The Top 25 Podcasts in the UK for Q2 2024
New data from Edison Podcast Metrics

FOR IMMEDIATE RELEASE

Somerville, NJ August 28, 2024 – Edison Research announces the Top 25 Podcasts in the UK based on reach for Q2 2024 among weekly podcast listeners age 15+.

Remaining in the same rank order in the Top Three are *The Joe Rogan Experience*, *The Diary of a CEO with Steven Bartlett*, and *Sh**ged Married Annoyed*.

New to the Top 10 for the first time is *Help I Sexted My Boss*. The show gained significant media attention thanks to its tour and launch of its own dinner party game, *Help I Sexted My Boss: The Official Party Game*.

Making their debuts in the Top 25: *The Overlap with Gary Neville* climbed to the #24 spot following the launch of its new season in late March. *The Rest is Entertainment* quickly gained momentum after its late November 2023 launch, securing the #17 spot. Meanwhile, *Just One Thing - with Michael Mosley* earned the #20 spot, with the unfinished TV version of the series set to be released by the BBC following the passing of host Michael Mosley. *Call Her Daddy* continues to rise in popularity, reaching the #22 spot, reflecting Alex Cooper's growing influence beyond the U.S.

Data from Edison Podcast Metrics is available in both the UK and the U.S. For more information on how to become a subscriber to the full datasets, please contact info@edisonresearch.com.

Edison Podcast Metrics is unique in that it is not dependent on podcast download data and does not require podcast networks to opt into its service. At least 2,000 weekly podcast listeners in the UK are surveyed each quarter for the service, and listening behavior is collected regardless of listening platform. The same methodology is being employed in the UK as is used in the U.S.

Data from Edison Podcast Metrics UK provides show-level information on the top podcasts in the UK. Subscribers can analyze demographics, psychographics and purchase-behavior information of weekly podcast listeners. The first Top Podcast Shows ranker in the U.S. was released by Edison Research in November 2019; the company has been tracking podcast consumption in the aggregate since 2006.

About Edison Research
Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research's The Infinite Dial® series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company's Share of Ear® survey is the only single-source measure of all audio in the U.S.

Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S, Edison Podcast Metrics, and has conducted research for many companies in the space. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News) for every presidential primary and general election.

###

For more information:
Daniella Peter Paul-Loor
Marketing Manager
dpeterpaulloor@edisonresearch.com