

## PODCAST METRICS DEMOS+ (AUSTRALIA)

**Audience insights at your fingertips for podcasts of all sizes in Australia.**

Inform your podcast programming and advertising decisions with an easy-to-use online interface.



**150+ audience characteristics**

## FEATURES

- First-ever integration of census and survey-based research methodologies.
- Privacy safe tool .
- Person level demographics (not household) with audience characteristics by age and gender, sociographics, media behavior, and purchase intent.
- Metrics include downloads, listeners, percentage and index (versus both the AU and monthly podcast listener population).

*“The new audience profiles and insights from Podcast Metrics Demos+ enables publishers to really understand who our audiences are in podcasting. This in turn will help us attract the right advertisers and to make strategic content decisions. It has brought a new level of transparency and understanding to the industry.”*

*News Corp*

**- Shannon Hollis, GM - Audio, News Corp Australia**

*In collaboration with the audio research firm Signal Hill Insights*