IAB Tech Lab Podcast

Measurement Independent Certification

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Chartable, the podcast measurement company, builds world-class podcast measurement and analytics tools for publishers, agencies, and brands.

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GUIDELINES IAB Podcast Measurement Guidelines	CONTROL	COMMENTS
I. Filtering		
Eliminate Pre-Load Requests	*Pre-loading of podcasts directly results in podcast downloads being counted when they should not. There are two IAB Tech Lab approved solutions to handle this:* • Policy put in place to not allow pre-loading in players and on websites (e.g. preload=none for HTML5) • Use a download threshold based on ID3 header payload plus 1 minute of recording time to determine if request was for a play/ download or for pre-loading	Supported
Eliminate Potential Bots and Bogus Requests	*There are a number of scenarios where the raw requests include requests that should not be counted because they likely come from bots or from products that behave in ways that make them look like real downloads. IAB recommends that metrics providers filter potential bots and bogus requests.*	
	• *IP threat filtering*	Supported
	• *Domain threat filtering*	Not Supported
	• *User Agent filtering*	Supported
	• *Apple 2 byte range filtering*	Supported
Handling HTTP Requests		
	HEAD requests - these should not be counted because this is typically used to check for changes because no data is transferred in a HEAD request.	Supported
	GET requests: a. 200 (ok request) should be counted b. 206 (partial request) A partial request should only be counted if the download covers the 1 minute rule, and de-duplication based on IP Address/UA is being done to cover cases where the user might be skipping ahead. Determining whether the requests cover the 1-minute requirement might require reassembling of the requests. c. 304 (not modified request) -> signal that user has existing file and wants to see if it changed.	Supported
II. Apply File Threshold Levels		
	To count as a valid download, the ID3 tag plus enough of the podcast content to play for 1 minute should have been downloaded. If the podcast is too small or if it isn't possible to compute the file and ID3 sizes regularly, complete file downloads (100% of the file, including the ID3 tag) should be used.	Supported. The Chartable redirect measurement solution uses algorithms and statistical analysis to apply file threshold filters, without daily access to media host

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		server logs. Chartable performs regular reviews with actual log data to ensure the accuracy of the statistical analysis. The algorithms and analysis were reviewed and accepted by the independent auditor and IAB Tech Lab as within the bounds of the guidelines.
III. Identify and Aggregate Uniques		
Identifying Uniques (for Downloads & Users):	*Identifying unique requests is important in counting downloads for an episode and in counting audience size. The following method is recommended, and the details of the filtering methods should be kept transparent.*	
	Filtering using IP address + User Agent • A combination of IP Address and UA is used to identify unique users and downloads. For example, if the same file is downloaded 10 times by 6 user agents behind one IP address that would count as 6 users and 6 downloads. • Other methods may be used to identify unique users. Alternate methodologies must be reviewed and approved.	Supported
Play-Pause-Play Scenarios:	If a unique download is divided into multiple file requests, for example if a user plays the first half of an episode using a website audio player, clicks pause, and then resumes a half-hour later, then that should still be counted as one unique download. Care should be taken to not count these as multiple downloads/ users.	Supported
IV. Generate Metrics		
Podcast Content Metric Definitions	**Download:** A unique file request that was downloaded. This includes complete file downloads as well as partial downloads in accordance with the rules described earlier	Supported
	Listener: data that represents a single user who downloads content (for immediate or delayed consumption). Listeners may be represented by a combination of IP address and User Agent as described earlier. The listeners must be specified within a stated time frame (day, week, month, etc.).	Supported
Podcast Ad Metric Definitions	**Ad Delivered:** an ad that was delivered as determined by server logs that show either all bytes of the ad file were sent or the bytes representing the portion of the podcast file containing the ad file was downloaded.	Not Applicable
	Client-Confirmed Ad Play: counts an ad that was able to prompt a tracking beacon from the client when the file was played. Whenever possible, metric should include information about how much of the ad was played using the markers: ad start, first quartile (25%), midpoint (50%), third quartile (75%), and complete (100%).	Not Applicable

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High Level Metrics	The Content and Ad metrics described above should also be made available at 3 levels – publisher / show / episode	Not Supported. Chartable reports Download metrics for Publisher, Show and Episode. Chartable reports Listener metrics for Show and Episode. Reporting Listener by Publisher is under development.
V. Publisher Player Recommendations		
	Do not implement Auto-play. This will result in a bad user experience for the user with audio they were not expecting to hear.	Supported
	Do not Pre-load - unless the intent was clearly to play the podcast.	Supported
	Use ID3v2 tags, so that the headers are located at the start of the podcast (not at the end). This allows players to use the ID3 data ahead of streaming time without downloading the full podcast file.	Supported
	ID3 tag sizes - recommend that the ID3 size be limited to 300kb with 800x800 px max for the art.	Supported