



Edison Research Announces Top 25 Podcasts in the UK for Q4 2023 from Edison Podcast Metrics

*The Joe Rogan Experience, The Diary Of a CEO with Steven Bartlett, Sh**ged Married Annoyed, top the list*

For Immediate Release

Somerville, NJ USA (March 11, 2024) Edison Research is proud to announce the Top 25 Podcasts in the UK for Q4 2023.

*The Joe Rogan Experience, The Diary of a CEO with Steven Bartlett, and Sh**ged Married Annoyed* are the top three podcasts in the UK based on total weekly audience reach among weekly podcast listeners age 15+ for Q4 2023. The complete list of twenty-five is below.

Joe Rogan and Steven Bartlett remain in the top two spots for the third survey period in a row. *Sh**ged Married Annoyed* takes the #3 spot this quarter which was [previously held](#) by *That Peter Crouch Podcast* in Q3 2023, now ranked #6.

The Rest Is Football makes its Top 10 debut at #8. *Uncanny*, which debuted its third season in late September, makes the Top 25 for the first time at #11.

Desert Island Discs moves to #15 after a change to the BBC's commercial division last year. With the announcement of a UK tour drama surrounding a viral episode, *The Girls Bathroom* makes it into the Top 25 at #24.

Edison Podcast Metrics is the only podcast measurement service that measures the relative audience size and demographics of all podcasts and podcast networks in the UK. The Q4 2023 ranker is derived from data collected continuously during the fourth quarter of 2023, interviewing 2,402 weekly podcast consumers ages 15 and older in the U.K. Participants indicate which podcasts they listened to in the past week along with a variety of demographic, psychographic, and purchase-behavior information. This list ranks the 25 biggest podcasts based on total weekly audience reach as measured by Edison Podcast Metrics UK.

| <u>Rank</u> | <u>Podcasts</u> | <u>Producer</u> |
|--------------------|---|------------------------|
| 1 | The Joe Rogan Experience | Joe Rogan |
| 2 | The Diary Of A CEO with Steven Bartlett | The Diary of a CEO |
| 3 | Sh**ged Married Annoyed | Chris & Rosie Ramsey |

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|----|---|---------------------------------------|
| 4 | The Rest Is Politics | Goalhanger Podcasts |
| 5 | Off Menu with Ed Gamble and James Acaster | Plosive |
| 6 | That Peter Crouch Podcast | Tall or Nothing |
| 7 | The Therapy Couch | Tall or Nothing |
| 8 | The Rest Is Football | Goalhanger Podcasts |
| 9 | Parenting Hell | Keep It Light Media & Spotify Studios |
| 10 | Saving Grace | The Fellas Studios |
| 11 | Uncanny | BBC |
| 12 | Newscast | BBC |
| 13 | Help I Sexted My Boss | Audio Always |
| 14 | The News Agents | Global |
| 15 | Desert Island Discs | BBC |
| 16 | ShxtsNGigs | shxtngigs |
| 17 | The Rest Is History | Goalhanger Podcasts |
| 18 | No Such Thing As A Fish | No Such Thing As A Fish |
| 19 | Impulsive with Logan Paul | Logan Paul |
| 20 | The Archers | BBC |
| 21 | Crime Junkie | audiochuck |
| 22 | NewlyWeds | JamPot Productions |
| 23 | You're Dead to Me | BBC |
| 24 | The Girls Bathroom | Sophia & Cinzia |
| 25 | The Infinite Monkey Cage | BBC |

The latest public-facing data from the Edison Podcast Metrics service is available for both the [UK](#) and the [US](#). For more information on how to become a subscriber to the full



dataset, 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 behaviour 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 as well as network reach statistics. Subscribers have the ability to analyze demographics of podcast listeners, including their purchasing and consumption patterns across a wide range of consumer goods and services. 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 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. 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. 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.

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