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

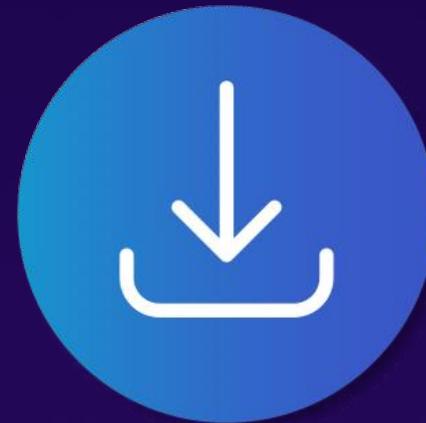## Definition

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.

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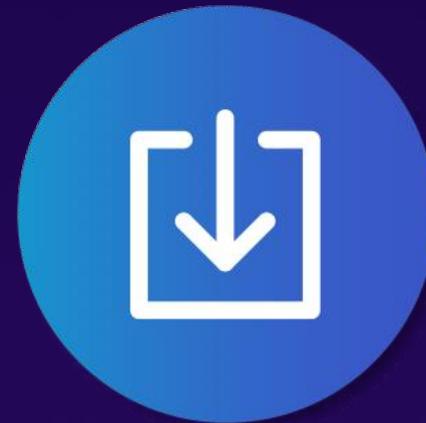
Downloaded Hours

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.

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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 depulicate 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.

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QUESTIONS?
Contact Measurement@tritondigital.com