Podtrac Announces New Year-Over-Year Growth Among the Top 10 Publishers and Top 20 Podcasts at the *IAB Podcast Upfront Showcase in New York*

Impressive Industry Growth for Top Podcasts and Publishers
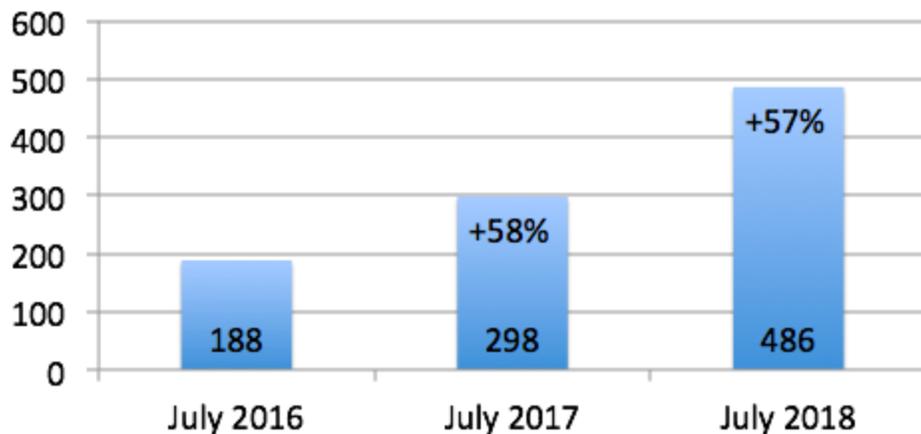
September 6, 2018 -- Podtrac, the leader in Podcast Analytics, announced three Year Over Year (YOY) Growth rates for the top 10 Podcast Publishers and Top 20 Podcasts in the US.

- The Top 10 Podcast Publishers in the US saw a combined 57% YOY growth in total streams and downloads, from 298 million in July 2017 to 486 million in July 2018. The top 10 podcast publishers for July 2018 are: NPR, PRX, WNYC, iHeartRadio, HowStuffWorks, New York Times, This American Life / Serial, ESPN, Wondery and Barstool Sports.
- The Top 20 Podcasts in the US saw a combined 80% YOY growth in total streams and downloads from 173 million in July 2017 to 294 million in July 2018.
- The Top 20 Podcasts in the US had an average increase in unique US monthly audience of 22% YOY, from 1.9 million in July 2017 to 2.3 million in July 2018.

About Podcast Advertising and Podcast Ad Spending

Podcast ad spending in 2017 was $314 million, and is projected to double to $629 million by 2020, according to a June 2018 Podcast Revenue Study conducted by PwC on behalf of the IAB. Podcast advertising has become a successful component of media plans for clients year after year. The unique podcast ad format, the close affiliation and engagement audiences have with their favorite podcasts and show hosts, deliver high impact advertising for both brand and direct response advertisers.
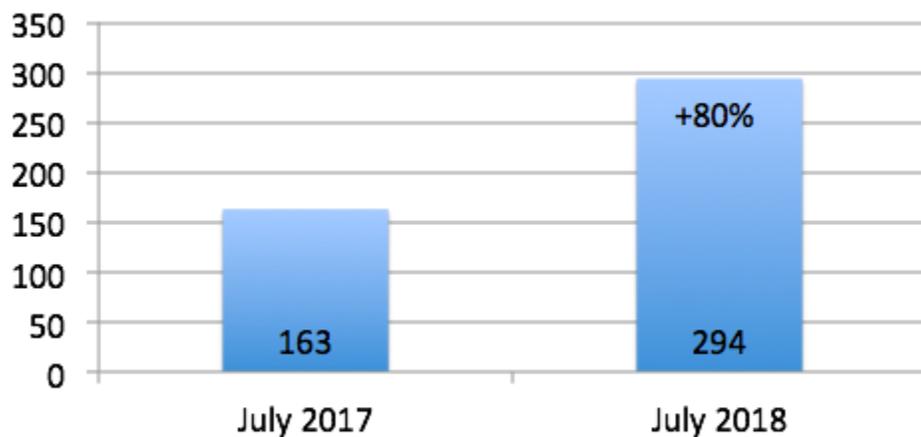
Top 10 Podcast Publishers:
57% YOY Growth in
Total Streams & Downloads

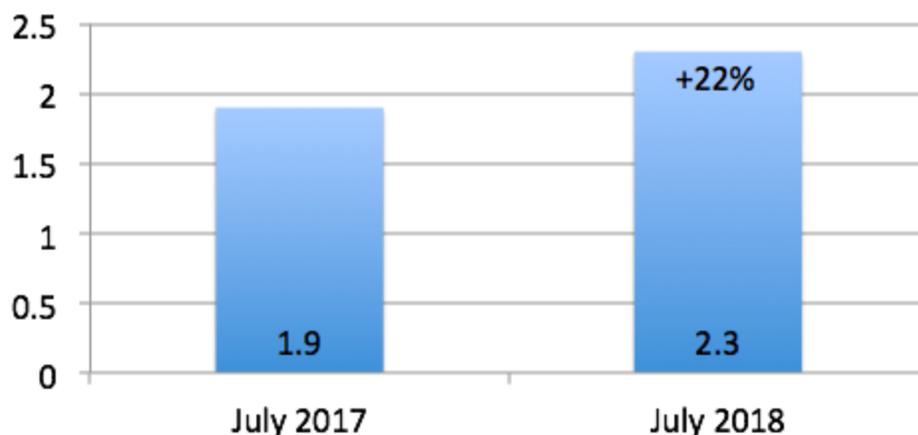Total Steams & Downloads for Top 10 Podcast Publishers, in Millions

Top 20 Podcasts:
80% YOY Growth in
Total Streams & Downloads

Total Steams & Downloads for Top 20 Podcasts, in Millions

Top 20 Podcasts:
22% YOY Average Growth in
Unique US Monthly Audience

Average Unique US Monthly Audience for Top 20 Podcasts, in Millions

PODTRAC

About the IAB Upfront Showcase

A special one-day marketplace on September 6th designed for advertisers and media buyers to preview the latest in innovative podcast programming from some of the biggest names in the digital audio arena. The event aims to educate and raise awareness around the power of podcasts as a valuable platform to reach consumers. Presenters will share their content offerings and opportunities with which advertisers can effectively align their brands. Authentic is a presenting sponsor of the event.

About Podtrac

For over 12 years, Podtrac has measured most top podcasts, including 95% of the top podcast publishers, over 3 million podcast episodes, and 25 billion streams and downloads. From the inception of the podcast industry in 2005, Podtrac is the recognized industry standard for podcast audience measurement, providing analytics to thousands of podcasts, publishers and advertisers. For over two years, Podtrac has produced the industry's monthly rankings of the top podcasts and podcast publishers by unique US monthly audience. Podtrac gives advertisers the data they need to make informed advertising decisions in the podcast media,

and provides publishers data they need to describe their audiences to advertisers using the most advanced and most used podcast measurement system. **http://podtrac.com**