Podcasting Metrics

Jason Van Orden

THE Question

What is the standard to which advertisers will subscribe for measuring the value of an ad buy in a podcast?

The Current State

- There still is no standard
- We can’t measure listens yet
- But there is a lot that we can measure

Measuring the Size of Your Audience

The Hit Myth

- What is a hit?
- Multiple hits per download
- Hits > Downloads > Listens

Unique Downloads

- Filtering by unique IP address
- Shortcomings
  - One person might download multiple times
  - Different log filtering algorithms
  - Partial downloads/streams are still counted
- IBM’s .8 rule

Complete Downloads

- More conservative
- More resource intensive
- Could filters out a lot of valid listeners

Bandwidth

- What does bandwidth mean?
- Bandwidth alone is meaningless
- Download Estimate =

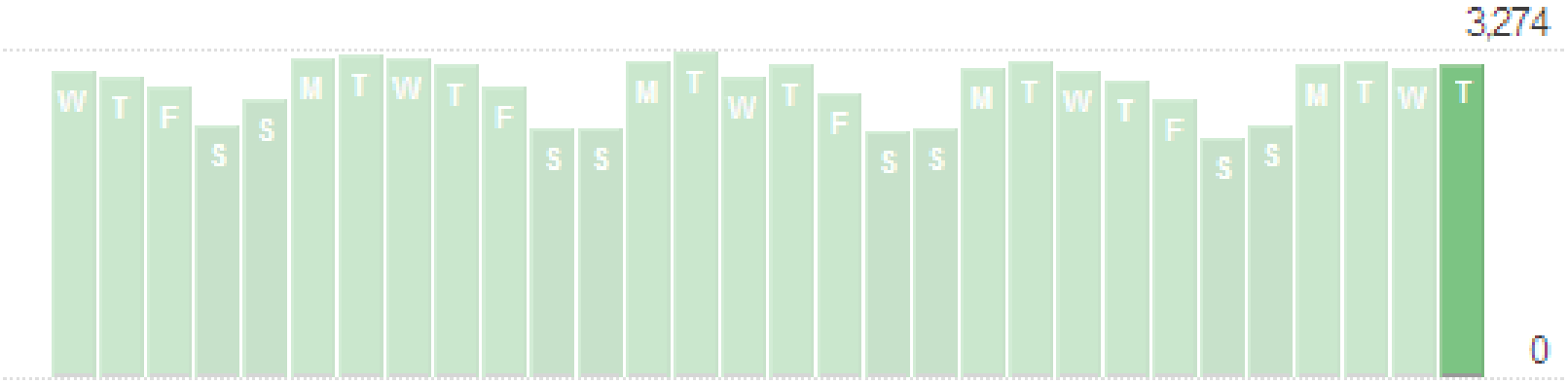
  (Bandwidth transferred) / (size of file)
- For example:
  - Given a 10MB file downloaded over a month…100 GB of transfer over one month / 10 MB = 10,000 downloads

Subscribers

- Very complex process of filtering and monitoring
- FeedBurner.com
- The ups and down of subscriber stats

Feed Stats Dashboard

Show stats for one day



Thursday, April 12, 2007

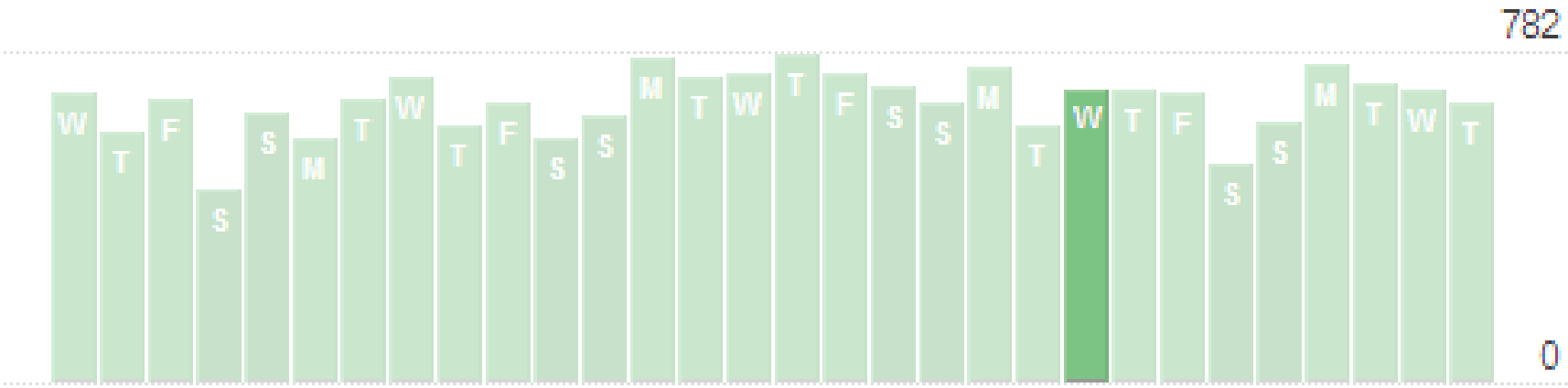
STATS BY FEEDBURNER

3,158 subscribers

See more about your subscribers »

Feed Stats Dashboard

Show stats for one day



Wednesday, April 4, 2007

STATS BY FEEDBURNER

- **696** subscribers
- **242** reach

See more about your subscribers »

Track the Call to Action

- Phone numbers
  - Toll free with tracking
- Exclusive URL
  - Buy an easy to remember domain and forward it
- Email optins
  - Internet Business Mastery
- Coupon codes
  - GoDaddy

Engagement Stats

- # of comments
- Length of time spent watching content
- # of actions taken
- Length of stay on site

Social Media/Network Metrics

- Technorati Rank
- # of Del.icio.us bookmarks
- Appearances on social news sites
- Video sharing sites

Search for www.jasonvanorden.com in blog posts Search

Home / Search / Results for http://www.jasonvanorden.com

Learn How to Podcast and Use Social Media to Engage Your Target Market

Rank: 34,943 (240 links from 114 blogs)

URL: http://www.jasonvanorden.com

Updated: 21 hours ago

Search this blog Search

322 links to this URL sorted by freshness

Podcast Tools Weekly Update with Paul Colligan

17 hours ago in Podcast Tools Weekly Update wi... · 18 blogs link here

In Podcast Tools #49, Paul Colligan shares his favorite Blogs about Podcasting. Links: Paul Colligan's Profitable Podcasting | Podonomics | **Jason Van Orden** | Dembot | MWGBlog | Rob

Science

Newly Popular | Top in 24 Hours | 7 Days | 30 Days | 365 Days

503 diggs

digg it

Scientist find the Obesity gene?

shunpike submitted, made popular **17 hours 17 min ago** (news.bbc.co.uk)

Scientists say they have identified the clearest genetic link to obesity yet. Read on for more info! More...

70 comments | Blog It | Email It | Topic: Health | Bury

1335 diggs

digg it

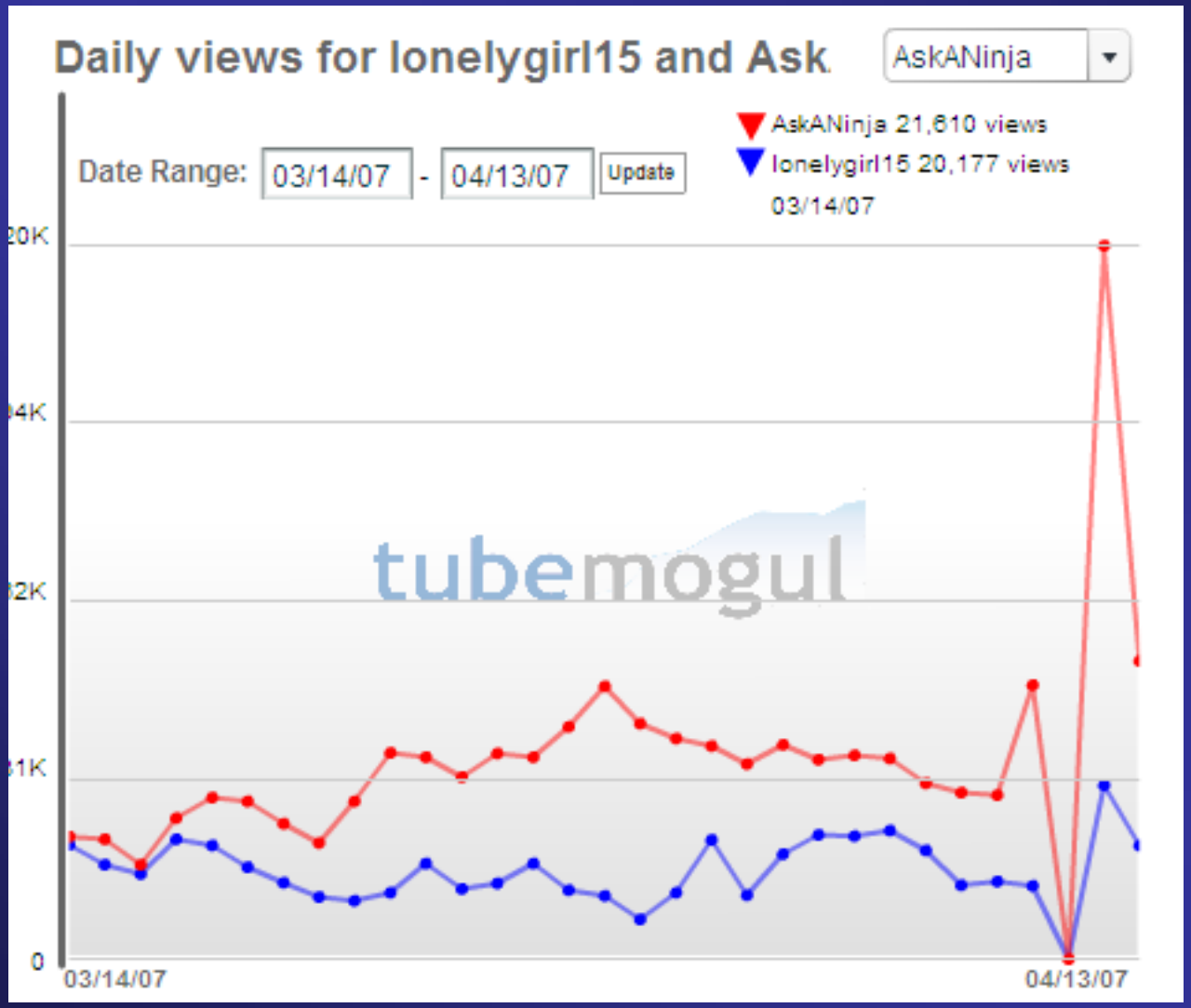
Why should we have eight hours' sleep?

Alexius submitted, made popular **18 hours ago** (news.bbc.co.uk)

A tiny minority of us get eight hours' sleep a night. But do we really need that much? More...

123 comments | Blog It | Email It | Topic: General Sciences | Bury

TubeMogul.com



TubeMogul.com

Top 10 videos from this publisher since 03/15/07	Views	Total	Percent
0161 Subjects Apprehended...	29,762	464,182	6 %
0163 Communication Terminated...	25,940	464,182	6 %
0156 Lucy...	25,074	464,182	5 %
0160 Vegas Baby...	24,056	464,182	5 %
0157 Alex Is...	22,739	464,182	5 %
0166 Lying Bastards...	21,079	464,182	5 %
0168 Confrontation...	20,580	464,182	4 %
0167 Spring Break Sucks...	20,034	464,182	4 %
0165 Losing My Religion...	19,127	464,182	4 %
0155 Uncle Dan DBone Remix...	17,640	464,182	4 %

What to Expect

Other Recommended Resources

- Your web hosts stats platform
- Libsyn.com
- Google Analytics
- FeedBurner Blog
- JasonVanOrden.com/category/podcasting-metrics/

Contact

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