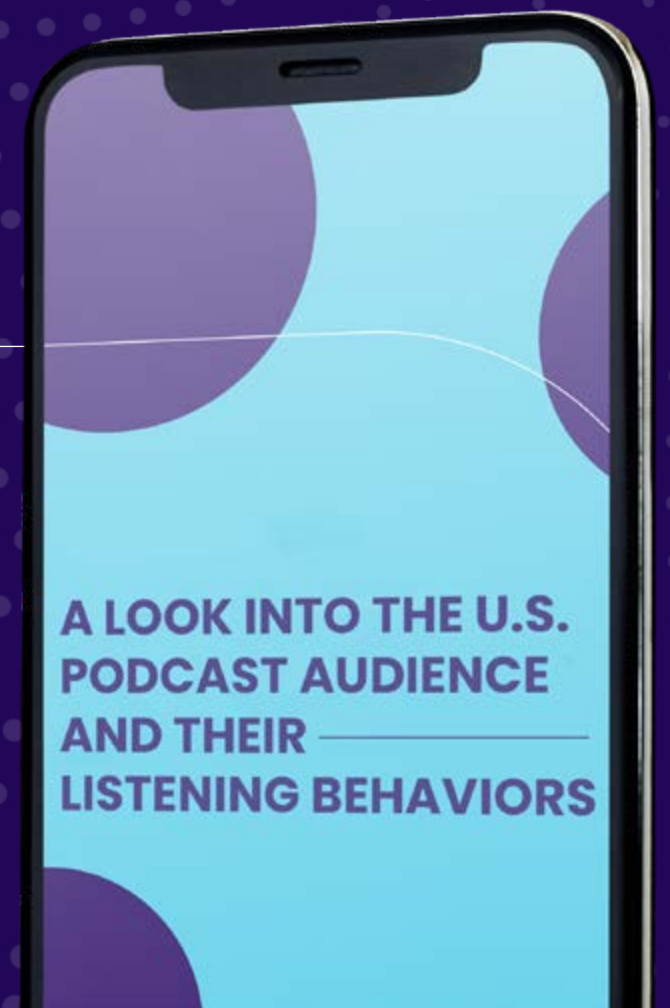
Triton Digital is releasing its 2023 U.S. Podcast Report providing insights into the evolving United States podcast landscape to accompany our monthly ranker reports at www.TritonRankers.com.

This report will cover trends in podcast listening and the devices and platforms that listeners use. It will cover the demographics and characteristics of podcast listeners overall and for specific genres and programs. For participants in the Triton U.S. Podcast Ranker, this report will also unveil the most downloaded podcasts and sales networks for the entirety of 2023, 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 Omny Studio platform and a variety of other industry hosting platforms. It also includes data from Triton 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 2024, we look forward to expanding upon these insights based on input and collaboration with all of you.

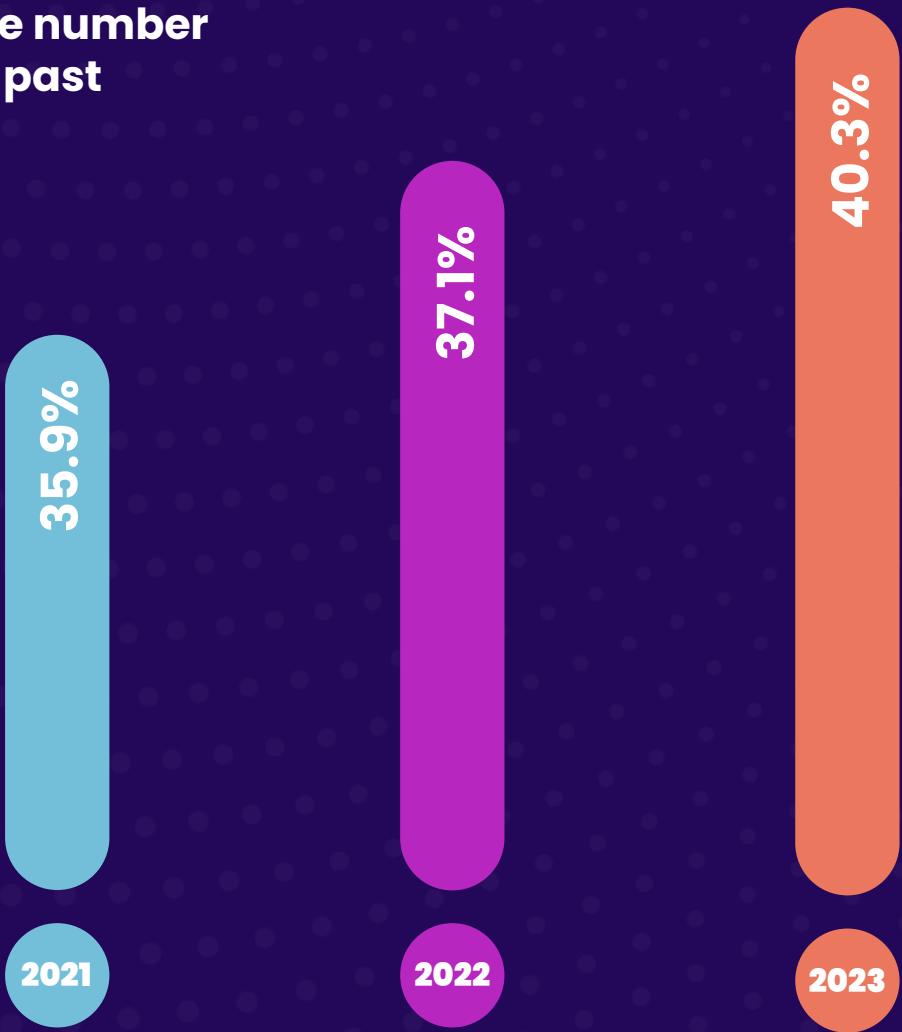
U.S. PODCAST LISTENING LANDSCAPE



PODCAST REACH CONTINUES TO GROW

Percentage of U.S. population that listened to podcasts within the past month

+12% growth in the number of listeners in the past 2 years



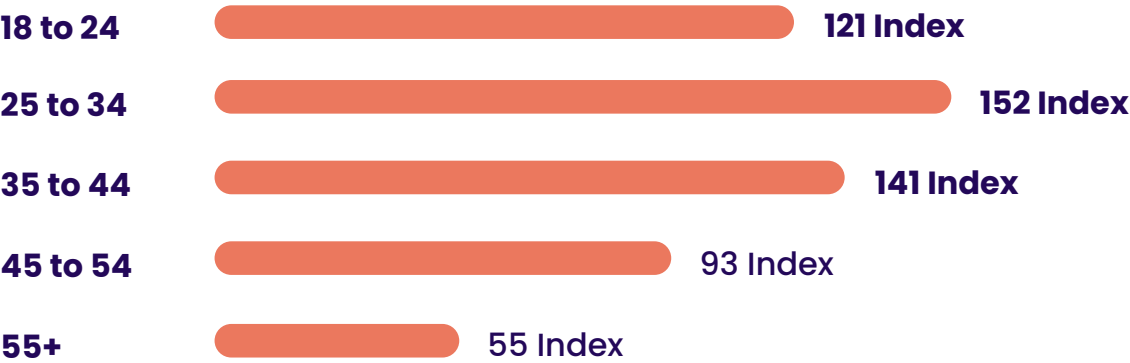
Source: Triton Podcast Metrics Demos+ general population survey data Q2'21, Q2'22, Q2'23. Sample of 8,000+ American adults per year in the general population, balanced according to the most recent data from the U.S. Census Bureau.

LISTENER DEMOGRAPHICS

How do podcast listeners compare vs. the overall U.S. population?

Podcast listeners are younger, more educated, and more diverse.

AGE



GENDER



ADVANCED DEMOGRAPHICS

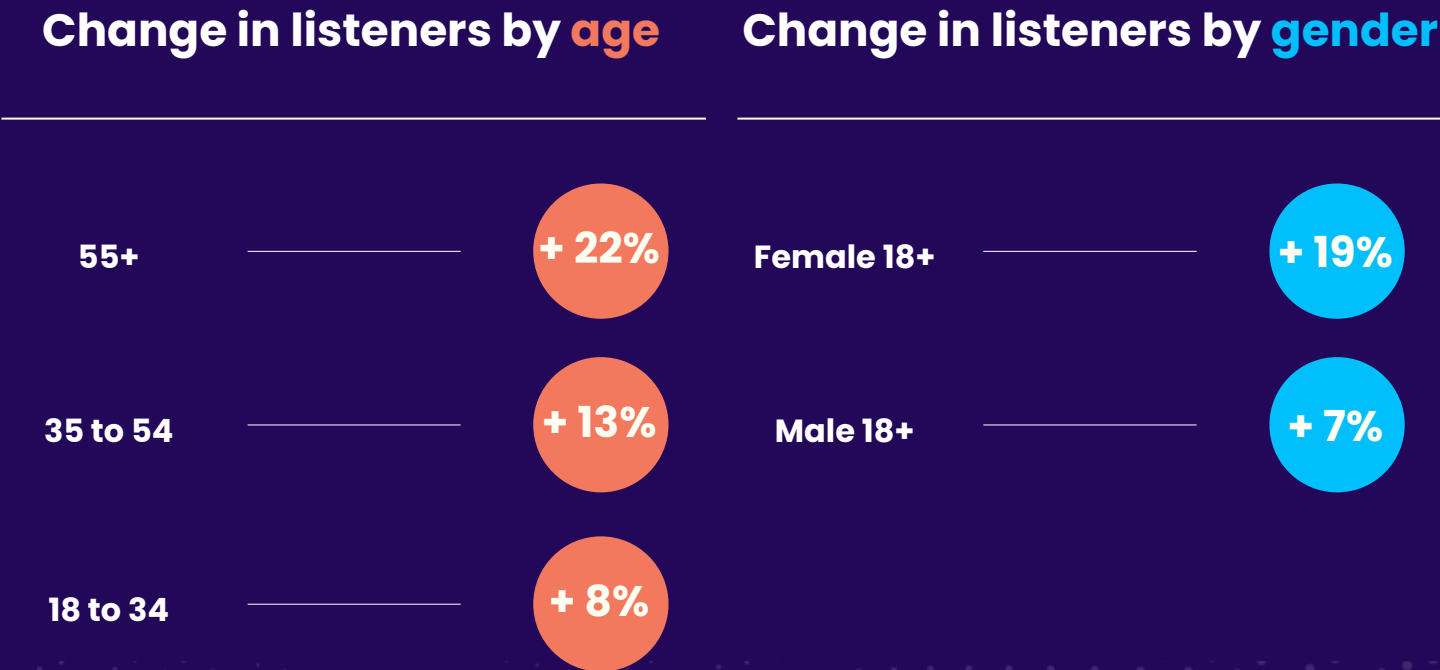


INDEX VS. U.S. GENERAL POPULATION

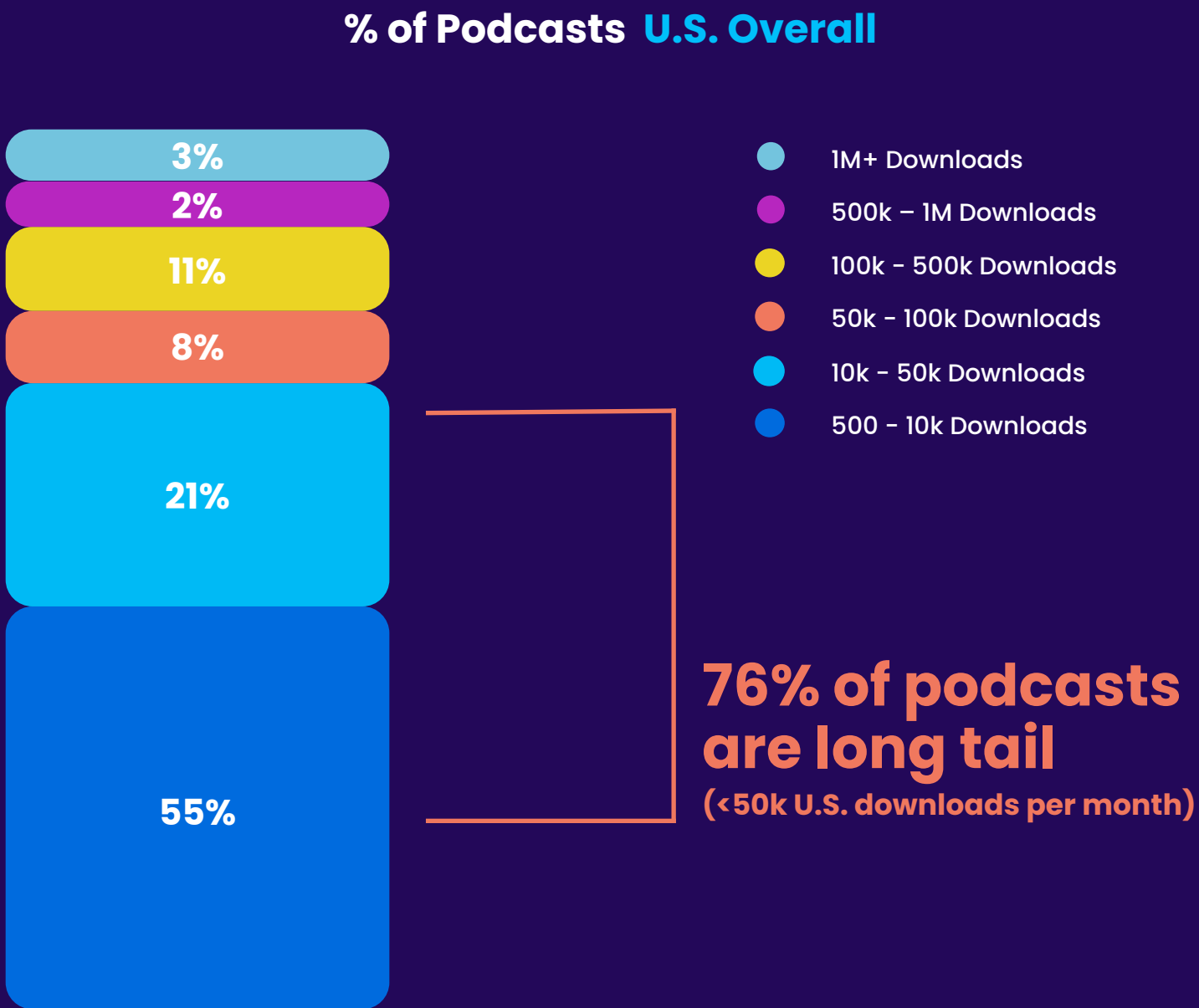
Source: Triton Podcast Metrics Demos+ survey data Q4'21 – Q3'23. Sample of 24,000+ monthly U.S. podcast listeners indexed to U.S. general population.

THE EVOLUTION OF THE PODCAST LISTENER

Older Americans and women are catching up and listening to podcasting at a faster rate over the past two years



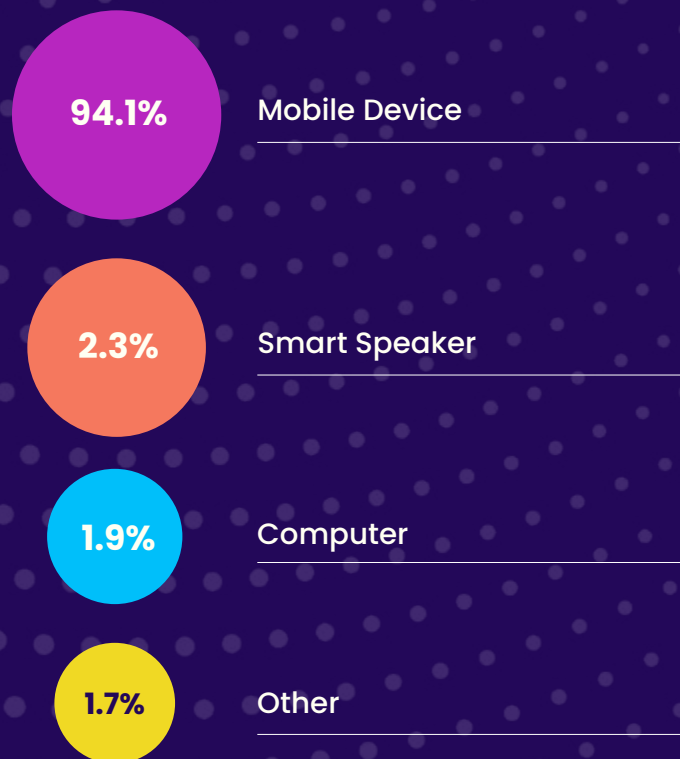
LONG TAIL PODCASTS, BIG IMPACT



Source: Triton Podcast Metrics Demos+ general population survey data Q2'21 vs. Q2'23.

Monthly U.S. downloads of podcasts measured by Triton Podcast Metrics from January – December 2023.

DEVICE FAMILY



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

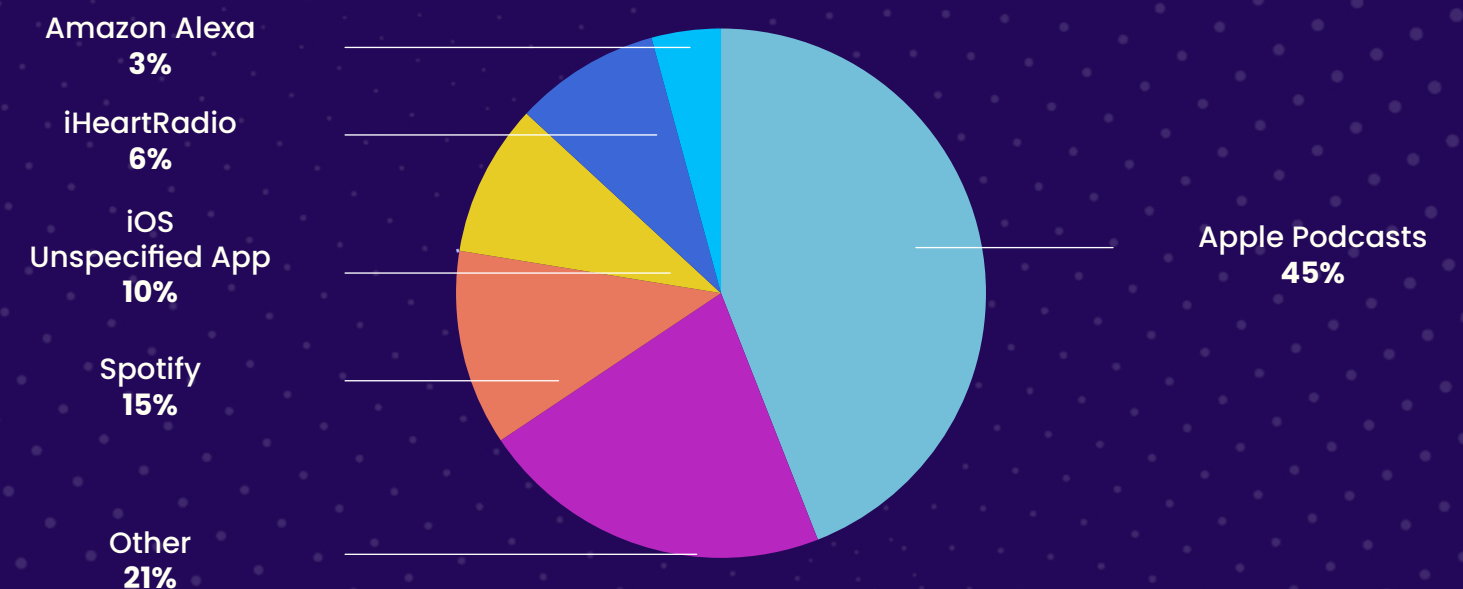
BY DOWNLOADS 2023



APPLE & SPOTIFY CONTINUE TO LEAD IN PODCAST CONSUMPTION

Based on RSS downloads of new podcast episodes

Players/Apps by New Episode Downloads

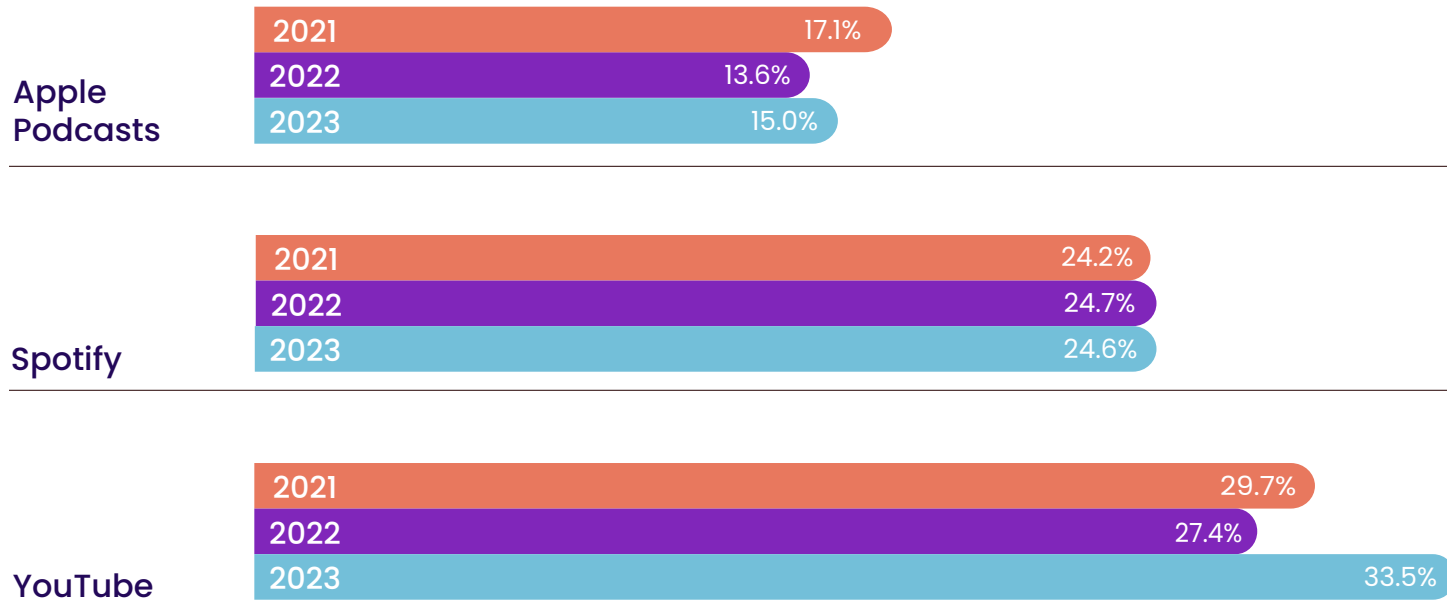


New Episode: Episode downloaded in the same month it was published.
iOS unspecified App is displayed separately as their downloads do not all necessarily belong to Apple Podcast. These downloads also include alternative podcast players used on iOS devices.
Analysis is based on the Networks measured in the U.S. by Triton Podcast Metrics from January - December 2023.

Analysis is based on the Networks measured in the U.S. by Triton Podcast Metrics from January - December 2023.

YOUTUBE IS ADDING PODCAST LISTENERS THE FASTEST

Which platform do you use most often to listen to podcasts?



Source: Triton Podcast Metrics Demos+ Q3'21, Q3'22, Q3'23. Sample: 3,000+ U.S. monthly podcast listeners, aged 18+, per survey.



HOW DOES THE PODCAST LISTENER COMPARE BY LISTENING PLATFORM?

Spotify listeners are younger, while Apple listeners are more female and have a higher household income.

YouTube listeners are more male and have a lower household income.

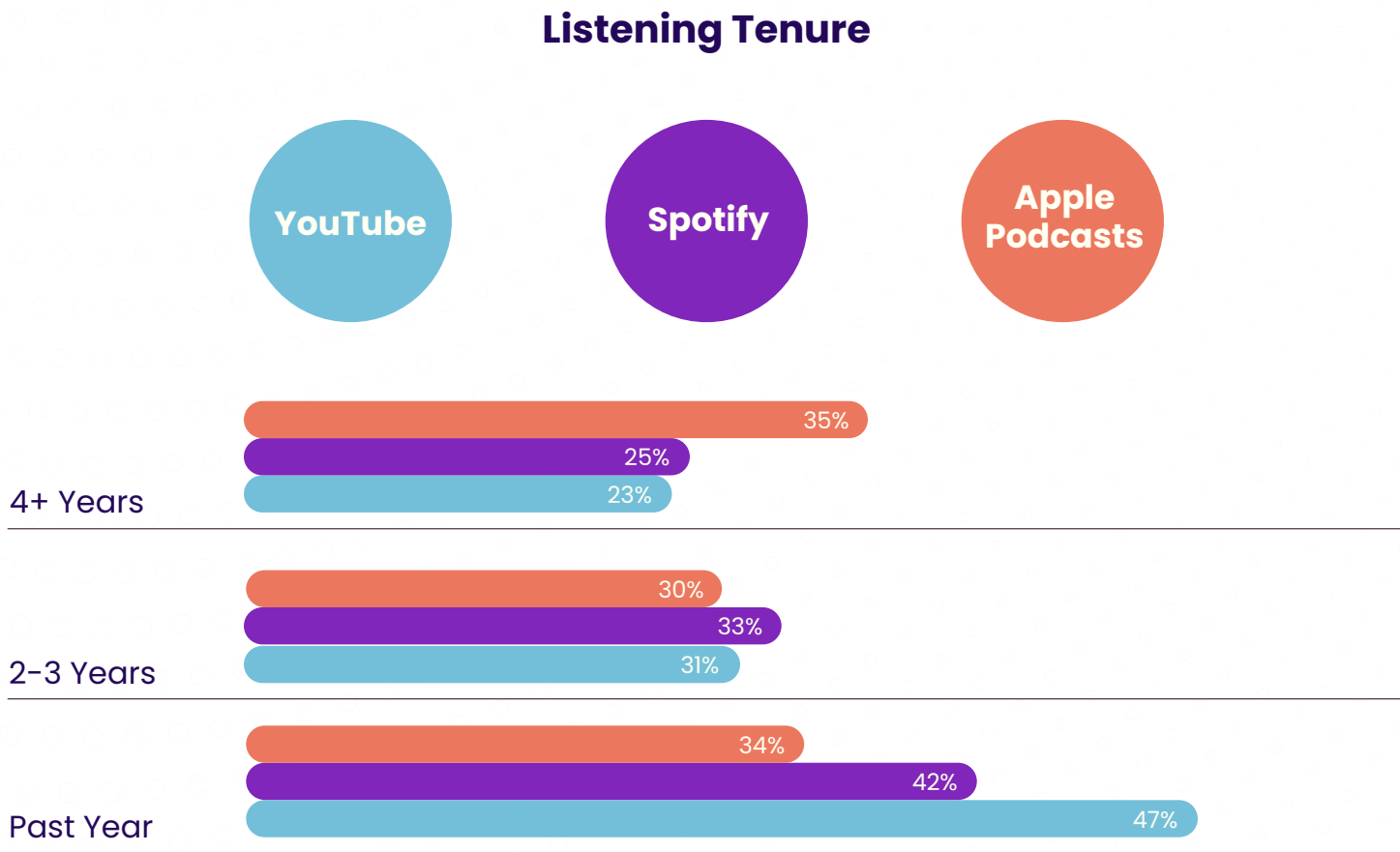
PLATFORM	Age 18-34	Age 35-54	Age 55+	Female 18+	Male 18+
Apple Podcasts	44%	40%	17%	52%	48%
Spotify	52%	39%	9%	45%	54%
YouTube	40%	37%	23%	40%	60%

PLATFORM	\$0-\$50k	\$50k-\$100k	\$100k+
Apple Podcasts	30%	33%	37%
Spotify	41%	35%	25%
YouTube	51%	32%	17%

Source: Triton Podcast Metrics Demos+ survey data Q4'22 – Q3'23. Sample of 12,000+ monthly U.S. podcast listeners.



YOUTUBE IS ATTRACTING NEW PODCAST LISTENERS & VIEWERS

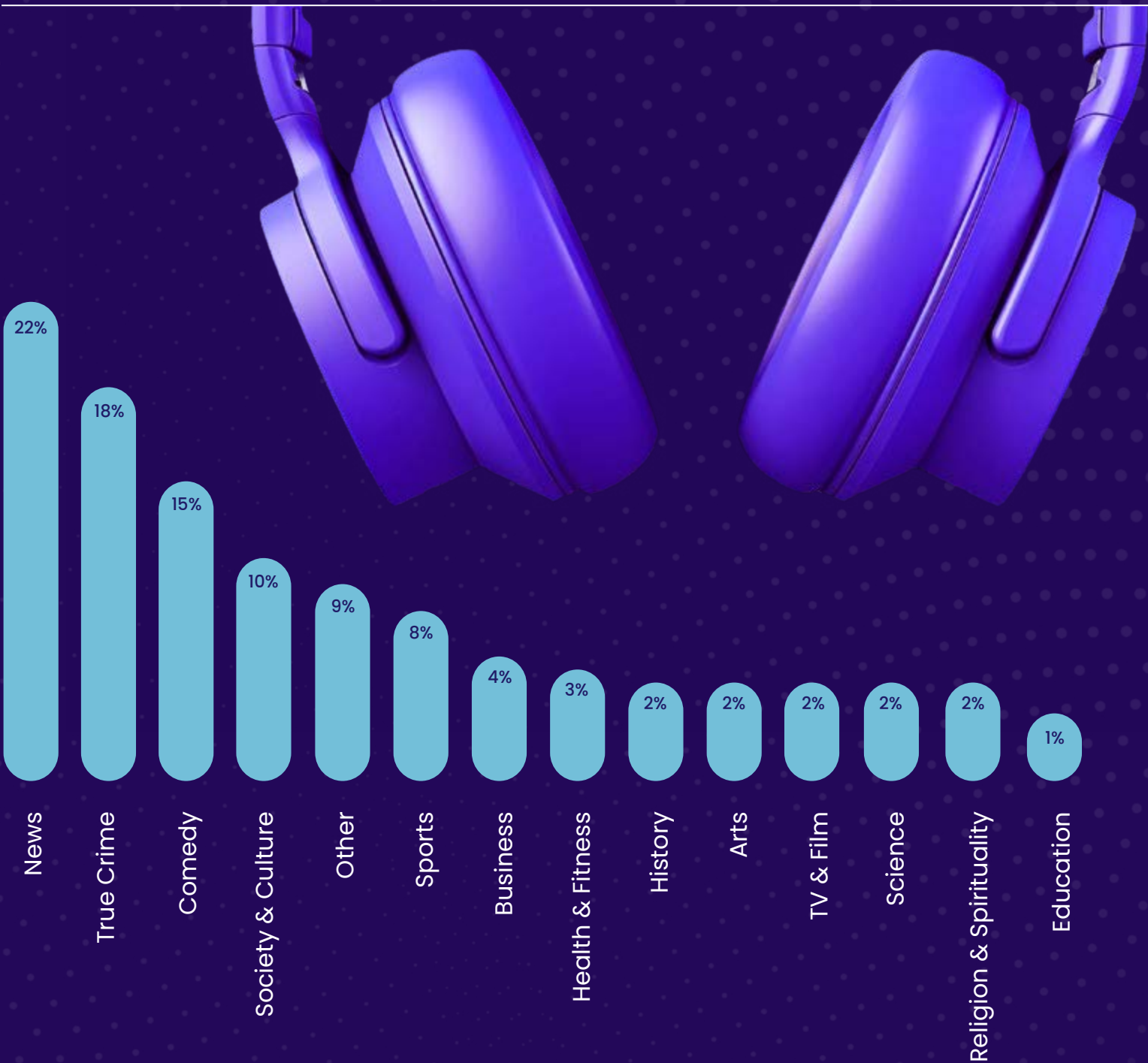


YouTube has newer consumers of podcasts while Apple Podcasts has more long-time listeners.

Source: Triton Podcast Metrics Demos+ survey data Q4'22 – Q3'23. Sample of 12,000+ monthly U.S. podcast listeners.



WHAT ARE PEOPLE LISTENING TO?



Based on Average Monthly Downloads of Networks measured by Triton Podcast Metrics from January – December 2023.
*In 2023 – Morbid changed genres from Comedy to True Crime.



DIFFERENT GENRES APPEAL TO

DIFFERENT TYPES OF LISTENERS



NEWS

- Male/Female: 58%/41%
- Age 55+: 166 index
- Post Graduate+: 131 index
- Contractor home improvement intent: 122 index
- Investable assets \$250K+: 139 index



COMEDY

- Male/Female 62%/38%
- Age 18-24: 154 index
- Listens on Spotify: 122 index
- Listens on YouTube: 112 index
- Student: 141 index
- Hispanic: 110 index



TRUE CRIME

- Male/Female: 32%/67%
- Female age 25-34: 171 index
- Mom: 163 index
- Listens on Apple Podcasts: 152 index
- Listens on Spotify: 131 index
- Shopped at a fast fashion store*
past month: 119 index



SPORTS

- Male/Female: 85%/15%
- Male age 35-54: 170 index
- HHI \$100K+: 120 index
- Black/African American: 113 index
- Exercised at the gym past month: 118 index

Source: Triton Podcast Metrics Demos+ Survey from Q4'21 – Q3'23. Sample of 24,000 monthly U.S. podcast listeners. Indexed vs. U.S. aged 18+ monthly podcast listener.
* Fast fashion stores include: H&M, Zara, Forever 21, etc.

U.S. PODCAST RANKER



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

2023 TOP SALES NETWORKS IN THE U.S.

2023 RANK	SALES NETWORK	AVERAGE WEEKLY DOWNLOADS
1	SiriusXM Podcast Network	51.5M
2	NPR	32.7M
3	Wondery	31.1M
4	Audacy Podcast Network	25.1M
5	Audioboom	17.0M
6	Cumulus Podcast Network	15.1M
7	NBCUniversal News Group	12.0M
8	Soundrise	5.7M
9	Paramount	5.6M
10	WarnerMedia	5.3M

Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2023.
NPR includes data from January – August & December 2023.
Soundrise only includes data for 3 months (since joining the ranker in Oct 2023).
WarnerMedia includes data from January – October 2023.



TOP 3 U.S. SALES NETWORKS FOR THE TOP GENRES IN 2023



NEWS

1 NPR

2 Cumulus Podcast Network

3 SiriusXM Podcast Network



COMEDY

1 SiriusXM Podcast Network

2 Wondery

3 Audioboom



TRUE CRIME

1 SiriusXM Podcast Network

2 Wondery

3 NBCUniversal News Group



SOCIETY & CULTURE

1 SiriusXM Podcast Network

2 Audacy Podcast Network

3 Audioboom



SPORTS

1 Audacy Podcast Network

2 Paramount

3 Cumulus Podcast Network



Based on Average Monthly Downloads for all networks measured in the Triton U.S. Podcast Ranker from January – December 2023.
NPR includes data from January – August & December 2023.



U.S. TOP 20 PODCASTS

OF THE YEAR

2023 RANK	PODCAST	SALES NETWORK
1	 NPR News Now	NPR
2	 Crime Junkie	audiochuck
3	 Dateline NBC	NBCUniversal News Group
4	 Up First	NPR
5	 The Ben Shapiro Show	Cumulus Podcast Network
6	 Morbid	Wondery
7	 The Dan Bongino Show	Cumulus Podcast Network
8	 Fresh Air	NPR
9	 Smartless	Wondery
10	 My Favorite Murder With Karen Kilgariff And Georgia Hardstark	Wondery

2023 RANK	PODCAST	SALES NETWORK
11	 Wait Wait... Don't Tell Me!	NPR
12	 Pod Save America	SiriusXM Podcast Network
13	 The NPR Politics Podcast	NPR
14	 Conan O'Brien Needs A Friend	SiriusXM Podcast Network
15	 Last Podcast On The Left	SiriusXM Podcast Network
16	 CNN 5 Things	WarnerMedia
17	 Hidden Brain	SiriusXM Podcast Network
18	 Planet Money	NPR
19	 The Charlie Kirk Show	Salem Podcast Network
20	 How I Built This With Guy Raz	Wondery

Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2023.
audiochuck is measured as a part of SiriusXM Podcast Network. NPR includes data from January – August & December 2023.
WarnerMedia includes data from January – October 2023.

TOP PODCAST BY GENRE

GENRE	PODCAST	Sales Network
Comedy	SmartLess	Wondery
News	NPR News Now	NPR
True Crime	Crime Junkie	audiochuck
Arts	Fresh Air	NPR
Business	Planet Money	NPR
Education	TED Talks Daily	Soundrise/PRX
Fiction	Full Body Chills	audiochuck
Health & Fitness	Ten Percent Happier With Dan Harris	Wondery
History	American Scandal	Wondery
Science	Hidden Brain	SiriusXM Podcast Network
Society & Culture	Freakonomics Radio	SiriusXM Podcast Network
Sports	Fantasy Football Today	Audacy Podcast Network
Technology	Ted Radio Hour	NPR
TV & Film	Pop Culture Happy Hour	NPR

Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2023. audiochuck is measured as a part of Sirius XM Podcast Network. NPR includes data from January – August & December 2023. Soundrise only includes data for 3 months (since joining the ranker in Oct 2023).

MOST POPULAR PODCASTS FOR THE TOP 3 GENRES



COMEDY



NEWS



TRUE CRIME



SmartLess
Wondery



NPR News Now
NPR



Crime Junkie
audiochuck



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



Up First
NPR



Dateline NBC
NBCUniversal
News Group



**Conan O'Brien
Needs A Friend**
SiriusXM
Podcast Network



The Ben Shapiro Show
Cumulus
Podcast Network



Morbidity
Wondery



This Past Weekend
The Roost
Podcast Network



**The Dan
Bongino Show**
Cumulus
Podcast Network



**My Favorite
Murder With Karen Kilgariff
and Georgia Hardstark**
Wondery



Office Ladies
SiriusXM
Podcast Network



Pod Save America
SiriusXM
Podcast Network



Last Podcast On The Left
SiriusXM
Podcast Network

Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2023. audiochuck is measured as a part of SiriusXM Podcast Network. NPR includes data from January – August & December 2023.

TOP DEBUTS

The most downloaded new podcast debut of the year was **The Deck Investigates**. It was also the debut which had the most downloads in the month it debuted. (vs. any other debut in their respective months)

RANK	PODCAST	SALES NETWORK	GENRE
1	 The Deck Investigates	audiochuck	True Crime
2	 Mortal Sin	NBCUniversal News Group	True Crime
3	 History Daily	Wondery	History
4	 Murder In Apartment 12	NBCUniversal News Group	True Crime
5	 The Nosleep Podcast	Audioboom	Fiction
6	 Dark Arenas	SiriusXM Podcast Network	True Crime
7	 The Broski Report With Brittany Broski	Audioboom	Comedy
8	 Prosecuting Donald Trump	NBCUniversal News Group	News
9	 We're Here To Help	Audioboom	Comedy
10	 The Girl In The Blue Mustang	NBCUniversal News Group	True Crime

Ranked by average weekly downloads from month of ranker debut through end of year. Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2023.



Analysis is based on Networks measured by Triton Podcast Metrics from January – December 2023.



MOST DOWNLOADED EPISODE OF 2023

MURDERED: David Josiah Lawson (Crime Junkie)

The episode published on Monday February 6, 2023.

- U.S. Downloads in 2023: **4.3 million downloads**
- Global Downloads in 2023: **5.0 million downloads**



MOST POPULAR EPISODE (by downloads) in the first 30 days of publishing

INFAMOUS: The Todt Family (Crime Junkie)

The episode published on Tuesday June 12, 2023.

- U.S. Downloads in first 30 days: **3.0 million downloads**
- Global Downloads in first 30 days: **3.5 million downloads**

TOP 3 HIGHEST INDEXING SHOWS BY AUDIENCE

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

Female



Murder, Mystery & Makeup
Audioboom

Watch What Crappens
Wondery

Anatomy Of Murder
audiochuck

Male



The Tim Dillon Show
Audioboom

Matt And Shane's Secret Podcast
Audioboom

Fantasy Football Today
Audacy Podcast Network

Age 18 - 34



H3 Podcast
The Roost Podcast Network

Two Hot Takes
Audioboom

Rotten Mango
Audacy Podcast Network

Republican



The Dan Bongino Show
Cumulus Podcast Network

The Charlie Kirk Show
Salem Podcast Network

Mark Levin Podcast
Cumulus Podcast Network

Democrat



The Dollop With Dave Anthony & Gareth Reynolds
All Things Comedy

Pod Save The World
SiriusXM Podcast Network

The Rachel Maddow Show
NBCUniversal News Group

Household Income 100k +



The Daily Stoic
Wondery

Planet Money
NPR

How I Built This With Guy Raz
Wondery

YouTube Daily User



H3 Podcast
The Roost Podcast Network

Matt And Shane's Secret Podcast
Audioboom

Monday Morning Podcast
All Things Comedy

TOP 3 HIGHEST INDEXING SHOWS BY PURCHASE INTENT

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

Purchase New Car/Truck



The Tim Dillon Show
Audioboom

Matt And Shane's Secret Podcast
Audioboom

True Crime Garage
SiriusXM Podcast Network

Switch Wireless Provider



Fantasy Football Today
Audacy Podcast Network

Erazno Y La Chokolata El Podcast
SiriusXM Podcast Network

Wow In The World
Wondery

Online Shopper



Ten Percent Happier With Dan Harris
Wondery

Ologies With Alie Ward
SiriusXM Podcast Network

Up And Vanished
Audacy Podcast Network

In Person Shopper



Erazno Y La Chokolata El Podcast
SiriusXM Podcast Network

Timesuck With Dan Cummins
SiriusXM Podcast Network

Mark Levin Podcast
Cumulus Podcast Network

Do-It-Yourself (DIY) Home Improvement



Ten Percent Happier With Dan Harris
Wondery

Erazno Y La Chokolata El Podcast
SiriusXM Podcast Network

Marketplace
American Public Media Group

Travel For Leisure



The Mindset Mentor
SiriusXM Podcast Network

Marketplace
American Public Media Group

Suspect
Wondery

Source: Triton Digital's U.S. Ranker & Podcast Metrics Demos+ from January – December 2023.

KEY TAKEAWAYS

1

The number of monthly podcast listeners in the U.S. has increased by **12%** in the past 2 years. **40.3%** of the U.S. population are monthly podcast listeners.

2

The network with the most downloads in 2023 was SiriusXM Podcast Network, the top podcast was NPR News Now and the top new podcast debut was The Deck Investigates.

3

News was the most downloaded genre in 2023, followed by True Crime and then Comedy.

4

Podcast listeners were younger, more affluent, more educated, and more diverse than the general population.

However, more growth has been seen lately from older Americans and Females.

5

YouTube was the fastest-growing platform to listen to podcasts. **33.5%** of monthly podcast listeners said it was the platform they used most to listen to podcasts.

6

YouTube listeners are newer to podcasts. Spotify podcast listeners are younger.

Apple Podcasts have more long-time listeners who are higher income.

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.

Conclusion

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

If you are a sales networks 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.

View the Podcast Rankers at www.TritonRankers.com.

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



THANK YOU 2023

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www.tritonrankers.com

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