

# Edison Research To Add Download Counts To Its Podcast Metrics Services



Edison Research, supplier of Edison Podcast Metrics, the

biggest and most total study of podcast listening, revealed today that it has actually established a complementary service to count downloads for taking part publishers. After months of research study, Edison is making use of a brand-new technique for identifying U.S. downloads that does not use a redirect nor include shipment of log files.

” We have actually established a stylish brand-new option that will improve our distinct Edison Podcast Metrics study,” stated Edison Research President Larry Rosin. “While our study of 20,000 podcast listeners each year supplies the most total take a look at the totality of real listening to podcasts, download information will offer much deeper info to customers, specifically for smaller sized and short-run programs.”

Edison Podcast Metrics is the only study measurement of U.S. weekly podcast listeners presently offered. It covers the whole podcasting classification with information about listening, not downloading. It covers listening throughout all platforms and can not be controlled. The download counts will be a supplement to the recognized service. “This mix, created utilizing input from different publishers, will make our information even richer and more detailed— permitting podcast manufacturers and marketers to have much more understanding of the area,” stated Rosin.

Edison Research is an independent, third-party research study provider. It is not owned by nor connected with any publisher or sales home in the podcasting field. The brand-new research study will be readily available at some point near completion of 4th quarter.

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