Podcast Metrics

Detailed and Accurate Measurement of your Podcast Content

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

It provides accurate and insightful census-level data around how, when, and where podcast and audio on-demand content is being consumed across multiple hosting platforms around the world, with the ability to view metrics by date range, locations, device, podcast name, episode, title, and more. Metrics include downloads, downloaded hours, and listeners.

The flexible and user-friendly Podcast Metrics platform enables you to:
• Analyze podcast consumption for your individual Network/Publisher, programs, and episodes
• Incorporate data from multiple hosting platforms into one intuitive interface
• Analyze consumption by date range, geography, device, player, and more
• Save, schedule, and email reports to key stakeholders
• Increase the evaluation & buying consideration of your podcasts by agencies through the creation of Lineups, or aggregation of podcasts
• Securely share lineups with agencies by granting access to data
• Provide independent 3rd party measurement consistent across publishers
• Reduce the amount of manual effort for Networks
• Access Explore-view data directly within your internal data warehouse and BI dashboards via our Metrics API

For more information, contact Solutions@tritondigital.com
Podcast Reports

Powered by Podcast Metrics, our Podcast Reports and Rankers list the Top Networks and/or Podcasts in a particular region, as measured by Podcast Metrics.

Podcast Reports are produced on a per country basis and are based on a 4-week reporting period. The entities listed are ranked in accordance with the IAB Tech Lab’s Podcast Measurement Guidelines. Reported companies must opt-in to the public release of their data.

Today, Podcast Reports are available in a number of countries, including the U.S., Latin America, The Netherlands, and Australia.

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