



# Podcast Metrics Demos+

## Advancing Podcast Advertising Decisions with Enhanced Audience Metrics

Triton Digital releases another tool to further help inform podcast advertising decisions. Podcast Metrics Demos+ provides enhanced metrics including person-level demographic, sociographic, media behavior and purchase intent data in the United States, to further inform podcast advertising decisions.

Demos+ is a tool developed by Triton in collaboration with Signal Hill Insights to deliver the first-ever integration of census and survey-based research methodologies to provide a consistent industry approach to demographic measurement. Podcast publishers, advertisers, and brands, will be able to leverage podcast audience metrics in an easy-to-use always on online interface.

### Demos+ Benefits Sales and Research Teams

Triton Digital's Podcast Measurement data brings enhanced metrics to the industry and provides insight into the profiles of the audience. Now, Podcast listening is available at a more granular level for advertisement buying, selling and research.

#### Additional benefits include:

- Person level demographics – not household level
- Methodology to allow for all podcasts to be measured, regardless of size
- Profile characteristics and downloads in one place, allowing for the potential to transact media based on demographics
- Representative data set (balanced by age, gender, region and race) of overall US population to allow for all subsets to be properly counted
- Privacy safe

#### Easy to Customize Report of Shows' Demographic Audience

REPORT						
August 1st, 2021 - August 31st, 2021 (500 rows maximum)						
Program	Downloads	Female 18+	Male 18+	Adults 18-34	Adults 18-49	Adults 25-54
The Morning News	25,724	11,576	13,994	13,840	21,865	18,650
The Street Journal	22,497	6,772	15,680	9,831	18,380	16,603
The Tony Hart show	21,578	9,840	11,695	7,488	14,716	13,875
GG's book of life	16,632	7,484	9,048	8,948	14,137	12,058

  

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August 1st, 2021 - August 31st, 2021 (500 rows maximum)						
Program	Downloads	Female 18+	Male 18+	Adults 18-34	Adults 18-49	Adults 25-54
The Morning News	25,724	45.0%	54.4%	53.8%	85.0%	72.5%
The Street Journal	22,497	30.0%	69.6%	43.7%	81.6%	73.8%
The Tony Hart show	21,578	45.6%	54.2%	34.6%	68.2%	64.3%
GG's book of life	16,632	45.0%	54.4%	53.8%	85.0%	72.5%

Reporting Metrics by Downloads, Listens and Percentage of total audience

### Reliable, Validated Methodology

Triton Digital's Podcast Measurement data brings enhanced audience metrics to the industry with a 7-minute online survey, available in English and Spanish. The survey is fielded quarterly, beginning April 2021, building up to a rolling year with a representative national sample of 10k+ monthly US podcast listeners.

The survey data is paired with Triton's PCM census-level data, which then allows Triton to project the demographic and socio-economic audience composition for virtually all sizes of podcasts – a capability previously hindered by podcast survey sample-size limitations. The pairing of survey plus PCM census-level data enables scale due to allowing the identification of shared listeners, to increase the sample.

#### Audience profile characteristics include:

- Demographics/sociodemographic: Age, gender, household income, race, education, employment and more
- Media consumption: Print, radio, podcast, TV, YouTube, streaming, social and more
- Purchase habits/intent: QSR, travel, wireless, insurance, auto and more

To learn more, or request a demo, contact [Solutions@TritonDigital.com](mailto:Solutions@TritonDigital.com)