



Podcast Metrics for Agencies

Streamlines the Process of Podcast Advertising Discovery, Planning, & Analysis

Triton Digital's Podcast Metrics Measurement service provides Agencies with IAB-accredited, consistent data across podcast networks and publishers, regardless of where the podcast content is hosted.

Podcast Metrics enables seamless and aggregated access to podcast data, providing a one-stop shop to discover podcast advertising inventory, analyze the data, and plan your buys. Metrics include Downloads and Listeners.

Lineups Tool

The Lineups tool within Podcast Metrics enables podcast advertising to be bought and sold at scale, by

- Allowing you to access data from multiple publishers through a single user interface, with data updated each day
- Allowing Publishers to create Lineups on your behalf (based on programs of interest to you) & share direct with you
- Standardizing and streamlining data into one easy-to-access package, removing manual tracking & multiple tools
- Eliminating self-reported publisher data, and the need to manually collect and aggregate data from each publisher

Streaming Metrics

Trends

Charts

Explore

Audience

Saved Queries

Realtime

Podcast Metrics

Dashboard

Explore

Saved Queries

Lineups

Explore

Manage

Lineup Explore

[User Guide](#)[Sign Out](#)

QUERY

Filters

Lineups (2)Jan 11th 21 - Feb 7th 21 - Last 4 weeks (UTC)[Add new](#)

Dimensions

Lineup xOwner xProgram x[Add new](#)

Submit

SaveScheduleReset

REPORT

January 11th, 2021 - February 7th, 2021 (500 rows maximum)

[Export](#)[Metrics Definition](#)

Lineup	Owner	Program	Downloads	Listeners
Triton Demo News Lineup	Triton Digital	The Street Journal	43,780	43,395
Triton Demo News Lineup	Triton Digital	The Morning News	40,724	39,649

Podcast Reports

Triton Digital's monthly Podcast Reports list the Top Networks and/or Podcasts in a particular region including the U.S., Latin America, The Netherlands, Australia, and more, as measured by Triton's Podcast Metrics measurement service.

If you are interested in receiving our Podcast Reports via email, sign up here:

<https://info.tritondigital.com/subscribe-to-podcast-reports-and-webcast-metrics-rankers>

The screenshot displays four separate report tables for different regions: Australia, LATAM, U.S., and Netherlands. Each table lists the top 100 podcasts by downloads for a specific reporting period. The columns include Rank, Podcast Name, Downloads, and Listeners. The U.S. report shows 'The Morning News' as the top podcast with 40,724 downloads. The LATAM report shows 'The Street Journal' as the top podcast with 43,780 downloads. The Australia and Netherlands reports also show 'The Street Journal' as the top podcast.

For more information, contact Solutions@TritonDigital.com