



2024

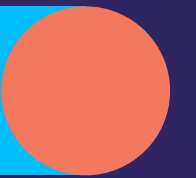
# U.S. PODCAST REPORT



**A YEAR IN REVIEW**  
podcast listening **landscape & trends**

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The podcast revolution is reaching new heights in the United States, captivating audiences across every demographic, including those who have only recently embraced the medium. Triton Digital proudly presents the 2024 U.S. Podcast Report, offering a comprehensive look at the trends shaping this vibrant and ever-evolving industry. Packed with valuable insights, this report is the perfect companion to our monthly ranker updates, available anytime at [TritonRankers.com](https://TritonRankers.com).



## U.S. Podcast Ranker

20

2024 Top sales networks in the U.S.	22
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Top 20 podcasts of the year	24-25
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This 2024 report highlights podcast listening trends, covering the most used devices, platforms, and audience demographics by genre and program. For Triton U.S. Podcast Ranker participants, it unveils the year's top downloaded podcasts, sales networks, and standout debuts.

listeners via SignalHill Insights. As we look to 2025, Triton Digital plans to enhance these tools, fostering industry collaboration and partner-driven innovation.

Our goal is to provide even deeper insights that empower stakeholders to make informed decisions and drive growth in the podcasting space.

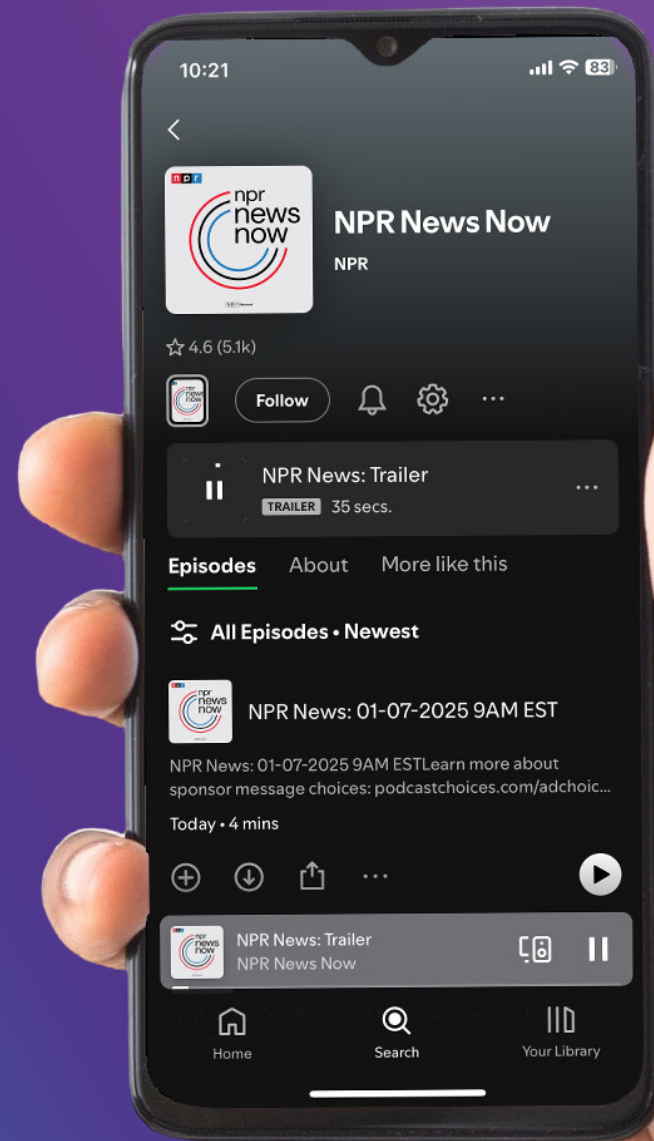
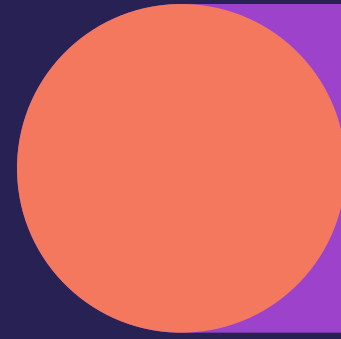
Using trusted data sources, it integrates Triton Digital's IAB Tech Lab-certified Podcast Metrics, tracking server log data from Omny Studio and other leading hosting platforms, Sounder and Demos+, which provides detailed audience demographics. Insights also come from the Demos+ survey, polling 12,000 monthly U.S. podcast

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

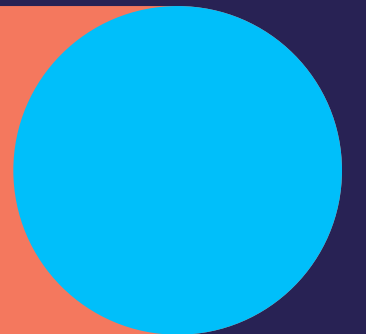
@TritonDigital



# PODCAST LISTENING LANDSCAPE

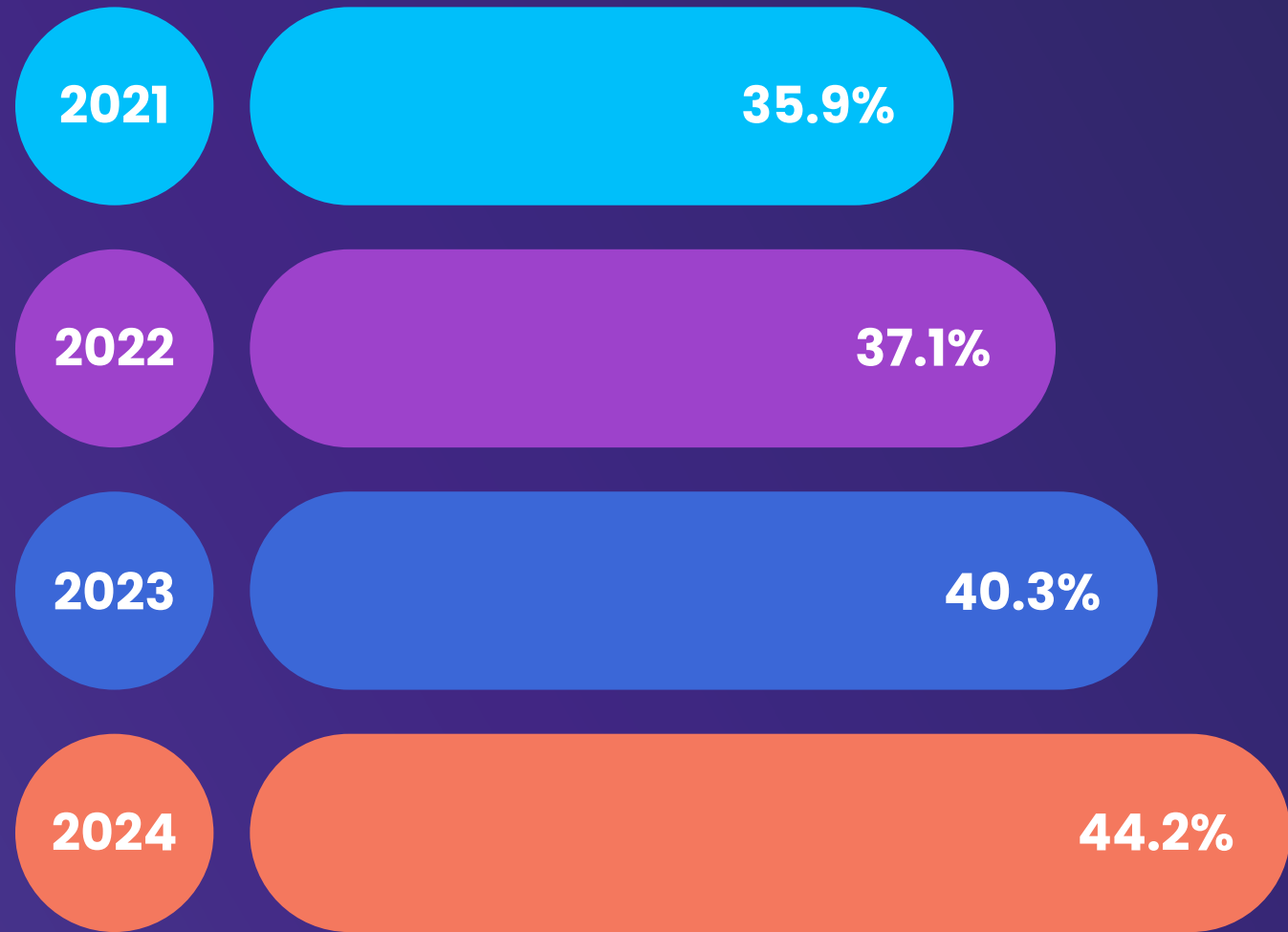


A Look into the  
**U.S. Downloads**  
and **Listener Data**



# PODCAST POPULARITY SOARS TO **NEW HEIGHTS**

Continued growth among share of U.S. population who listen monthly



The number of podcast listeners has grown by **9.6%** in the past year (2024 vs. 2023) and by a significant **23.1%** over the past three years (2024 vs. 2021).

Source: Triton Podcast Metrics Demos+ general population survey data Q2'21, Q2'22, Q2'23, Q4'24. 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.

# PODCAST REACH ACROSS DEMOGRAPHICS

The percentage of the U.S. population that tuned into podcasts in the past month

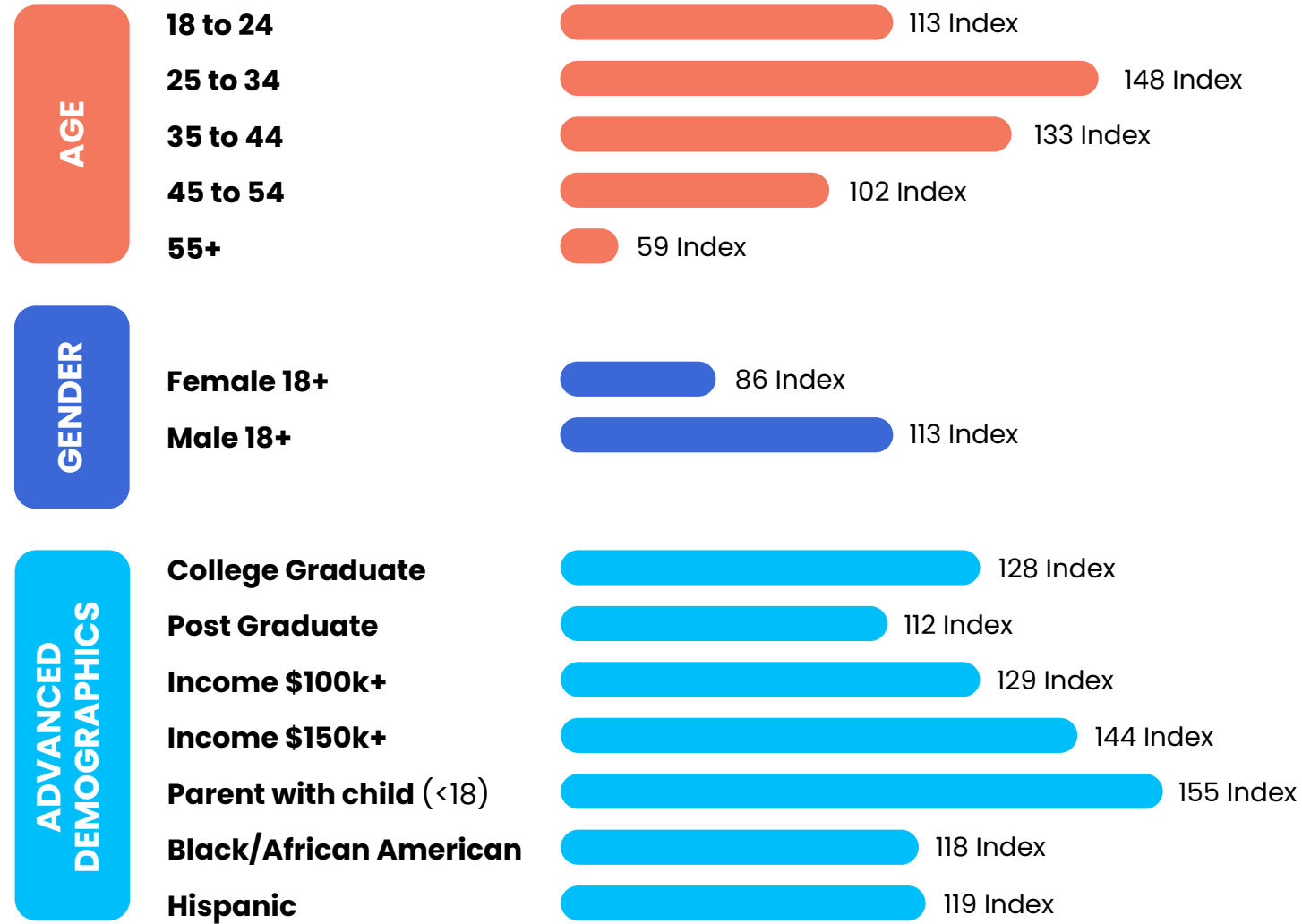


Triton Podcast Metrics Demos+ general population survey data Q2'24.



# LISTENER DEMOGRAPHICS

Podcast listeners represent a highly attractive audience for advertisers



Podcast listeners tend to be **younger**, more **educated**, more **affluent**, and **increasingly diverse**.

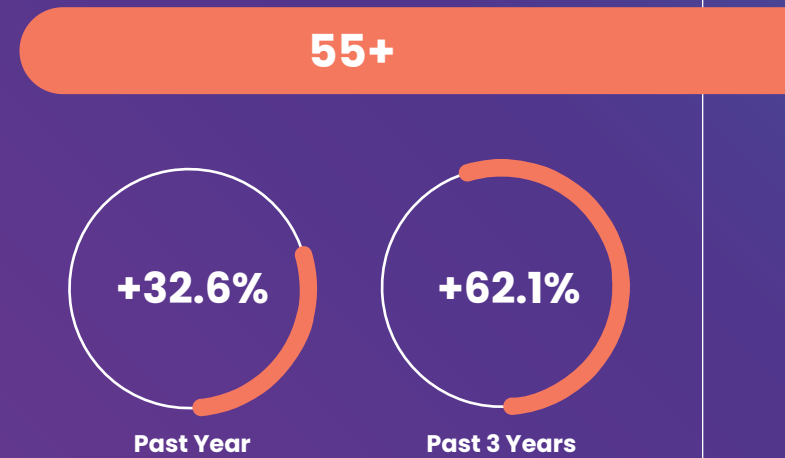
Source: Triton Podcast Metrics Demos+ survey data Q4'23 – Q3'24. Sample of 12,000+ monthly U.S. podcast listeners indexed to U.S. general population.

# KEY GROWTH SEGMENTS OF PODCASTS

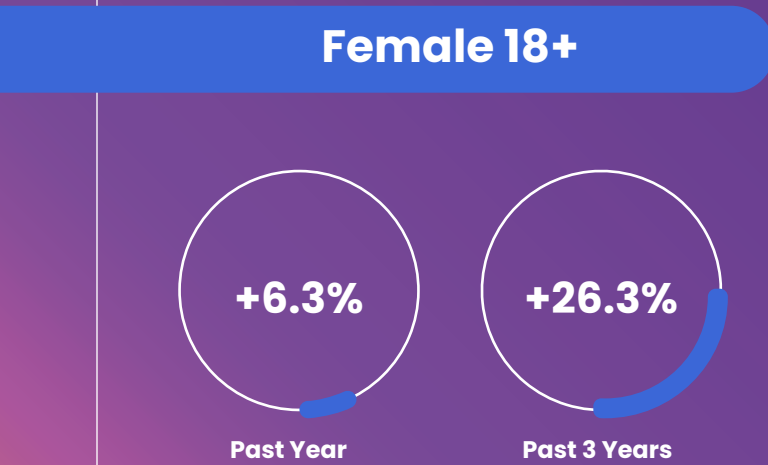


Podcast listening continues to **expand**, gaining **broader mainstream appeal**.

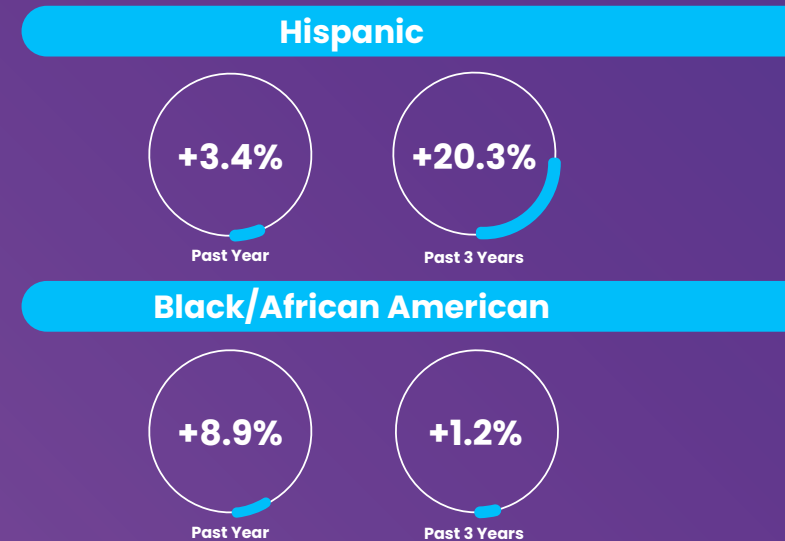
## Change In Listeners By Age



## Change In Listeners By Gender



## Change In Listeners By Ethnicity



Source: Triton Podcast Metrics Demos+ general population survey data Q2'21 vs. Q2'24 and Q2'23 vs. Q2'24.



# DOWNLOADS BY DEVICE

The Mobile Device continues to be the leader in downloads

92%

Mobile Device

2.9%

Smart Speaker

2.6%

Desktop/Laptop

2.5%

Other

## Did you know?

Over half of Smart Speaker downloads are in the **News** genre, followed by **Kids & Family** and **True Crime**.

52%  
News

11%  
Kids & Family

8%  
True Crime

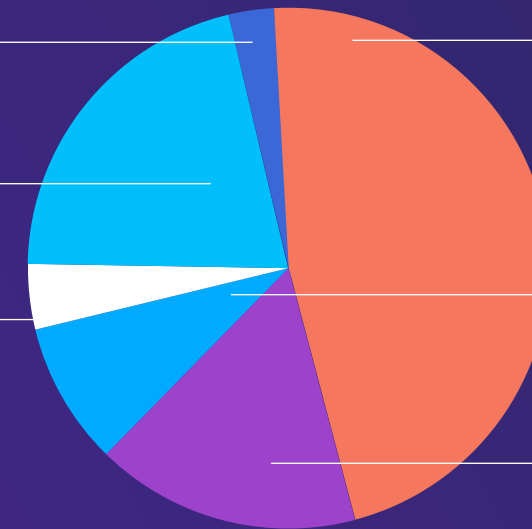
# DOWNLOADS BY PLAYER/APP

Players/Apps Ranked by New Episode RSS Downloads

Overcast  
3.8%

Other  
19.4%

iOS Unspecified App  
5.6%



Apple Podcasts  
49.1%

iHeartRadio  
6.5%

Spotify  
15.6%



Apple and Spotify continue to dominate in podcast consumption.

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 Podcasts.  
These downloads also include alternative podcast players used on iOS devices.  
Analysis is based on the downloads of networks measured in the U.S. by Triton Podcast Metrics from January – December 2024.



# WHICH PLATFORM IS USED MOST FREQUENTLY TO CONSUME PODCASTS?

**YouTube** remains the most preferred platform for podcast listeners.



## Apple Podcasts



## Spotify



## YouTube



Source: Triton Podcast Metrics Demos+ survey data Q4'23 - Q3'24. Sample of 12,000 monthly podcast listeners, aged 18+.

# HOW DO PODCAST LISTENERS COMPARE ACROSS DIFFERENT PLATFORMS?

Platform	Age 18-34	Age 35-54	Age 55+	Female 18+	Male 18+
Apple Podcasts	41%	40%	19%	48%	51%
Spotify	<b>51%</b>	38%	11%	44%	55%
YouTube	39%	37%	24%	41%	<b>59%</b>

Platform	\$0k-\$50k	\$50k-\$100k	\$100k+
Apple Podcasts	27%	35%	<b>38%</b>
Spotify	36%	34%	30%
YouTube	51%	32%	17%



**Spotify** attracts the **youngest audience** among listening platforms, **YouTube** listeners are predominantly **male**, and **Apple Podcasts** listeners are the **most affluent**.

Source: Triton Podcast Metrics Demos+ survey data Q4'23 - Q3'24. Sample of 12,000 monthly podcast listeners, aged 18+.

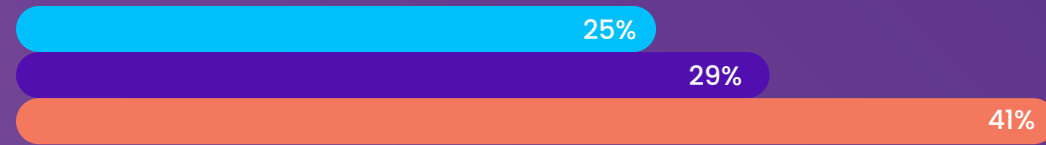


# LISTENING TENURE

A larger proportion of **YouTube** consumers are newcomers, while **Apple Podcasts** consumers tend to have more established listening habits.



## 4+ Years



## 2-3 Years



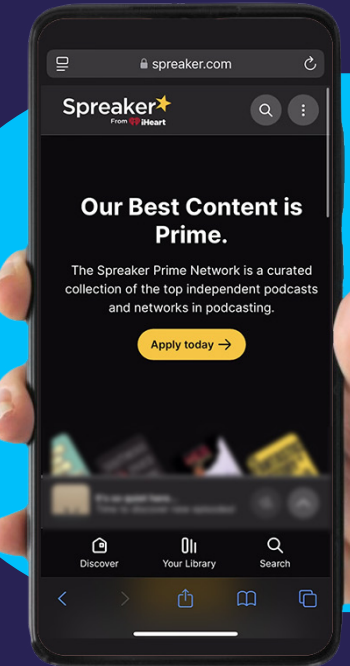
## Past Year



Triton Podcast Metrics Demos+ survey data Q4'23 - Q3'24. Sample of 12,000 monthly podcast listeners, aged 18+.

# CONVERTING PODCAST LISTENERS IS A JOURNEY

Understanding the path to **engaging** and **retaining** audiences



## Listening Tenure

2024

Past Year	41%
2-3 Years	30%
4+ Years	29%

## Listening Frequency

Heavy Medium Light

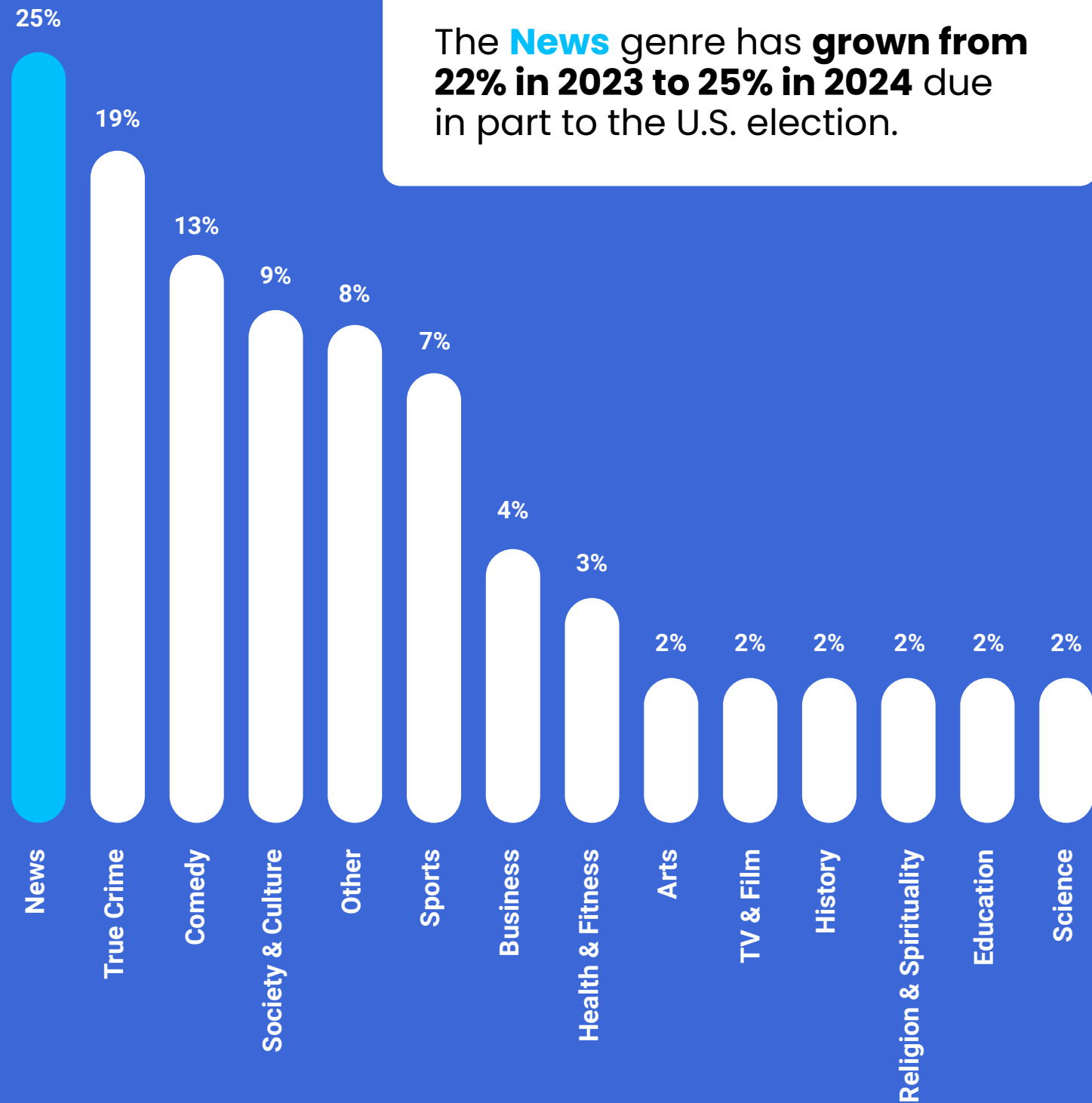
Past Year	8%	65%	27%
2-3 Years	15%	60%	25%
4+ Years	31%	53%	16%

Podcasts are attracting **new listeners**, and as these audiences become more familiar with the medium, they are spending **more time listening**.

Source: Triton Podcast Metrics Demos+ survey data Q4'23 - Q3'24. Sample of 12,000 monthly podcast listeners, aged 18+.



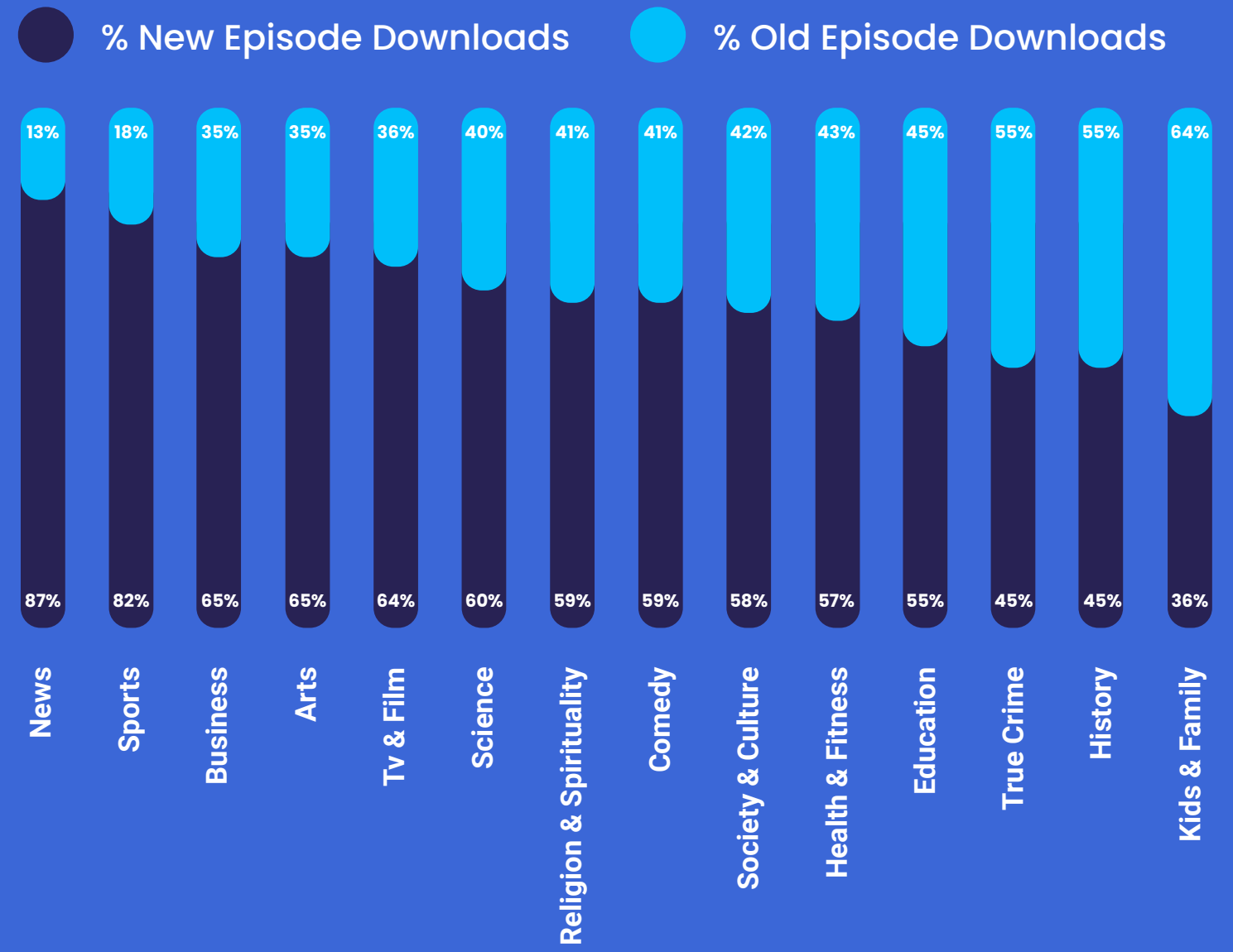
# PERCENTAGE OF DOWNLOADS BY GENRE



The **News** genre has **grown from 22% in 2023 to 25% in 2024** due in part to the U.S. election.

# CONTENT CONSUMPTION PATTERNS DRIVEN BY GENRE PREFERENCES

**News** and **Sports** are primarily consumed at the time of release, while genres like **Kids & Family**, **History**, and **True Crime** see a higher volume of back catalog downloads.



Analysis is based on the downloads of networks measured in the U.S. by Triton Podcast Metrics from January – December 2024.

Analysis is based on the downloads of networks measured in the U.S. by Triton Podcast Metrics from January – December 2024.  
 New episode: Episode downloaded in the same month it was published.  
 Old episode: The episodes downloaded outside of published month.

# DIFFERENT GENRES APPEAL TO

# DIFFERENT TYPES OF LISTENERS



**NEWS**

**Male/Female:** 56%/43%

**Age 55+:** 170 Index

**Post Graduate:** 137 Index

**Contractor home improvement intent:**  
130 Index

**Podcast listening motivation - learn something new:**  
129 Index



**TRUE CRIME**

**Male/Female:** 32%/67%

**Female 18-34:** 176 Index

**Mom:** 165 Index

**Shopped at a fashion store in the past month:**  
119 Index

**Podcast listening motivation - interesting stories:**  
143 Index

**All segments of the population can be reached via podcasting**



**COMEDY**

**Male/Female:** 61%/39%

**Age 18-24:** 148 Index

**Student:** 134 Index

**Streams music daily:**  
117 Index

**Podcast listening motivation - entertainment:**  
135 Index



**SOCIETY & CULTURE**

**Male/Female:** 46%/54%

**Female 18-24:** 146 Index

**Hispanic:** 125 Index

**Listens on Apple Podcasts:** 115 Index

**Business travel intent:**  
125 Index

Source: Triton Podcast Metrics Demos+ survey data Q4'22 - Q3'24. Sample of 24,000 monthly U.S. podcast listeners indexed to the U.S. aged 18+ monthly podcast listener.



# U.S. PODCAST RANKER



Insights into the **Top Sales Networks** and **Podcasts** as measured by Triton Digital's Podcast Metrics



# 2024 TOP SALES NETWORKS IN THE U.S.

Rank	Sales Network	Average Weekly Downloads
1	iHeart Audience Network	67.0M
2	SiriusXM Podcast Network	40.4M
3	NPR	25.4M
4	Wondery	20.4M
5	Audacy Podcast Network	13.2M
6	Audioboom	13.2M
7	NBCUniversal News Group	9.3M
8	Cumulus Podcast Network	7.3M
9	Paramount	4.3M
10	Soundrise	4.2M

Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2024. iHeart Audience Network only includes data for 8 months (since joining the ranker in May 2024), SiriusXM Podcast Network and NBCUniversal News Group includes 9 months of data (January - September 2024) and Wondery includes 11 months of data (January - November 2024).

# TOP 3 U.S. SALES NETWORKS FOR THE TOP GENRES IN 2024

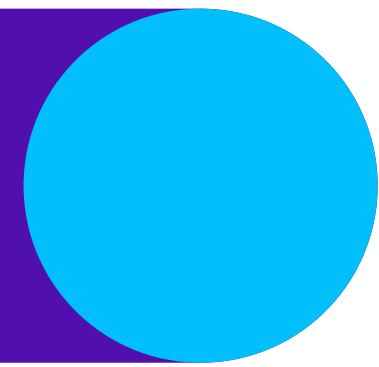
Genre	Rank	Sales Network
News	1	NPR
	2	iHeart Audience Network
	3	SiriusXM Podcast Network
True Crime	1	SiriusXM Podcast Network
	2	Wondery
	3	iHeart Audience Network
Comedy	1	iHeart Audience Network
	2	SiriusXM Podcast Network
	3	Wondery
Society & Culture	1	iHeart Audience Network
	2	SiriusXM Podcast Network
	3	Audacy Podcast Network
Sports	1	iHeart Audience Network
	2	Audacy Podcast Network
	3	Paramount





















Based on Average Monthly Downloads for all networks measured in the Triton U.S. Podcast Ranker from January – December 2024.



# U.S. TOP 20 PODCASTS

# OF THE YEAR













2024 Rank	Podcast	Sales Network	2024 Rank	Podcast	Sales Network
1	 NPR News Now	NPR	11	 Fresh Air	NPR
2	 Up First	NPR	12	 MrBallen Podcast: Strange, Dark & Mysterious Stories	Wondery
3	 Crime Junkie	audiochuck	13	 48 Hours	Paramount
4	 Dateline NBC	NBCUniversal News Group	14	 The Megyn Kelly Show	SiriusXM Podcast Network
5	 Morbid	Wondery	15	 The Charlie Kirk Show	Salem Podcast Network
6	 The Dan Bongino Show	Cumulus Podcast Network	16	 Conan O'Brien Needs a Friend	SiriusXM Podcast Network
7	 Stuff You Should Know	iHeart Audience Network	17	 The Breakfast Club	iHeart Audience Network
8	 SmartLess	SiriusXM Podcast Network	18	 Last Podcast on the Left	SiriusXM Podcast Network
9	 Armchair Expert with Dax Shepard	Wondery	19	 The NPR Politics Podcast	NPR
10	 Pod Save America	SiriusXM Podcast Network	20	 Wait Wait... Don't Tell Me!	NPR

Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2024. audiochuck is measured as a part of SiriusXM Podcast Network.



# DEBUTS

2024 Rank	Podcast	Sales Network	Genre
1	 Bongino Report Early Edition with Evita	Cumulus Podcast Network	News
2	 PrayRadio	iHeart Audience Network	Religion & Spirituality
3	 Kill List	Wondery	True Crime
4	 Three	SiriusXM Podcast Network	True Crime
5	 Noble	SiriusXM Podcast Network	Society & Culture
6	 Drowning Creek	SiriusXM Podcast Network	True Crime
7	 Where Everybody Knows Your Name with Ted Danson and Woody Harrelson (sometimes)	SiriusXM Podcast Network	Society & Culture
8	 Hysterical	Wondery	Society & Culture
9	 The Weekly Show with Jon Stewart	Paramount	Comedy
10	 The Bubba Dub Show	iHeart Audience Network	Comedy

Source: Ranked by average weekly downloads from the month of ranker debut through the end of the year. Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2024.

# TOP EPISODE IN THE FIRST 30 DAYS BY GENRE

## Sports



**Katt Williams Part 1**  
Club Shay Shay by iHeart Audience Network

## News



**Making Sense of Trump's Win**  
Pod Save America by SiriusXM Podcast Network

## Society & Culture

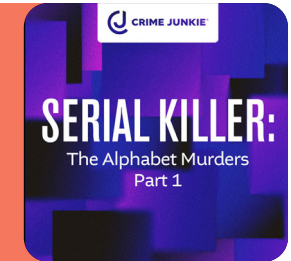


**#115 Tucker Carlson - Revolution, World War 3, WTC Building 7 and Supernatural Phenomenon**  
Shawn Ryan Show by Cumulus Podcast Network

Source: Based on the Triton U.S. Podcast Ranker from January – December 2024.

# TOP EPISODE OF THE YEAR

**Most Downloaded episode of 2024:**

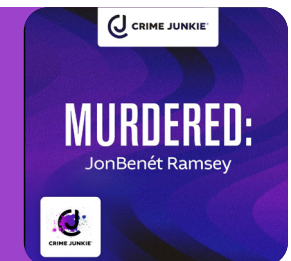


**SERIAL KILLER: The Alphabet Murders Part 1**

Crime Junkie by audiochuck  
Released Monday, February 19, 2024

# MOST POPULAR EPISODE

**(by downloads) within the First 30 days of publishing:**



**MURDERED: JonBenét Ramsey**

Crime Junkie by audiochuck  
Released Friday, November 22, 2024



# RANKER COMPOSITION

## Top 150 ranker insights

**How many downloads** are needed to make the ranker?



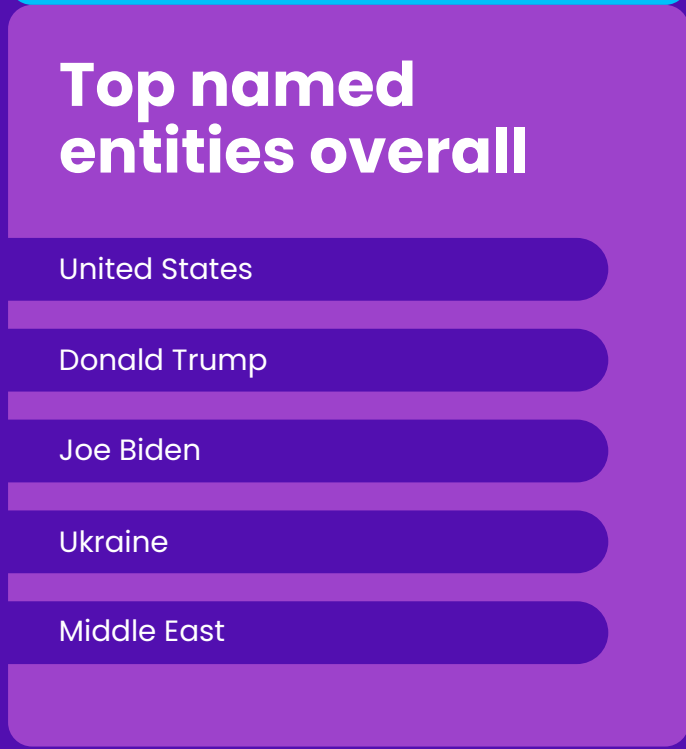
**What** is the makeup of our ranker? Breakout by **genre**

Ranker Top 5 Genres	Share of the Top 150 Downloads Ranker	Median number of new episodes by Month
True Crime	20%	6
News	18%	25
Comedy	17%	8
Society & Culture	10%	8
Sports	6%	46

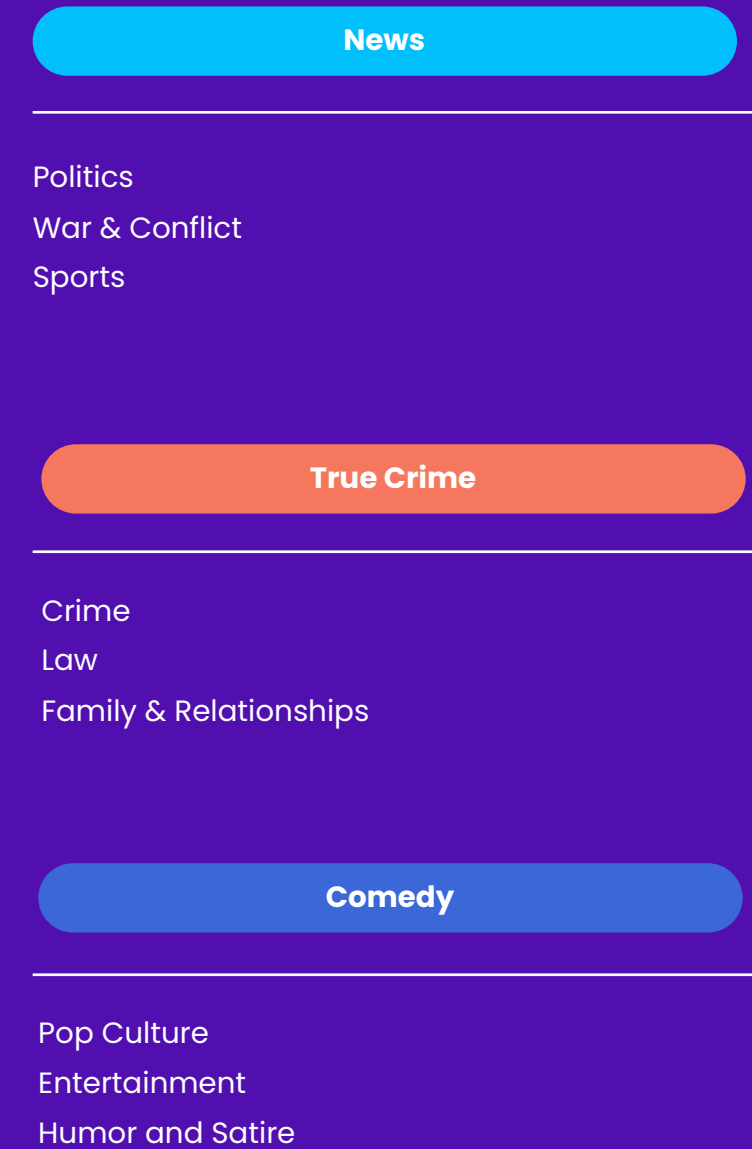
\*In May 2024, the U.S. Podcast Ranker was expanded to include 150 podcasts. Based on the Triton U.S. Podcast Downloads Ranker from January – December 2024.

# RANKER COMPOSITION

## Top 150 ranker contextual insights



## Top contextual categories by genre




Source: Sounder 2024. Based on the Triton U.S. Podcast Downloads Ranker from January – December 2024.





# TOP 3 HIGHEST INDEXING SHOWS BY AUDIENCE

Amongst the Top 150 Most Downloaded Podcasts in the U.S. Podcast Ranker


**Female**


 **The Deck**  
audiochuck


 **Murder, Mystery & Makeup**  
Audioboom

 **The Vanished Podcast**  
Wondery


**Male**


 **Matt and Shane's Secret Podcast**  
Audioboom


 **The Herd with Colin Cowherd**  
iHeart Audience Network

 **3 and Out with John Middlekauff**  
iHeart Audience Network


**Age 18 - 34**


 **The Broski Report with Brittany Broski**  
Audioboom


 **Two Hot Takes**  
Audioboom

 **Cancelled with Tana Mongeau & Brooke Schofield**  
Audioboom


**Republican**


 **The Sean Hannity Show**  
iHeart Audience Network


 **The Dan Bongino Show**  
Cumulus Podcast Network

 **Verdict with Ted Cruz**  
iHeart Audience Network


**Household Income \$100k +**


 **Lovett or Leave It**  
SiriusXM Podcast Network


 **FantasyPros- Fantasy Football Podcast**  
iHeart Audience Network

 **Planet Money**  
NPR


**Democrat**


 **The Last Word with Lawrence O'Donnell**  
NBCUniversal News Group


 **Countdown with Keith Olbermann**  
iHeart Audience Network

 **The Bulwark Podcast**  
Audioboom

**YouTube Daily User**

 **Matt and Shane's Secret Podcast**  
Audioboom

 **The Tim Dillon Show**  
Audioboom


 **StarTalk Radio**  
SiriusXM Podcast Network


Source: Triton Digital's U.S. Ranker and Podcast Metrics Demos+ from January – December 2024.


# TOP 3 HIGHEST INDEXING SHOWS BY PURCHASE INTENT

Amongst the Top 150 Most Downloaded Podcasts in the U.S. Podcast Ranker


**Purchase New Car/Truck**


 **The Breakfast Club**  
iHeart Audience Network


 **The Tim Dillon Show**  
Audioboom

 **Lovett or Leave It**  
SiriusXM Podcast Network


**Switch Wireless Provider**


 **This is Actually Happening**  
Wondery


 **The Breakfast Club**  
iHeart Audience Network

 **Monday Morning Podcast**  
All Things Comedy


**Online Shopper**


 **What A Day**  
SiriusXM Podcast Network


 **The School of Greatness**  
SiriusXM Podcast Network

 **Snapped: Women Who Murder**  
Wondery


**In Person Shopper**


 **Armstrong & Getty On Demand**  
iHeart Audience Network


 **The Jesse Kelly Show**  
iHeart Audience Network

 **The Bulwark Podcast**  
Audioboom


**Travel for Leisure**


 **The Happiness Lab with Dr. Laurie Santos**  
iHeart Audience Network


 **FantasyPros - Fantasy Football Podcast**  
iHeart Audience Network

 **Normal Gossip**  
Soundrise/PRX/Radiotopia

**Home/Auto Insurance**

 **Wow in the World**  
Wondery

 **It Could Happen Here**  
iHeart Audience Network

 **History Daily**  
Wondery

Source: Triton Digital's U.S. Ranker and Podcast Metrics Demos+ from January – December 2024.





# KEY TAKEAWAYS

1

**Podcast Popularity Soars:** Monthly podcast listeners in the U.S. have grown by 23.1% over the last three years, reaching 44.2% of the population.

2

**Top Performers Of 2024:** iHeart Audience Network led in downloads, NPR News Now was the most popular podcast, and Bongino Report Early Edition with Evita topped new podcast debuts.

3

**Diversity In Content, Top Genres:** News, True Crime and Comedy are the top 3 genres making up over 50% of downloads.

4

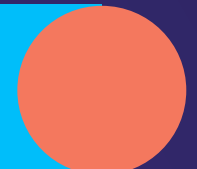
**Advertisers' Dream Audience:** Podcast listeners are young, affluent, well-educated, and diverse—making them highly desirable for advertisers.

5

**New Listeners, Growing Time Spent:** As fresh audiences dive into podcasts, they spend more time listening, fueling deeper engagement with the medium.



# ABOUT US



Triton Digital® is the undisputed global leader in technology and services for the digital audio, podcast, and broadcast radio industries. With decades of experience and operations in over 80 countries, we're trusted by broadcasters, podcasters, and online music services worldwide to drive audience growth, maximize revenue, and streamline their operations with innovative, cutting-edge solutions.

Our industry-leading suite of services includes **Webcast Metrics®**, the premier streaming audio measurement tool, and **Podcast Metrics**, one of the first IAB-certified podcast measurement services. Together, we've set the standard for data-driven success in the global online audio ecosystem, shaping the future of measurement and insight.

For more information, visit [www.TritonDigital.com](http://www.TritonDigital.com).

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