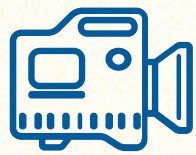


U.S. Podcast Audience Insights

A LOOK INTO MAY 2022 TRENDS

Top 5 Genres/Categories

Most Downloaded



News
27%



True Crime
20%



Comedy
7%

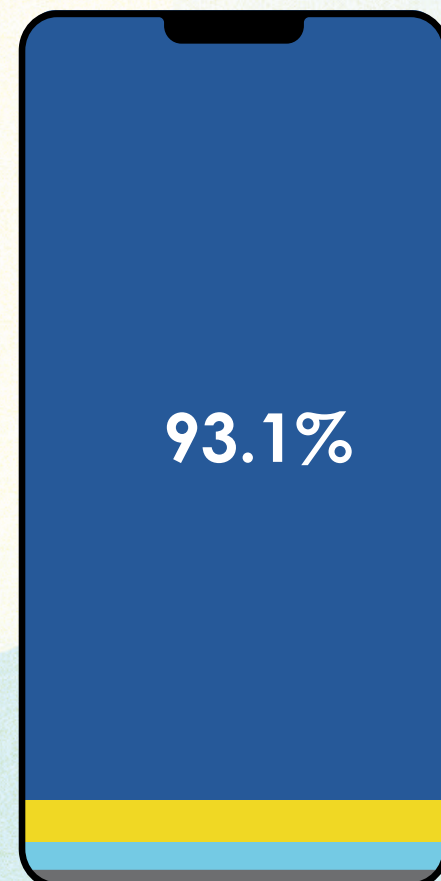


Society & Culture
7%



Sports
6%

Top Device Type by % of Downloads



- 1. Mobile Device
- 2. Smart Speaker
- 3. Desktop/Laptop
- 4. Other/Unspecified

Networks With the Most Podcasts in Top 100 Ranker

Top 5 Networks

Count of Podcasts



Stitcher Media*
32 Podcasts



NPR
15 Podcasts

WONDERY

Wondery
13 Podcasts



Audacy
Podcast Network**
12 Podcasts



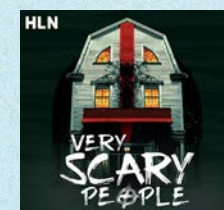
Audioboom
10 Podcasts

Top 5 New Podcast Debuts

2022 Debuts in the Top 100



The Deck
Stitcher Media



Very Scary People
WarnerMedia



Twin Flames
Wondery



Fly on the Wall with Dana Carvey & David Spade
Audacy Podcast Network



State of Ukraine
NPR

Top 3 Highest Indexing Shows by Demographic

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

Sourced by Triton Digital's Podcast Metrics Demos+



Women 18+



Watch What Crappens
Stitcher Media



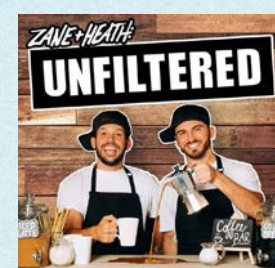
Something Was Wrong
Wondery



The Viall Files
Kast Media



Ages 18-34



Zane and Heath: Unfiltered
Audioboom Limited



Last Podcast On the Left
Stitcher Media



IMPULSIVE
Kast Media



Male 18+



The Pat McAfee Show 2.0
Stitcher Media



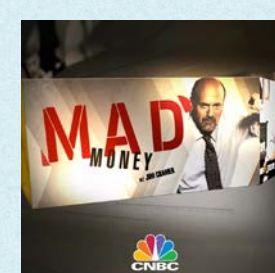
The Fighter & The Kid
Kast Media



2 Bears, 1 Cave With Tom Segura & Bert Kreischer
Stitcher Media



HHI \$100K+



Mad Money w/ Jim Cramer
NBCUniversal News Group



American Scandal
Wondery



Marketplace
Audacy / American Public Media

Triton Digital Podcast Metrics measurement service is certified by the IAB Tech Lab as complying with Version 2.1 of the IAB Podcast Measurement Technical Guidelines. It provides accurate and insightful data around how, when, and where podcast content is being consumed across multiple hosting platforms, with the ability to view metrics by date range, location, device, podcast name, episode, title, and more.

Visit www.tritonrankers.com to sign-up and receive Triton Digital Podcast Reports via email.

*Includes 4 podcasts from NBCUniversal News Group, 3 from audioboom, and 1 from Hidden Brain Media.

**Includes 3 podcasts from American Public Media.



WWW.TRITONRANKERS.COM