

# [podstats] Weekly Insights for Podnews Weekly Review



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## Podnews Weekly Review — Weekly Insights

Report generated Sunday, 2026-02-08 (UTC)

**Good news:** Weekly performance is up. You recorded **1,575** downloads this week, averaging **225/day** vs **209.9/day** across the prior 28 days — a **+7.2% uplift** (significant). We detected **11 notable trend shifts**.

Current week  
**1,575**  
downloads (7 days)

Baseline  
**5,876**  
downloads (prior 28 days)

**New episode momentum:** Friday's release ("Mercury Podcast Network...") delivered **463** day-one downloads (2 days old, 510 total), about **~7% above** your recent Friday first-day average (~434). It's tracking in line with January's 7-day band (~715–774) once it matures.

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### What changed this week

Trend	Change	Details
	<b>228.7%</b> Listeners from Germany	Significant regional growth — consider CET-timed promotion and guest call-outs.
	<b>176.9%</b> Listeners from India	Strong lift — reinforce social posts during IST evening hours.
	<b>26.9%</b> Listeners from Canada	Softness vs baseline — re-engage with a Canada-focused hook or ..

clip.

 256.4%	Referrals from <a href="http://podnews.net">podnews.net</a>	Web referrals are up (referrers = web, not apps). Ensure episode pages have strong titles and descriptions.
 250.0%	AndroidDownloadManager	Android downloads up — good signal to keep ID3 and artwork tidy for Android apps.
 146.6%	Podcast Addict usage	Meaningful Android engagement growth.
 134.5%	AppleCoreMedia usage	iOS/Safari and Apple engine up — recent topics likely resonating with Apple users.
 89.4%	Overcast usage	Consider concise episode titles and rich chapters to maximize Overcast shares.
 66.7%	Castro usage	Potential small-base fluctuation or app churn; keep feed metadata pristine.
 67.8%	Firefox usage	Likely minor given small base; monitor only.

## Episode performance snapshot

**Latest episode (Feb 6):** 510 total in 2 days; day-one 463 (above recent Friday norm). **Prior releases:** Jan 30 reached **728** 7-day downloads; Jan 23 reached **763**; Jan 16 reached **715**. Your typical 7-day range for January was **~715–774**. Expect the newest episode to settle similarly if pace holds. Note: 7-day counts are measured from the episode's release, not the last 7 calendar days.

**Back-catalog surge:** Multiple archive episodes spiked alongside the rise in web referrals. Use your next intro/outro to recommend 1–2 evergreen back-catalog picks to channel this momentum.

## Top 5 Episodes of All Time

Release Total 7-Day

Episode	Date	Downloads	Downloads
The Podnews Weekly Review - the last word in podcast news	2020-11-28	34,968	—
What's the deal with Inception Point AI? Plus, Ireland, and AudioAlways	2025-09-26	1,585	928
PodFund for Podcast 2.0; AI in Podcasting; and the Castro app	2024-09-06	1,362	891
Exploring the 'Podfather' Adam Curry's Boostagram Ball; and the British Podcast Awards Controversy	2023-08-04	1,323	756
Podcast Search Optimisation, new IAB guidelines, and a special Aussie gift	2024-03-01	1,303	613

Note: Episodes released before 2023-05-22 may have incomplete milestone data due to tracking start date. 7-day and 30-day figures are measured from each episode's release date.

## Recommended actions

- **Lean into Germany and India:** Schedule social posts in local prime time; add a quick listener call-out in the next intro for those regions.
- **Capitalize on web traffic:** Since referrers are web (not apps), keep episode titles punchy and ensure the top of your episode pages clearly presents a play button and compelling summary.
- **Amplify Android gains:** Verify listings and artwork on major Android apps; maintain clean ID3 tags and per-episode images.
- **Feature back-catalog gems:** Add one evergreen recommendation in the outro and show notes to capture renewed archive interest.
- **Re-engage Canada:** Consider a Canada-flavored segment or question prompt to encourage shares and saves.