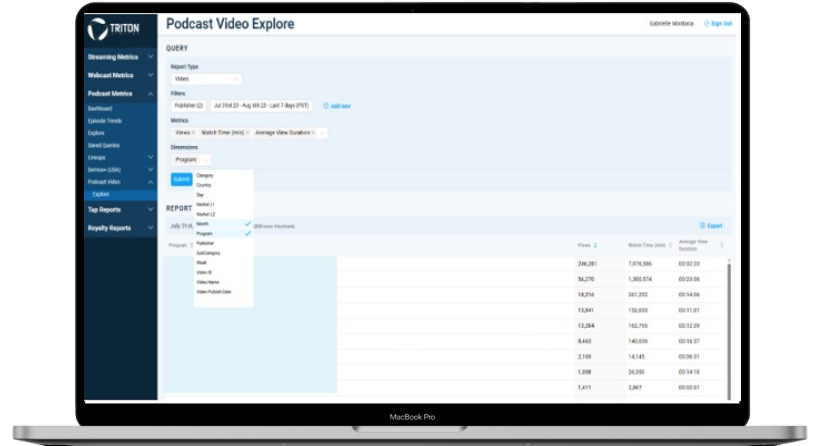# PODCAST VIDEO METRICS

See your total audience all in *one* platform.

With the integration of YouTube in Podcast Metrics, view how your podcast video content is consumed in conjunction with your overall podcast downloads.

Views – Watch Time (in minutes) Average View Duration – Downloads

FEATURES

- o Side by side reporting to compare podcast downloads & views of programming on YouTube
- o Consolidate video metrics from a variety of programs
- o Choose any range of metrics including date range and country
- o Customizable reporting functionality
- o Single account access

"Video has added another dimension connecting podcast creators with their audiences," said Kai Chuk of YouTube. The measurement and reporting of views provides critical insights to podcasters as they continue to produce the high-quality content audiences want and deserve, giving publishers a more holistic view of podcast performance data."

- Kai Chuk of YouTube

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