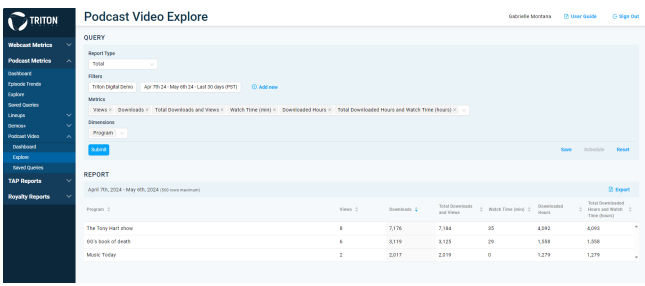


PODCAST VIDEO METRICS

See your total audience all in one platform.

With the integration of YouTube in Podcast Metrics, view how your podcast video content is consumed in conjunction with your overall podcast downloads.



Views – Watch Time (in minutes)
Average View Duration – Downloads

“Video has added another dimension connecting podcast creators with their audiences,” said Kai Chuk of YouTube. The measurement and reporting of views provides critical insights to podcasters as they continue to produce the high-quality content audiences want and deserve, giving publishers a more holistic view of podcast performance data.”

- Kai Chuk of YouTube



FEATURES & CAPABILITIES

- ✓ Side by side reporting to analyze a podcasts audience across both RSS downloads and YouTube views
- ✓ Account setup across single, multiple and third party owned accounts
- ✓ Consolidate video metrics from a variety of programs
- ✓ Choose any range of metrics including date range and country
- ✓ Customizable reporting functionality with the ability to automate reporting via the saved query functionality
- ✓ View topline insights including consumption trends across the last 30 days and 52 weeks, along with share by country

