



# Podcast Metrics Explained

# Downloads

## Definition

"Downloads" is a measure of unique file requests followed by file downloads, with invalid downloads omitted. It includes files downloaded for later use and files listened to as they download/stream. Non-unique file requests (multiple requests from the same apparent listener) and invalid downloads are filtered out, per the rule defined in the IAB Podcast Measurement Technical Guidelines.

## How / When To Use It

"Downloads" is the essential metric for understanding the popularity of a podcast. While a download isn't necessarily listened to, it is an indication of the listener's *intent* to listen to the podcast. Additionally, Downloads is the main metric used to report "baked-in" ads impressions.

For example, when a new podcast is announced, potential listeners might subscribe to it immediately. Some of those listeners will listen to the podcast right away, while others might wait a few days or even weeks before they listen.

Some will download a number of episodes and later decide to unsubscribe without having listened to all of the downloads.

Most podcast applications will stop automatically downloading new episodes if they detect the listener has stopped listening to the podcast.

# Listeners

## Definition

A "Listener" represents a unique user who downloads one or multiple episodes of one or several podcasts. Per the IAB Podcast Measurement Technical Guidelines, "Listeners" are calculated as a count of unique IP addresses combined with unique user agents. The quality of this methodology varies per the length of the calculated period. The longer the period, the less accurate it becomes.

## How / When To Use It

For podcast measurement, this gives you an idea of the reach over a period of time. You can use this metric on a per-episode, per-podcast, per-network, or per-publisher basis and the listeners will be de-duplicated (duplications removed) across different episodes and shows that they are listening to.

# Downloads (Gross)

## Definition

A "Download" is a file request followed by a file download, including files downloaded for later use and files downloaded and listened to as they download/stream. Downloads (*Gross*) includes **non-unique downloads** (multiple requests from the same apparent listener) and invalid downloads from bots, web crawlers, etc.

## How / When To Use It

Use Downloads (Gross) to get a sense of the overall download activity. It should not be used for planning or publicity because it hasn't been "cleaned up." Think of it as raw numbers for reference purposes, or to compare with Downloads that have been filtered to see if there is an unusual amount of invalid traffic.



# Downloaded Hours

## Definition


This is the total time, in hours, of podcast audio content that was downloaded, with invalid downloads omitted. It includes files downloaded for later use and files listened to as they download/stream.

Non-unique file requests (multiple requests from the same apparent listener) and invalid downloads are filtered out, per the rule defined in the IAB Podcast Measurement Technical Guidelines.

## How / When To Use It

This metric represents the maximum potential listening hours if all actual downloaded content was listened to.

For example, if we consider an episode that lasts one hour and has 1,000 downloads, of which only 500 Downloaded Hours were measured, it means that on average, only half of the episode files were downloaded. Therefore, if all listeners were to listen to the actual downloaded content, the listening time would be 500 hours, not 1,000 hours.



Questions? Contact  
[Measurement@TritonDigital.com](mailto:Measurement@TritonDigital.com)