

# See How You Compare, As A Publisher, To The Overall Podcast Industry

With Triton's Podcast Metric Industry Feature

## Industry Overview & Benchmarking Data is now available for the top 20 countries

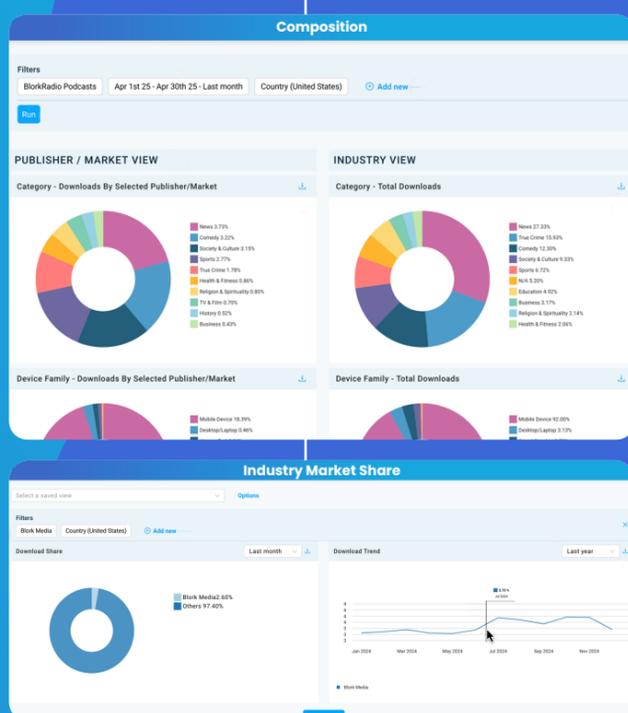
Gain a clear view of the overall market (as measured by Triton Podcast Metrics) and how your performance stacks up. Use this data as a benchmark to assess your position and growth.

## Market Share

Analyze your publisher share and track share trends over time. Compare your performance against the broader market within a specific country, filtered by player, device family, category, and more.

## Market Composition

Understand the distribution within a specific country of listening by player, device family, and category and see how it compares to your own audience composition or the broader market.

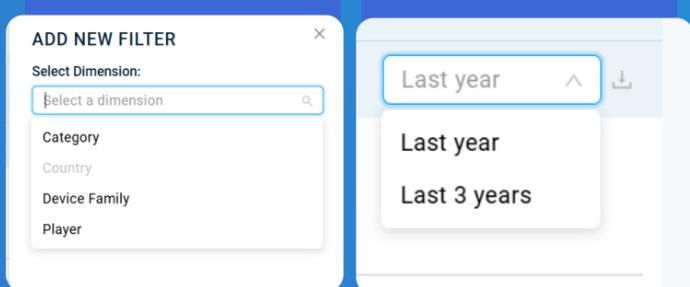
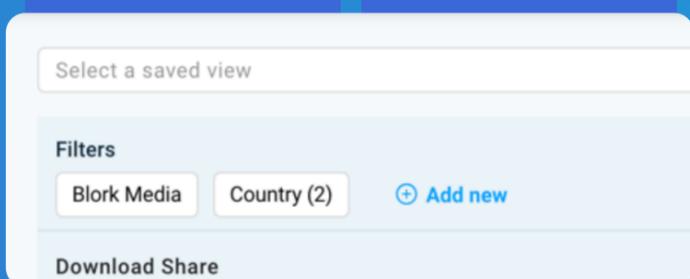


## Market Share

### Total Market View

Access an aggregated view of the Triton Podcast Metrics-measured market to see how publishers perform relative to the total landscape.

- Understand what share of the total market a publisher represents.
- Break down insights by player, device family, category or any combination (ie: share of downloads on smart speakers in the Kids & Family category).
- Combine up to four views (rows) for side-by-side comparison.
- Trend data over the past year or the last three years to measure growth or stability.



## Composition

### Industry Trends & Listening Behaviors

Gain insight into broader industry trends and listener behaviors across the podcast landscape.

- Compare your audience composition to the overall market.
- Filter and view data by category, device family, player or any combination. (ie: U.S. share of downloads on smart speakers by player, C.A. share of downloads by category, etc.)
- Identify how your listening patterns align with or differ from industry norms to uncover growth opportunities.

