

## CRA and Triton Digital sign three-year Australian Podcast Ranker agreement

5 April 2022

Industry body Commercial Radio Australia has signed a three-year agreement with Triton Digital to continue publication of the Australian Podcast Ranker through to March 2024.

The partnership will see Triton Digital continue to publish the monthly report on the top 100 podcasts in Australia, provide data on listener numbers and monthly downloads, and further develop the [australianpodcastranker.com](http://australianpodcastranker.com) website.

Since its release in October 2019, the ranker has increased from seven to 18 participating publishers, and the number of monthly podcast downloads has grown six-fold from 10 million to 62.3 million in February.

CRA chief executive officer Joan Warner said: “The Australian Podcast Ranker has become an established part of a thriving podcast industry in Australia in a short space of time. It was developed to bring greater transparency to podcast performance and consumption and has been successful in drawing attention to the sizeable audiences of many rising stars in podcasting. We’re pleased to continue the work with Triton Digital to support all participating creators, publishers and advertisers.”

Triton Digital chief executive officer John Rosso said: “CRA has taken a leadership role in growing the podcast business in Australia by insisting on high quality measurement. We are gratified that they have, once again, selected Triton Digital to provide accurate, validated, and reliable third-party measurement of this fast-moving segment of the Australian media marketplace.”

The ranker is produced in accordance with IAB Tech Lab’s Podcast Measurement Guidelines and reports on the most popular Australian and international podcasts in the country among participating publishers across radio, TV, print and independent producers.

Participating publishers are Audioboom, ARN’s iHeartPodcast Network Australia, DM Podcasts, Equity Mates Media, Hidden Brain Media, LiSTNR (SCA), Motorsport Podcast Network, News Corp Australia, Nine, NOVA Entertainment, Podshape, Schwartz Media, Sports Entertainment Network (SEN), Stitcher Media, TOFOP Productions, The Chaser, Wavelength Creative and West Australian Newspapers.

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### About Commercial Radio Australia

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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**About Triton Digital**

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