



### Netherlands Podcast Ranker

Top Podcasts | October 2024

Classement	Change	Podcast	Genre	Downloads (Last 7 Days)	Downloads (Last 30 Days)
42	+11	Studio De Vries	Podcast	37 253	11 527
43	+11	De weerspiegel.nl	Podcast	36 992	11 500
44	-	Stad Friesland	Podcast	36 702	11 389
45	+3	Met Liefde van Willem Da	Podcast	36 425	11 305
46	+17	De Goei Podcast	Podcast	31 206	9 228
47	-	De Zaan 360	Podcast	31 084	9 228
48	-	Justicia Podcast	Podcast	31 281	9 228
49	-	De Zonze Zonze Vlaanderen	Podcast	30 411	9 228
50	+10	Alles met Kees de Winter	Podcast	30 411	9 228
51	-	Even de Aankomst	Podcast	30 411	9 228
52	-	Nieuwsgierig	Podcast	30 411	9 228
53	-	Met de Zonze Vlaanderen	Podcast	30 411	9 228
54	-	Cruciaal	Podcast	30 411	9 228
55	-	De Bureaucrat	Podcast	30 411	9 228
56	-	MIDCAN	Podcast	30 411	9 228
57	-	Phonetic Podcast	Podcast	30 411	9 228
58	-	Phonetic Podcast	Podcast	30 411	9 228

### US Podcast Ranker

Top Podcasts by Weekly Average

Classement	Change	Podcast	Genre	Downloads (Last 7 Days)	Downloads (Last 30 Days)
1	-	The Joe Rogan Experience	Podcast	1 200 000	3 500 000
2	-	Joe Rogan's Spidey	Podcast	1 100 000	3 200 000
3	-	Joe Rogan's Bitch	Podcast	1 000 000	3 000 000
4	-	Joe Rogan's Podcast	Podcast	900 000	2 800 000
5	-	Joe Rogan's Podcast	Podcast	800 000	2 600 000

### Canada Podcast Ranker

Top Podcasts | October 2024

Classement	Change	Podcast	Genre	Downloads (Last 7 Days)	Downloads (Last 30 Days)
1	-	National Public Media (NPM) and Day (Canada)	Podcast	1 200 000	3 500 000
2	-	National Public Media (NPM) and Day (Canada)	Podcast	1 100 000	3 200 000
3	-	National Public Media (NPM) and Day (Canada)	Podcast	1 000 000	3 000 000
4	-	National Public Media (NPM) and Day (Canada)	Podcast	900 000	2 800 000
5	-	National Public Media (NPM) and Day (Canada)	Podcast	800 000	2 600 000



# Podcast Metrics Explained

# Downloads

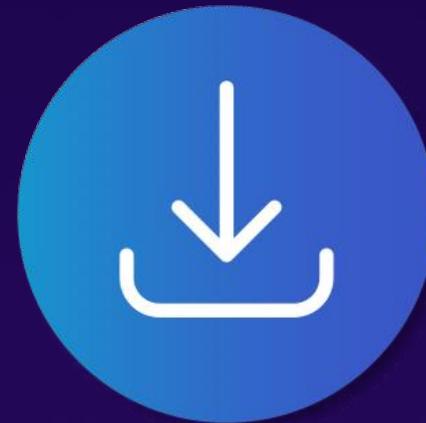
## Definition

**Downloads** is a measure of unique file requests that were downloaded. This includes complete file downloads as well as partial downloads in accordance with the IAB filtering rules (e.g., spiders and bots, data centers, one-minute of content minimum download, etc.).

"Unique" is one IP address, user agent, episode, and date. For more information, see the IAB Podcast Measurement Technical Guidelines v2.2.

## How / When to use it

"**Downloads**" is the essential metric for understanding the volume of listening to a podcast. While a download isn't necessarily listened to, it is an indication of the listener's intent to listen to the podcast. Additionally, Downloads is the main metric used to report "baked-in" ads impressions.



# Downloads | Gross

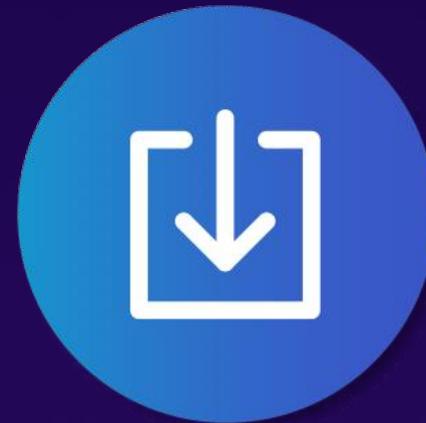
## Definition

Non-unique file requests that were downloaded. This includes **complete file downloads** as well as partial downloads, and is not subject to filtering rules as defined in the IAB Podcast Technical Measurement Guidelines.

This metric is not to be used for planning or advertising purposes, as the trends may vary and spikes can occur.

## How / When to use it

Use Downloads (Gross) to get a sense of the overall download activity. It should not be used for planning or publicity because it hasn't been "cleaned up." Think of it as raw numbers for **reference purposes**, or to compare with Downloads that have been filtered to see if there is an unusual amount of invalid traffic.



# Downloaded Hours

## Definition

This is the **total time (in hours)** of podcast audio content that was downloaded, as a sum of all valid downloads data.

## How / When to use it

Use it when you want to understand the total listening potential and comparing shows with different lengths.

**For example**, Show A: 100K downloads of 15 minute episodes (0.25 hours) equals 25K downloaded hours.

Show B: 100K downloads of 60 minute episodes (1 hour) equals 100K downloaded hours.



# Listeners

## Definition

Each "Listener" is a single user who downloads content for either immediate or later (delayed) consumption. Listeners are separated by a combination of unique IP address and user agent in accordance with the IAB filtering rules described in the IAB Podcast Technical Measurement Guidelines V2.2.

## How / When to use it

Listeners is the closest measure to unique audience size. The method to depuplicate IP/user agent combinations becomes inflated over time due to industry limitations, so it is best to use for shorter time frames (a month max). The listener metric can also be used to compare audience overlap across podcasts.





# QUESTIONS?

Contact [Measurement@tritondigital.com](mailto:Measurement@tritondigital.com)