# Podcast Metrics Explained

Downloads

Definition

"Downloads" is a measure of unique file requests followed by file downloads, with invalid downloads omitted. It includes files downloaded for later use and files listened to as they download/stream. Non-unique file requests (multiple requests from the same apparent listener) and invalid downloads are filtered out, per the rule defined in the IAB Podcast Measurement Technical Guidelines.
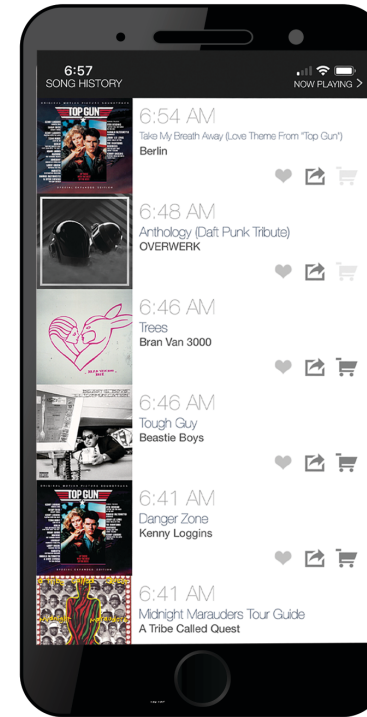
Downloads

How / When to use it

"Downloads" is the essential metric for understanding the popularity of 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.

For example, when a new podcast is announced, potential listeners might subscribe to it immediately. Some of those listeners will listen to the podcast right away, while others might wait a few days or even weeks before they listen.

Some will download a number of episodes and later decide to unsubscribe without having listened to all of the downloads.

Most podcast applications will stop automatically downloading new episodes if they detect the listener has stopped listening to the podcast.

TRITON

Downloads | Gross

Definition

A "Download" is a file request followed by a file download, including files downloaded for later use and files downloaded and listened to as they download/stream. Downloads (Gross) includes non-unique downloads (multiple requests from the same apparent listener) and invalid downloads from bots, web crawlers, etc.
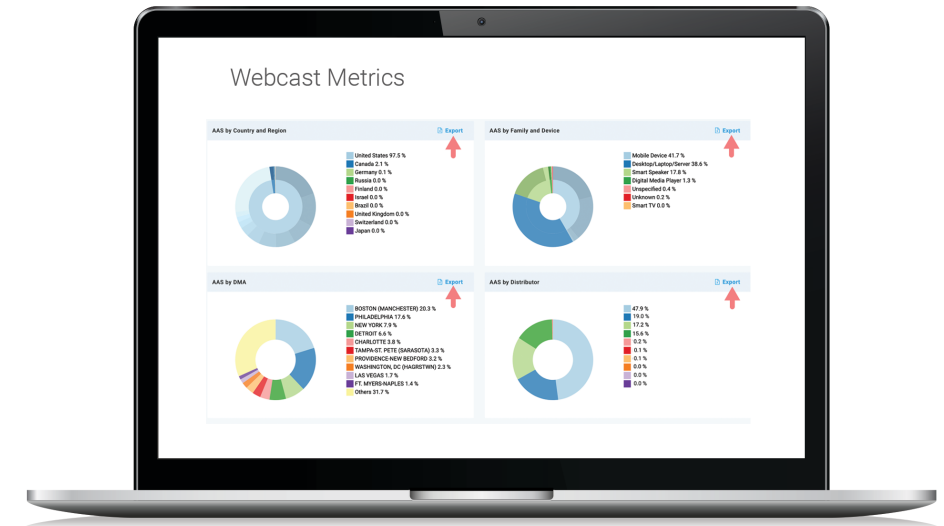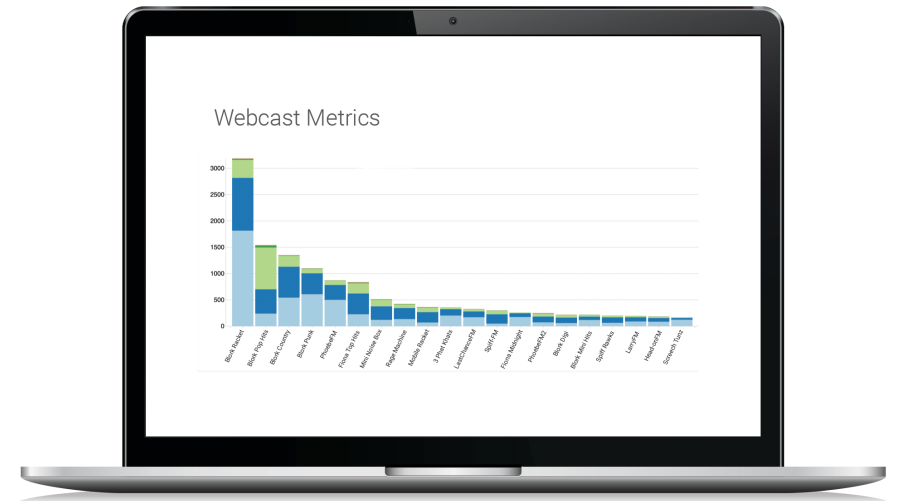
Downloads | Gross

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.

TRITON

Downloaded Hours

Definition

This is the total time, in hours, of podcast audio content that was downloaded, with invalid downloads omitted. It includes files downloaded for later use and files listened to as they download/stream. Non-unique file requests (multiple requests from the same apparent listener) and invalid downloads are filtered out, per the rule defined in the IAB Podcast Measurement Technical Guidelines.

TRITON

Downloaded Hours

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.

TRITON

Questions?

CONTACT

Measurement@tritondigital.com