

The Most Comprehensive Solution for Podcast Measurement

Better Understand Your Audience & Listener Trends

Podcast Metrics is the industry standard for podcast measurement, delivering accurate and insightful census-level data around how, when, and where podcast and on-demand audio content is being consumed across multiple hosting platforms around the world. View metrics by date range, geography, device, podcast name, episode title, and more.



Podcasters

Understand your audience to grow listenership and improve monetization.



Advertisers & Agencies

Understand what podcasts are consumed by your target audience, ensuring you reach the right listeners.



The Podcast Metrics platform is flexible and user-friendly:

Customize reports: many filters and dimensions supported.

Automate reports: save and schedule functionality.

API access: integrate with your business intelligence tools.

Date range, Locations, Device, Podcast title Episode, Downloads, Downloaded hours, Listeners

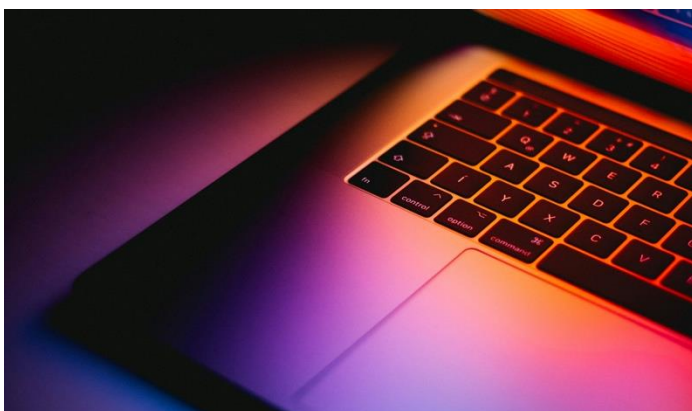
Triton Digital's Podcast Metrics measurement service is certified in accordance with the IAB Tech Lab's Podcast Measurement Guidelines.

Aggregate Groups of Programs with Lineups

Improve the monetization of your inventory with Lineups!

You can now easily create and manage a curated group of shows, presenting download and listener data to buyers and agencies, improving show awareness and inventory monetization.

With Lineups podcast advertising can now be bought and sold at scale. And, the Lineup Explore view allows you to filter reports for both publishers and advertisers, showcasing a lineups unique reach.



Podcast Metrics Demos+ (U.S.)

Audience Insights at Your Fingertips

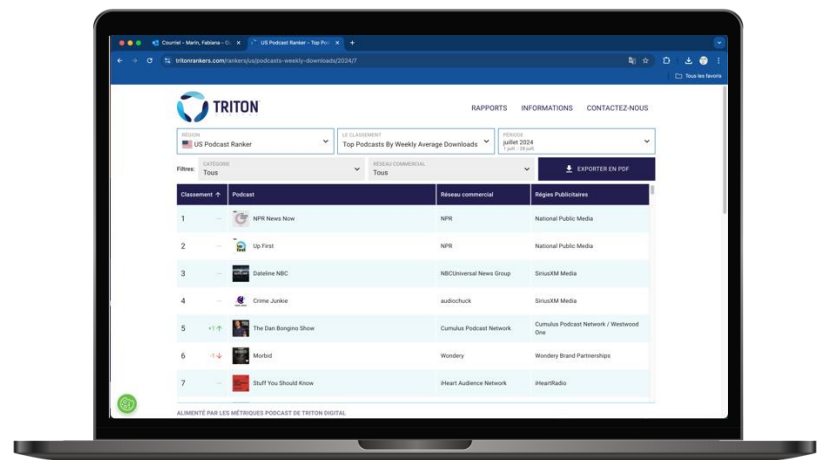
Podcast Metrics Demos+ delivers enhanced audience metrics for podcasts of all sizes in the U.S. enabled through the first-ever integration of census and survey-based research methodologies in collaboration with the audio research firm Signal Hill Insights. Podcast publishers and advertisers can leverage audience metrics by person-level demographics, sociographics, media behavior and purchase intent via an easy-to-use online interface to help inform podcast programming and advertising decisions.

Podcast Ranker

Triton Digital's Podcast Rankers list the Top Podcasts and Top Sales Networks in a particular country or region, as measured by Triton's Podcast Metrics measurement service.

Podcast Rankers are produced monthly for the following countries and regions: Australia, Canada, Latin America, the Netherlands, New Zealand, and the United States. Podcasts are ranked by Downloads and/or Listeners, in accordance with the IAB Tech Lab's Podcast Technical Measurement Guidelines. Any podcast network or publisher with an audience in a measured region is eligible to participate.

View the Podcast Rankers on TritonRankers.com where you can sign-up to get them delivered directly to your inbox.



“Aligning with the best tools is critical to our success. Triton Digital’s Omny Studio platform and Podcast Metrics service are relied upon and trusted by the top publishers in the industry.”

- Russell Weissman, VP of Marketing & Audience Strategy, All Things Comedy