PODCAST METRICS

The industry standard for podcast measurement.

Podcast Metrics delivers accurate and insightful census-level data around how, when, and where podcast and on-demand audio is being consumed across multiple hosting platforms around the world.

Date range – Locations – Device
Podcast title – Episode – Downloads
Download hours – Listeners

FEATURES

o **Demos+ (U.S. & AU):** Metrics beyond census data to help you understand who your audience is with age, gender, sociodemograhic, media behavior, and purchase/lifestyle audience categories.

o **Video Metrics:** Integrated with YouTube to see your total audience all in one platform at the program level for RSS downloads and video views.

o **Podcast Rankers**: Gain insights into monthly performance trends for the top podcasts, publishers, and sales networks in Australia, Canada, Latin America, the Netherlands, New Zealand, and the United States.

o **Lineups:** Group podcasts and deduplicate audiences with the ability to share lineups with agencies.

"Triton Digital's Podcast Metrics Report is highly regarded by the advertising community for independent measurement and comparative data on podcast networks and titles. We are confident that our debut will affirm the strength of the cabana podcast portfolio and its value to advertisers."

- Cathy Csukas, CEO & Founder, AdLarge

Triton Digital's Podcast Metrics measurement service is certified in accordance with the IAB Tech Lab's Podcast Measurement Guidelines