

Guide to Podcast Index Reporting - Danish Media Research

The Danish Podcast Index is the official list of traffic on Danish podcast releases. The list is publicly available and contains basic comparable statistics for the use of podcasts in Denmark.

The list is based on podcast usage as reported by participating podcast publishers and is updated on a weekly basis. Below are the basic prerequisites for getting started with the measurement.

The list is published weekly, with one week delay. This means that the number of podcasts and downloads / streams for week 1 is reported in week 2 and will be published in week 3.

1. **What is measured**
2. **Download and Stream Countdown Guide**
3. **Guide to reporting**

1. What is measured

The Danish Podcast Index presents figures for downloads and streams of Danish-published podcasts at the series level for a given week. This means that a total number of downloads for the podcast series in question is calculated and reported.

The reporting contains year and week, name of publisher, series title, and number of downloads/streams.

Time period (year + week): indicates the week in which year the data is from. Data is not aggregated, so one week's data is exactly that: the number of downloads and streams in the specified week. Thus, there is no question of how many people have downloaded or streamed the series in all weeks leading up to the specified week. If this aggregation is desired, several weeks of data must be added together.

Distributor Name: The company or entity responsible for making the podcast available to Danish users. May be the same as or another entity than, publisher.

Publisher name: Podcast series sender. It can either be a broadcaster, a production company or the like, for whose account the podcast is produced. May be the same as, or another entity than, distributor.

Series title: The series is the "podcast". Most often, the series will be similar to a podcast feed. A series can consist of several episodes. A news podcast that is published 5 times during a week (Monday - Friday) will be counted as the same series in the inventory. The total number of downloads and streams in the given week for this series will thus consist of the sum of the 5 episodes. A completed series on a finite number of episodes is calculated as the sum of the series episodes.

A series can also be a versioning: for example, a version is published where the music from a broadcast transmission is contained and a version where it is cut out. If otherwise coherent episodes are published as separate files and thus appear as separate episodes in a player, these cannot be counted as (separate) parts of a series. If a section/episode is divided into two files, the section/episode can only appear with downloads and streams of (the) one. If the division into

separate files, is due to the fact that these may indeed be considered different series, then they must be calculated as such.

Downloads and streams: For the technical statement see point 2. The Danish podcast index does not distinguish between whether a podcast has been streamed or downloaded, so both ways of consuming podcasts are calculated together. The fact that a podcast is downloaded or streamed is not the same as a listening number, as it cannot be determined with certainty whether the podcast has been intercepted - and how many have listened to it

2. Guide to counting downloads and streams

For progressive downloads (http GET code 206 *)

In most cases, a podcast is accessed by downloading the file while it is being listened to. This is called progressive downloads.

Size Filter

Only downloads over 60 seconds per IP, user agent, filename, date and clock time are included. By clock hour is meant every hour, for example. pm. 12:00 to 12:59. 60 seconds of downloaded audio corresponds to about 1,200,000 bytes if the audio file has a bit rate between 128 kbps - 192 kbps. See table below.

| Bit rate | 60 secs duration in bytes |
|----------|---------------------------|
| 63 kbps | 480.000 |
| 128 kbps | 960.000 |
| 192 kbps | 1.440.000 |
| 320 kbps | 2.400.000 |

metadata Filter

Most podcast files are in MP3 format. MP3 files may contain non-audio data. This may include information about title, supplier, time of publication, pictures and other metadata. These metadata must be filtered before the size filter is used.

frequency Filter

Only one start is counted per IP, user agent, file name, date and clock time.

* Pay attention to platform-specific codes. For example, Akamai uses http GET code 000 for 206 calls that are prematurely terminated. These must also be counted.

For downloads (http GET code 200)

A download is a podcast that has been downloaded for future use. It is important to emphasize that a downloaded podcast is not necessarily played and may not be played.

Size Filter

Only downloads where the entire file has been downloaded are included.

frequency Filter

Only one start is counted per IP, user agent, file name, date and clock time. By clock hour is meant every hour, for example pm. 12:00 to 12:59.

For streams (http GET code 200)

Streams are in this case not to be confused with progressive downloads. These are real streams of audio content.

Start Filter

Only streaming calls where the start time is 0 are included.

Size Filter

Only one start is counted per IP, user agent, file name, date and clock time. By clock hour is meant every hour, for example pm. 12:00 to 12:59.

3. Guide to reporting

The publisher is responsible for drawing statistics for downloads / streams from his own systems and sending them to DMR. DMR does not remind the publisher to send non-submitted statistics.

Data must be delivered in a semicolon-separated CSV file, in UTF 8 encoded format. The files must contain six columns with the headings Year, Week, Distributor, Publisher, Series, Downloads / Streams. The data format in the six columns can be seen in the table below.

| Column | Year | Week | Distributor | Publisher | Series title | Downloads/streams |
|------------------|------------|--|-------------------|-----------|-------------------------|--|
| Example / Format | e.g.: 2018 | e.g.: 37. In case of single-digit weeks, leave 4 and not 04 in the column. | e.g.: Bauer Media | e.g.: tv2 | e.g.: Mads og monopolet | e.g.: 27750. This number must be given without decimal places and thousand separator |

Data must be sent to podcast@danskemedier.dk and will be published with the following frequency:

| Week measured | Data for previous week must be submitted | Data published |
|---------------|--|--------------------------|
| e.g. week 1 | Thursday in week 2 by 12:00 | Monday in week 3, 12:00. |