

See How You Compare, As A Publisher, To The Overall Podcast Industry

With Triton's Podcast Metric Industry Feature

Industry Overview & Benchmarking Data is now available for the top 20 countries

Gain a clear view of the overall market (as measured by Triton Podcast Metrics) and how your performance stacks up. Use this data as a benchmark to assess your position and growth.

Market Share

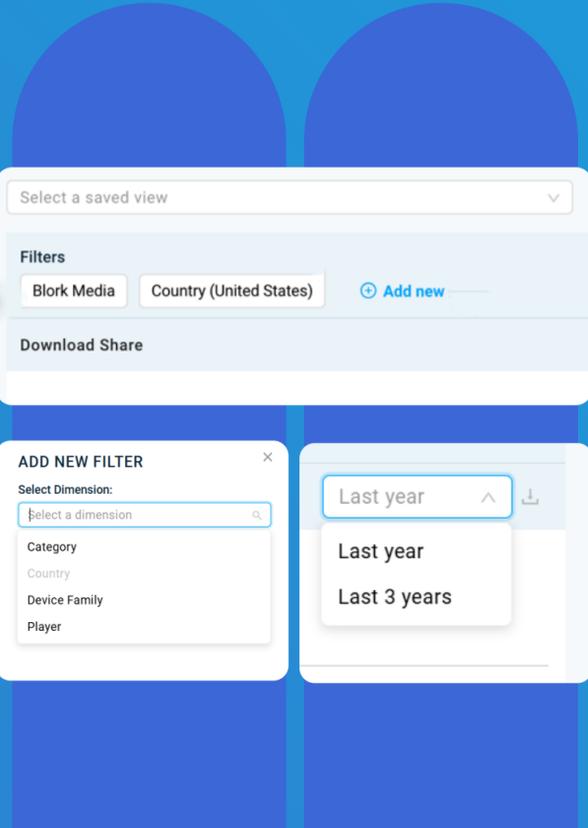
Analyze your publisher share and track share trends over time. Compare your performance against the broader market within a specific country, filtered by player, device family, category, and more.

Market Composition

Understand the distribution within a specific country of listening by player, device family, and category and see how it compares to your own audience composition or the broader market.

Download Benchmark

Compare consumption of your podcast shows and episodes against the broader industry, either overall or within a specific country or genre, while evaluating performance across multiple episode release windows such as next-day, 7-day, and 30-day periods.



Market Share

Total Market View

Access an aggregated view of the Triton Podcast Metrics-measured market to see how publishers perform relative to the total landscape.

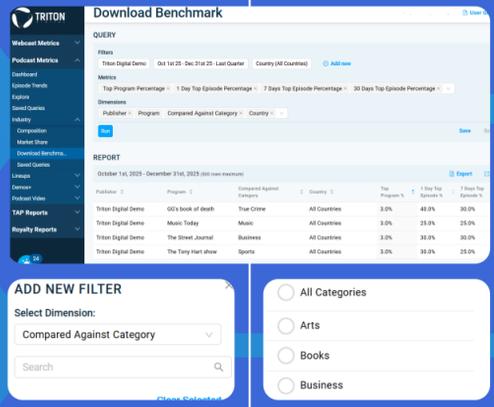
- Understand what share of the total market a publisher represents.
- Break down insights by player, device family, category or any combination (ie: share of downloads on smart speakers in the Kids & Family category).
- Combine up to four views (rows) for side-by-side comparison.
- Trend data over the past year or the last three years to measure growth or stability.

Download Benchmark

Podcast Program Level View

Access an aggregated view of the Triton Podcast Metrics-measured market to see how podcast programs perform relative to the total landscape.

- Understand where your podcast levels compared to all podcasts for both the overall program and average episode download.
- Understand episode download benchmarks across next-day, 7 day and 30 day release windows.
- Breakdown by total (all genres) or the genre of the respective podcast program.



Composition

Industry Trends & Listening Behaviors

Gain insight into broader industry trends and listener behaviors across the podcast landscape.

- Compare your audience composition to the overall market.
- Filter and view data by category, device family, player or any combination. (ie: U.S. share of downloads on smart speakers by player, C.A. share of downloads by category, etc.)
- Identify how your listening patterns align with or differ from industry norms to uncover growth opportunities.

