

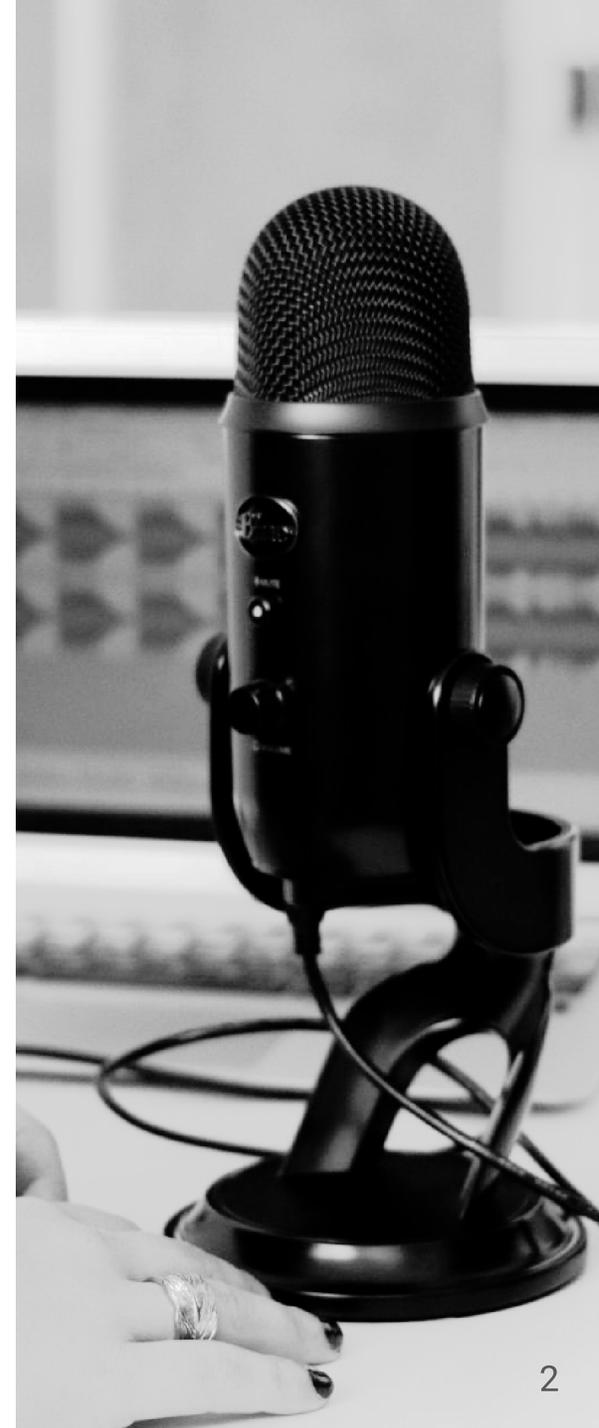
# Helpful Resources for Podcast Metrics Subscribers

*How to source Podcast Metrics reports, data, and more.*



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# About Podcast Metrics

The Podcast Metrics measurement service is built in accordance with v2.1 of the IAB Podcast Technical Measurement Guidelines, providing accurate and insightful data into the consumption of your podcast content.

Podcast Metrics enables you to view metrics by date range, geography, device, podcast name, episode title, and more.

Metrics include Downloads, Listeners, and Downloaded Hours.

Helpful Link: [About the Metrics](#)



# About Triton's Podcast Reports

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

Podcast Reports are produced monthly on a per country or region basis. The entities listed are ranked by Downloads and/or Listeners/Users, in accordance with the IAB Tech Lab's Podcast Technical Measurement Guidelines. Reported companies must opt-in to the public release of their metrics.

## Helpful Links:

-  [Latest Podcast Reports](#)
-  [Subscribe to Receive the Podcast Reports & Rankers via email](#)
-  [2022 Podcast Reporting Calendar](#)

# Podcast Reports

Triton Digital's [Podcast Reports](#) list the Top Podcasts measured by Triton's Podcast Metrics

The image displays six report cards arranged in two rows. Each card features a header with a national flag or regional map, a title, a list of report categories, and a 'VIEW REPORTS' button at the bottom.

- Australia:** Top Podcasts, Top Podcasts (Australian Made), Top Publishers
- United States:** Top 100 Podcasts, Top Networks
- Canada:** Top Podcasts, Top Networks, Canadian Made English Podcasts, Canadian Made French Podcasts
- New Zealand:** Top Podcasts, Top Publishers
- Netherlands:** Top Podcasts, Top Networks
- LATAM:** Top Podcasts

# Helpful Tips for Sourcing Your Measurement Data

To cite Triton Digital's service in articles or editorials:

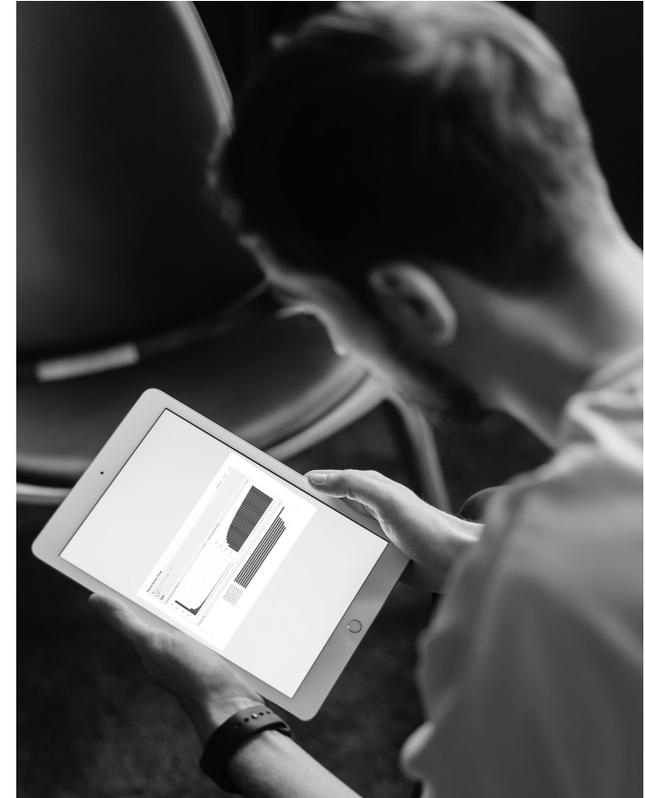
"As measure by Triton Digital's Podcast Metrics measurement service..."

When sourcing our data at the bottom of presentations:

Source: Triton Digital's Podcast Metrics measurement service [YEAR]

When sourcing a Podcast Report:

Example: "Triton Digital's Canada Podcast Report for March, 2022"



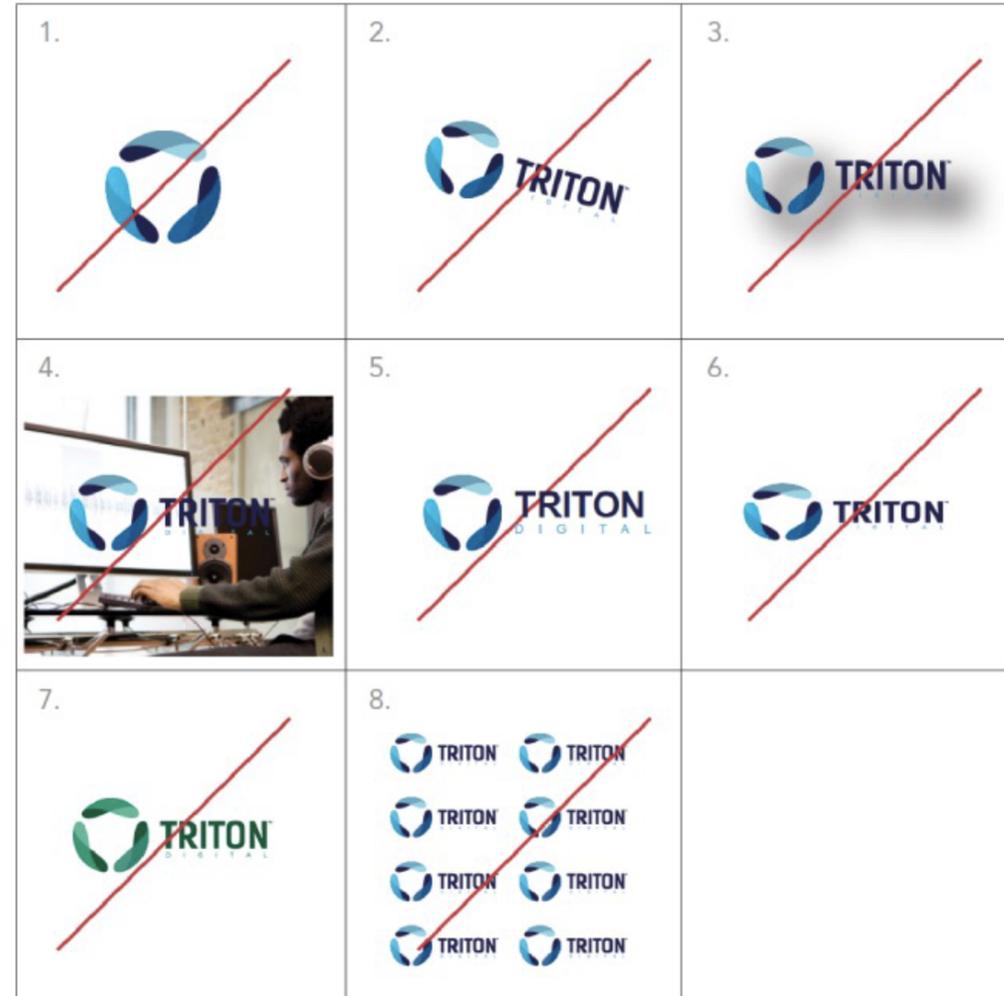
# Triton Digital Logos

- Our logo is an integral part of our brand and we need to ensure proper usage.
- The preferred use is the horizontal design over a white background.
- The logo should always be reproduced in full-color mode.
- Please be sure to leave a clear space (25% of the logo height) around the logo to maximize visual effectiveness. Nothing intrude into this clear space.
- If the logo needs to be placed on a dark background, contact Marketing directly to provide you with a two color version.
- Please attempt to use these standards in every opportunity.



# Incorrect Logo Usage

- Do not remove 'Triton Digital'
- Change the logo orientation
- Add effects to the logo. This includes bevel and emboss, lighting effects and drop shadows
- Place the primary logo on top of busy photography
- Attempt to recreate the logo
- Scale unproportionately
- Alter the colors or gradients
- Use the logo as a repeated pattern or "wallpaper"



# Questions, Comments, or Need Anything Additional?

Contact [Marketing@TritonDigital.com](mailto:Marketing@TritonDigital.com)