What changes were made to the ranker reports?

Retired: Top Podcasts by Weekly Average Users, Top Sales Network by Weekly Average Users

Added: Top Podcasts by Listeners/Viewers (Survey), Demos+ Top Indexing Programs by Audience Composition, Demos+ Category Ranker

How often are the new reports released?

Quarterly, aligned with the Demos+ Survey.

- Q1 → May
- Q2 → August
- Q3 → November
- Q4 → February

What is the Top Podcasts by Listener/Viewer (Survey)?

A ranking of the **top 200 podcasts** based on the quarterly Demos+ Survey (3,000 monthly A18+ podcast listeners). Rankings reflect the number of respondents who report **listening/watching** each podcast in the prior quarter.

Who is included?

All U.S. podcasts—industry-wide, not just Triton clients.

What does it measure?

Podcast listener reach.

What is the Demos+ Top Indexing Programs by Audience Composition?

Top 50 podcasts (from the 300 largest Triton measured podcasts by downloads) with the highest audience concentration across **+40 demographic, sociographic, and purchase/lifestyle segments.**

Sample segments include:

Demographics: A18-24, A18-34, F18-34, M35-54, etc.

Sociographic: Moms, HHI $100K+, college grads, political affiliation, small business owners, etc.

Purchase/Lifestyle: auto intent, travel, wireless switch, insurance, retail shopping, fitness, vitamins, weight loss products, etc.

Is there a minimum index?

No. All programs listed over-index vs. the U.S. podcast audience.

Who is included?

All Triton US Podcast Ranker Participants.

What is the Demos+ Category Ranker?

Ranks iTunes categories by monthly reach and provides indexed audience profiles across +40 characteristics.

What is an index?

The proportion of people from an audience segment in a show's audience compared to the overall population of podcast consumers.

100	125
Average	**25% more likely** to have that trait/behavior.
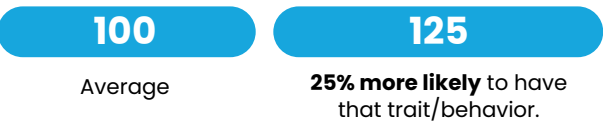
What is the Demos+ survey methodology?

- Conducted with Signal Hill Insights since April 2021.
- 3,000 U.S. monthly podcast listeners (A18+) surveyed quarterly.
- Quotas by age, gender, education, region, race (including unacculturated Hispanics).
- Listening measured through unaided recall of podcasts listened/watched in the past 30 days.

Why rank the top 200 podcasts?

- Ad opportunities extend beyond the Top 50.
- 84% of listeners report listening to at least one podcast outside the Top 50 monthly.

How can Agencies/Advertisers use the data?

- Identify podcasts that best reach desired audiences.
- Make smarter, more targeted media planning decisions.

How can publishers benefit?

- Showcase high-performing shows with audience data.
- Increase brand investment through inclusion in public rankings.

Key Definitions

Listener/Viewer (Survey):
Survey respondents (3,000 A18+ podcast listeners) reporting they listened/watched a podcast in the prior quarter.

Monthly Reach % (Survey):
% of Survey respondents who listened to a podcast category/genre.