



## Australian Podcast Ranker website launched

15 December 2021

A new website for the Australian Podcast Ranker goes live today at [australianpodcastranker.com](https://australianpodcastranker.com) with the release of the November ranker.

The new easy-to-use site features more information on individual podcasts including show descriptions, publisher and sales representation.

“The site is designed to make it easy for advertisers and agencies to get information and data on Australia’s top podcasts in one place,” CRA chief executive officer Joan Warner said.

The site will be updated when the latest ranker results are released each month and offers users the ability to search by podcast category or publisher and sort results by either monthly listeners or monthly downloads.

The website was developed by Triton Digital and additional features and functionality will be added throughout 2022 to help inform ad spend decisions.

“As the source for consistent industry accepted measurement, we are excited to bring an enhanced user experience to Triton’s Podcast Rankers, through our Podcast Metrics measurement services,” said Richard Palmer, Director of Market Development at Triton Digital. “With this website, agencies now have easier access to podcast consumption information for their strategic purchasing decisions. We look forward to kicking this site off in Australia and expanding to other regions of the world in the near future.”

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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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