

#WWDC18

# Introducing Podcast Analytics

Session 501

James O. Boggs, Business Manager, Podcasts and Siri Audio Briefs

Anne Wootton, Podcasts Engineering

Alec Reitter, Podcasts Engineering

Business Update

App Update

Podcast Analytics

Resources

Business Update

App Update

Podcast Analytics

**Resources**

# Business Update

James O. Boggs, Business Manager, Podcasts and Siri Audio Briefs

9:41



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## Featured

FEATURED SHOW

### Drawn: The Story of Animation

Go behind the cartoons.



## New & Noteworthy

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The Good Place: The...  
NBC



Jen Gotch is OK...Som...  
Girlboss Media



Power, with Lena Wai...



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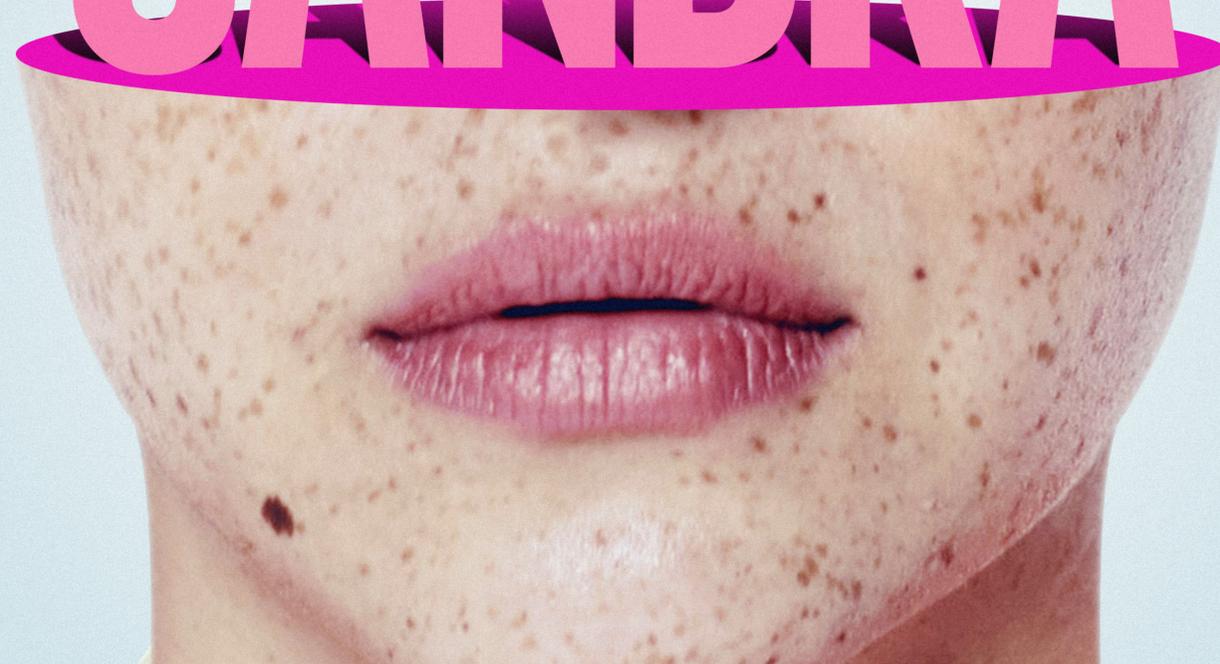
Gimlet



KRISTEN WIIG

ALIA SHAWKAT

# SANDRA



Los Angeles Times



***DIRTY JOHN***



*Dea's*

SUPER  
SOUL

CONVERSATIONS

**OWN**

550,000

Shows

**18.5 million**

Episodes

155

Countries

100

Languages

~80%

Sampled Average Consumption per Episode

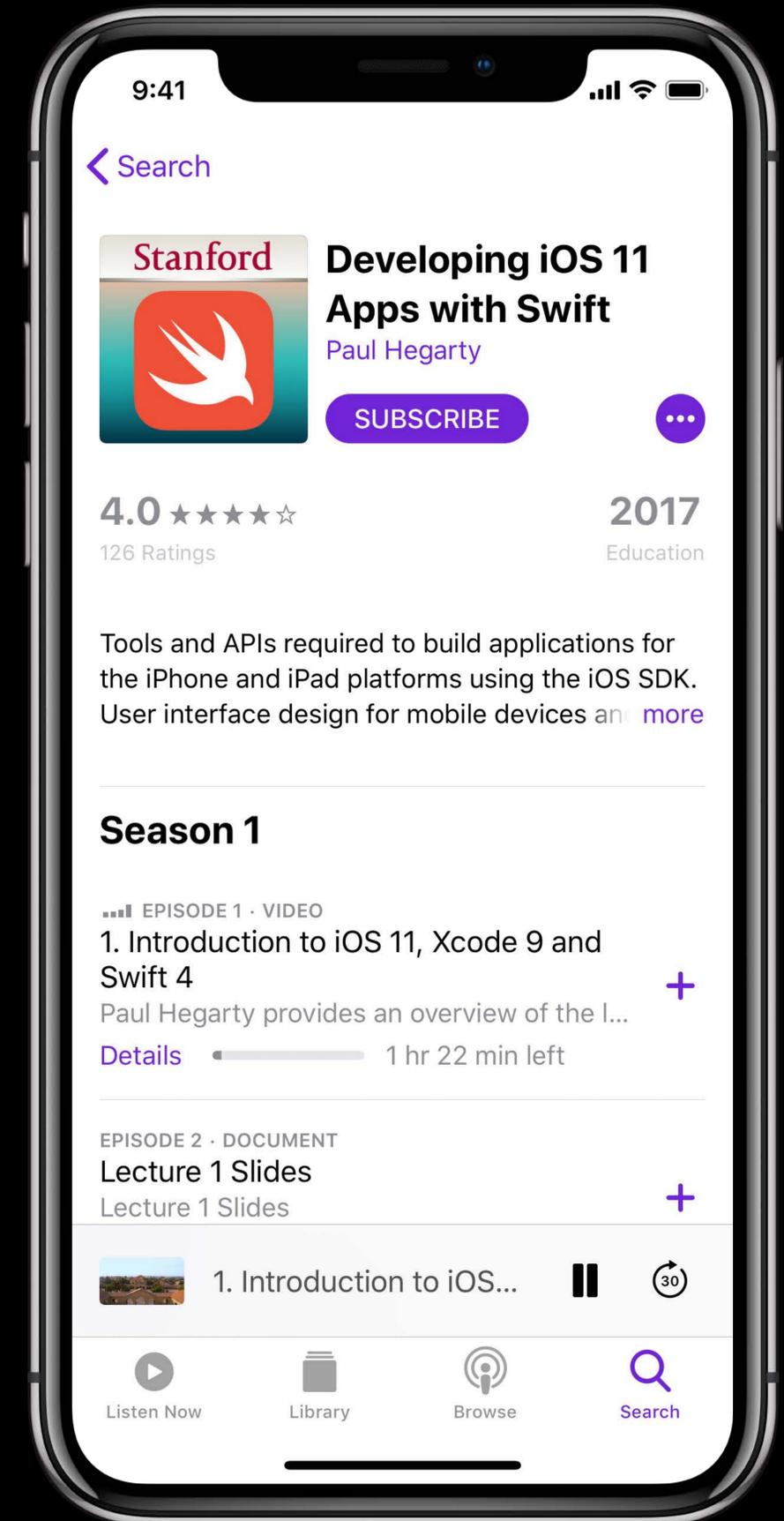
# iTunes U Collections

50,000 Collections

Serial Ordering

Lifelong Learners

tvOS



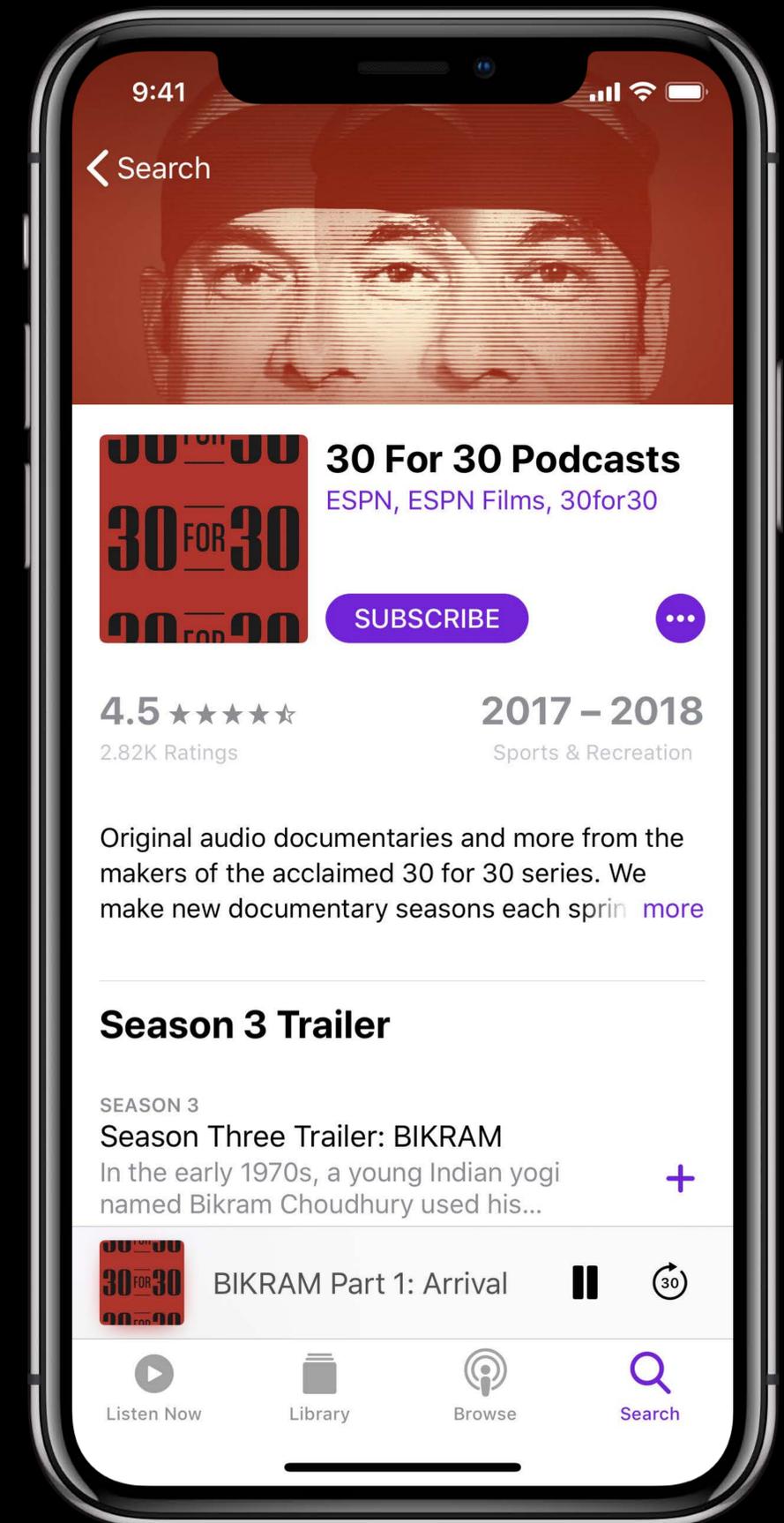
# Modern Podcast Tags

Trailer

Season

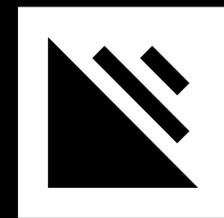
Bonus

Episode Number





**ART19**



**Simplecast**



**npr**

**FOX  
NEWS**

**CNN**

*The Washington Post*

  
*Sports*

**CBS  
SPORTS**

**ABC NEWS**

**7**

 **CNBC**

**Bloomberg**

 **MUSIC**

**FOX  
SPORTS**

**BBC**

**sky NEWS**

**LBC**

**ESPN**

**50 billion**



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**STUFF  
YOU SHOULD  
KNOW**

---

**PODCAST**



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**STUFF  
YOU SHOULD  
KNOW**

---

**PODCAST**

**500 million  
Downloads & Streams**

Business Update

App Update

Podcast Analytics

Resources

Business Update

App Update

Podcast Analytics

Resources

# Podcasts App Update

Anne Wootton, Podcasts Engineering



Podcasts

10:09

how  
it is.

hellosunshine

Power, with Lena Wai

9:41



ACCIDENTAL TECH PODCAST

0:01

-1:53:17

275: It's Difficult When You're a Bi  
[Accidental Tech Podcast — May 24](#)



1x



9:41



1x



 Sleep Timer

 Share

### Episode Notes

Show

### Chapters

Hide

Teaser



Quitter and changed minds

0:48

How old are your ears?

8:55

Follow-ear: Hearing protection

11:46

Sponsor: Aftershokz (code atp30)

19:40

Elon Musk bad for Tesla?

21:38

Sponsor: Lambda School

50:36

9:41



9:41

Monday, June 4

## Notification Center



PODCASTS

04:32

### The Daily

What Trump Learned From Clinton's Impeachment is available.



14 more episodes from Business Wars, Upgrade, WSJ Tech News Briefing, My Favor...



 PODCASTS



## New Episode

From [The Daily](#)



Today

What Trump Learned From Clinton's Impeachment

Twenty years ago, President Bill Clinton survived impeachment after casting himself as the target of partisan motives. What lessons has President Trump gleaned from that strategy? Guest: Peter Baker, the chief White House correspondent for The New York Time...

25 minutes

Play

Open In Podcasts

9:41



# Notifications

Done

## NEW EPISODES

-  99% Invisible
-  Accidental Tech Podcast
-  Bloomberg Surveillance
-  Channel 33
-  Dan Carlin's Hardcore History
-  Developer Tea
-  Fresh Air
-  Global News Podcast
-  Good Job, Brain!
-  Hello From The Magic Tavern



# Playback Data Collection

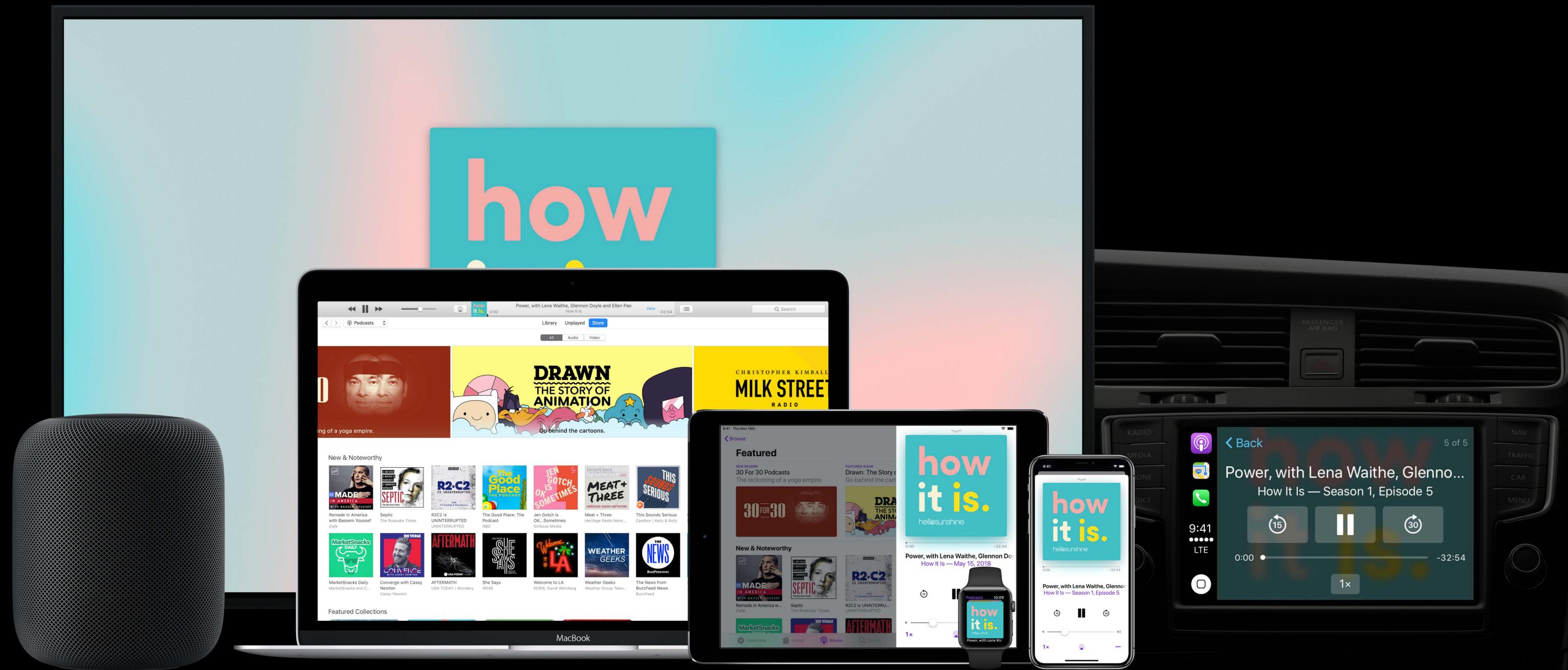


iOS 11

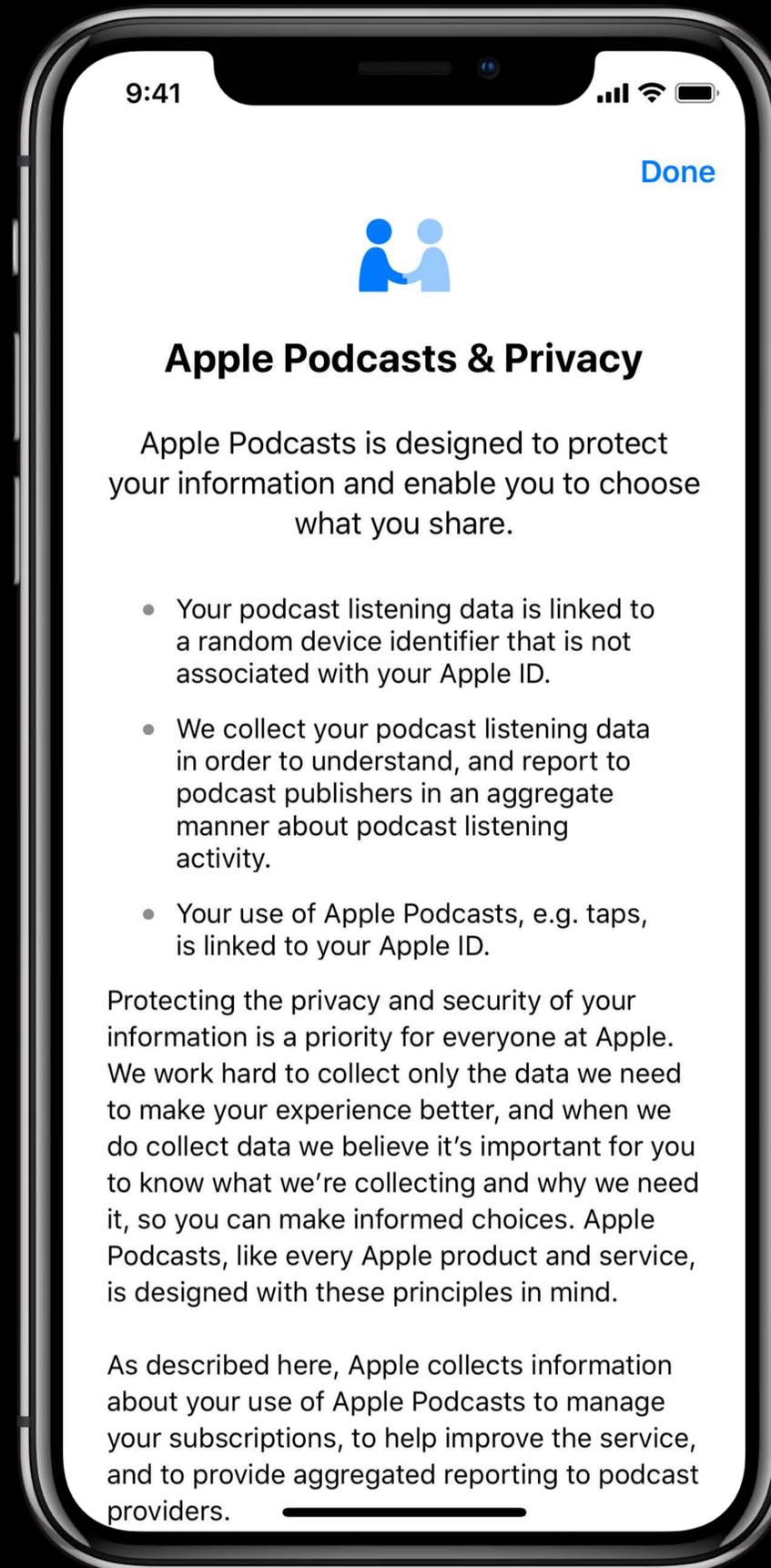


iTunes 12.7

# Playback Data Collection



# Privacy



# To Get Started



# Metrics

**Metrics**

Unique Devices

# Metrics

Unique Devices

Time Listened

# Metrics

Unique Devices

Time Listened

Average Consumption

# Metrics

Unique Devices

Time Listened

Average Consumption

Countries



**THE  
VERY  
HUNGRY  
TOURISTS**

Business Update

App Update

Podcast Analytics

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Business Update

App Update

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# Podcast Analytics

Alec Reitter, Podcasts Engineering

Apple Inc.

iTunes Connect

Podcast Providers

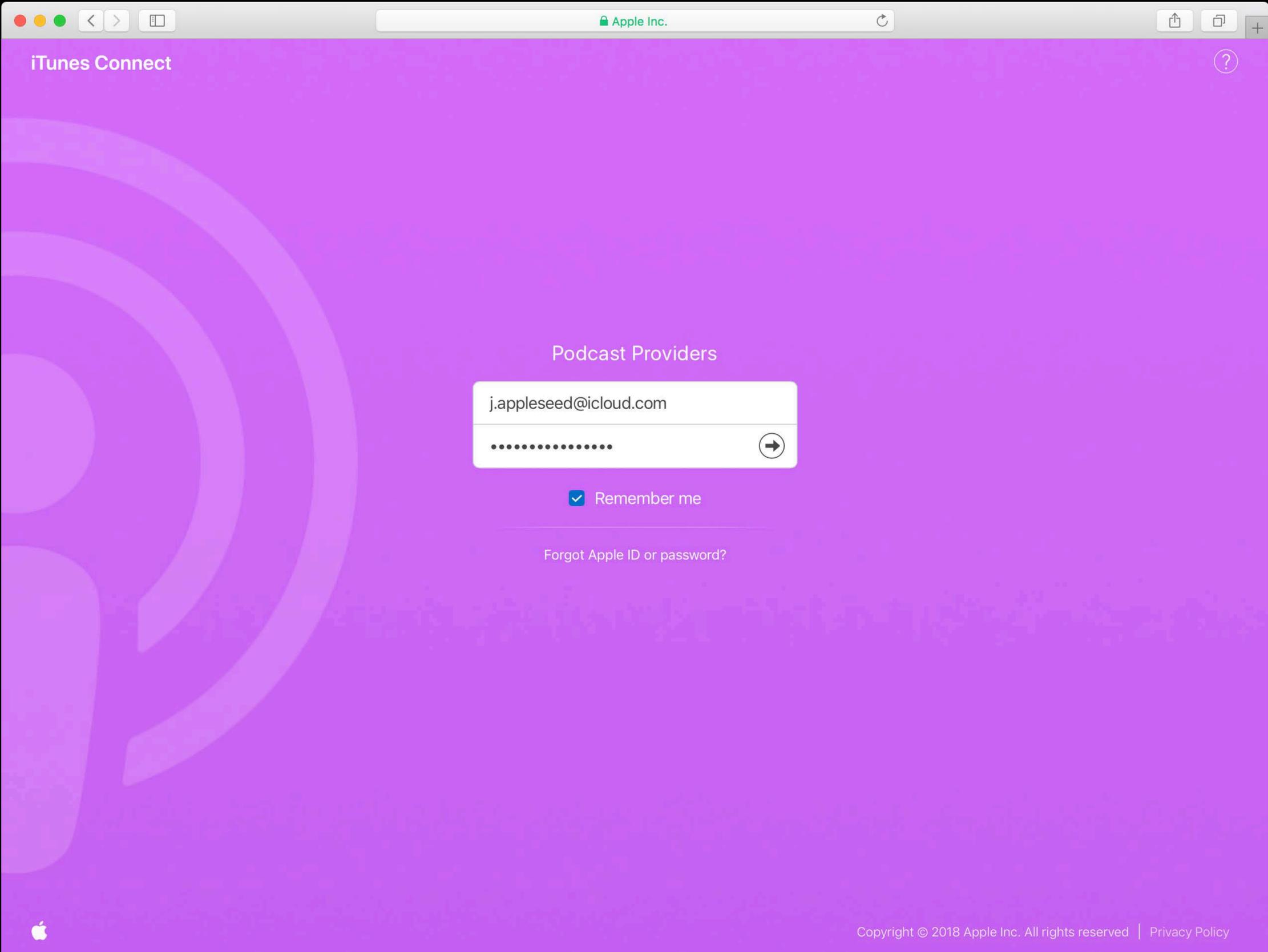
j.appleseed@icloud.com

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About Podcast Analytics Data ?

Name	Devices	Total Time Listened	Time per Device
 <b>The Very Hungry Tourists</b> Dr. Maria Sanchez and John Appleseed	256,394	327,680 hrs	1 hr 17 mins
 <b>Hiking Treks</b> Wendy Summers	48,265	112,133 hrs	2 hrs 19 mins
 <b>Captain Kidtastic</b> Kelly Wu	35,183	23,144 hrs	39 mins
 <b>Crime Time</b> Kendall Finch and Nyah Dorsey	20,282	40,358 hrs	1 hr 59 mins
 <b>Happy Home</b> Benji Anderson and Anna Blake	3,144	2,605 hrs	50 mins

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Released Before Jun 4, 2018

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 Broken Heirloom	The Very Hungry...	S2, E2	Jun 1, 2018	35 mins	51,183	24K hrs	28 mins	81%
 Mt. Hood, Oregon	Hiking Treks	S2, E4	May 27, 2018	17 mins	6,583	1.5K hrs	13 mins	78%
 We're Selling Our Home!	Happy Home	S1, E31	May 26, 2018	20 mins	35,183	9.5K hrs	16 mins	81%
 The Perfect Painting	Captain Kidtastic	101	May 26, 2018	8 mins	25,183	2.3K hrs	6 mins	68%
 Moqueca & Cachaça	The Very Hungry...	S2, E1	May 25, 2018	32 mins	103,052	44K hrs	26 mins	80%
 5th Avenue Laundromat	Crime Time	S1, E14	May 22, 2018	50 mins	31,183	21K hrs	40 mins	79%
 Bouldering Around Boulder	Hiking Treks	S2, E3	May 20, 2018	14 mins	9,621	1.6K hrs	10 mins	75%
 What a Curious Village	Captain Kidtastic	100	May 19, 2018	8 mins	26,183	2.3K hrs	5 mins	66%
 Tripping to Tripoli	The Very Hungry...	S1, E8	May 18, 2018	25 mins	109,788	34K hrs	19 mins	76%
 Crime Time, Live!	Crime Time	S1, E13	May 15, 2018	2 hrs 45 mins	31,087	52K hrs	1 hr 40 mins	60%
 Caribou Mountain, Maine	Hiking Treks	S2, E2	May 13, 2018	14 mins	12,252	1.9K hrs	9 mins	64%

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iTunes Connect Podcast Analytics

John Appleseed | j.appleseed@icloud.com

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Last 60 Days (Apr 7 - Jun 4)

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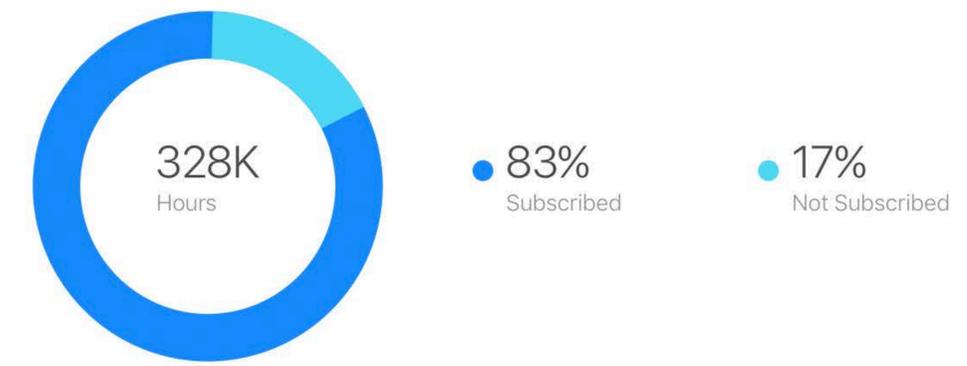
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Total Time Listened



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	United States	201,217	78%
	Canada	14,731	6%
	Australia	6,213	2%
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	Brazil	3,334	1%

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iTunes Connect Podcast Analytics The Very Hungry Tourists John Appleseed

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256K Devices 328K hrs Total Time Listened 1 hr 17 mins Time per Device

**Total Time Listened**

328K Hours

- 83% Subscribed
- 17% Not Subscribed

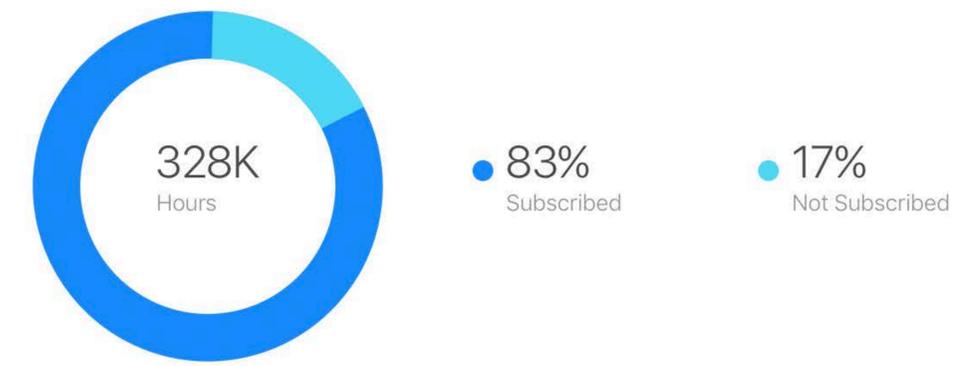
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Top Countries by Device See All

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256K  
Devices ?

328K hrs  
Total Time Listened ?

1 hr 17 mins  
Time per Device ?

Total Time Listened

328K  
Hours

83% Subscribed

17% Not Subscribed

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 Brazil 3,334 1%

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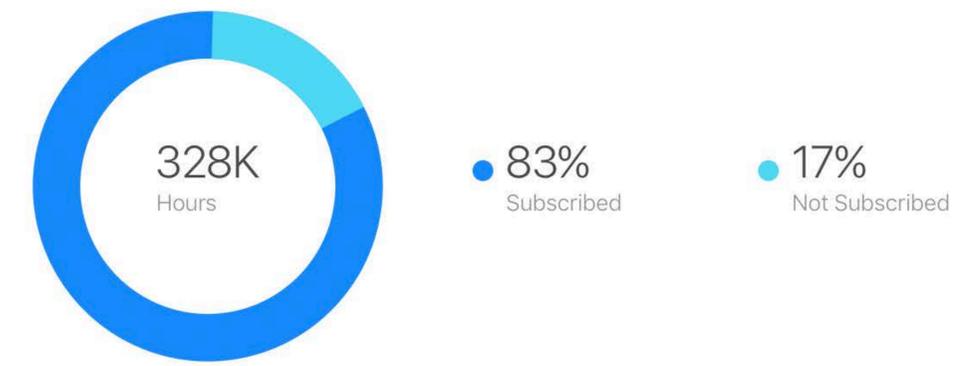
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S2, E2	Broken Heirloom	Jun 1, 2018	35 mins	51,183	24K hrs	28 mins	81%
S2, E1	Moqueca & Cachaça	May 25, 2018	32 mins	103,052	44K hrs	26 mins	80%
S1, E8	Tripping to Tripoli	May 18, 2018	25 mins	109,788	34K hrs	19 mins	76%
S1, E7	Away We Go!	May 11, 2018	26 mins	114,061	37K hrs	19 mins	74%
S1, E6	Best Burrito in America	May 4, 2018	27 mins	105,818	37K hrs	21 mins	78%
S1, E5	Vegas at Night	Apr 27, 2018	26 mins	108,068	35K hrs	19 mins	74%
S1, E4	Barcelona Barbacoa	Apr 20, 2018	26 mins	133,883	43K hrs	19 mins	74%
S1, E3	Escape to Jakarta	Apr 13, 2018	25 mins	115,966	36K hrs	19 mins	75%
S1, E2	Gourmet Street Food Festival	Apr 6, 2018	24 mins	59,021	19K hrs	19 mins	79%
S1, E1	Grabbing a Slice	Mar 30, 2018	22 mins	74,773	21K hrs	17 mins	77%

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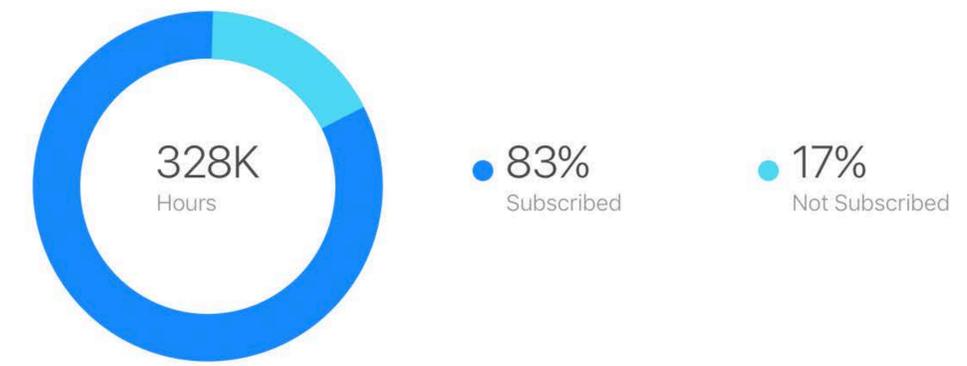
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Devices ▾ By Episode ▾ | All Countries ▾ All Devices ▾

256,394 Devices ? [About Podcast Analytics Data ?](#)

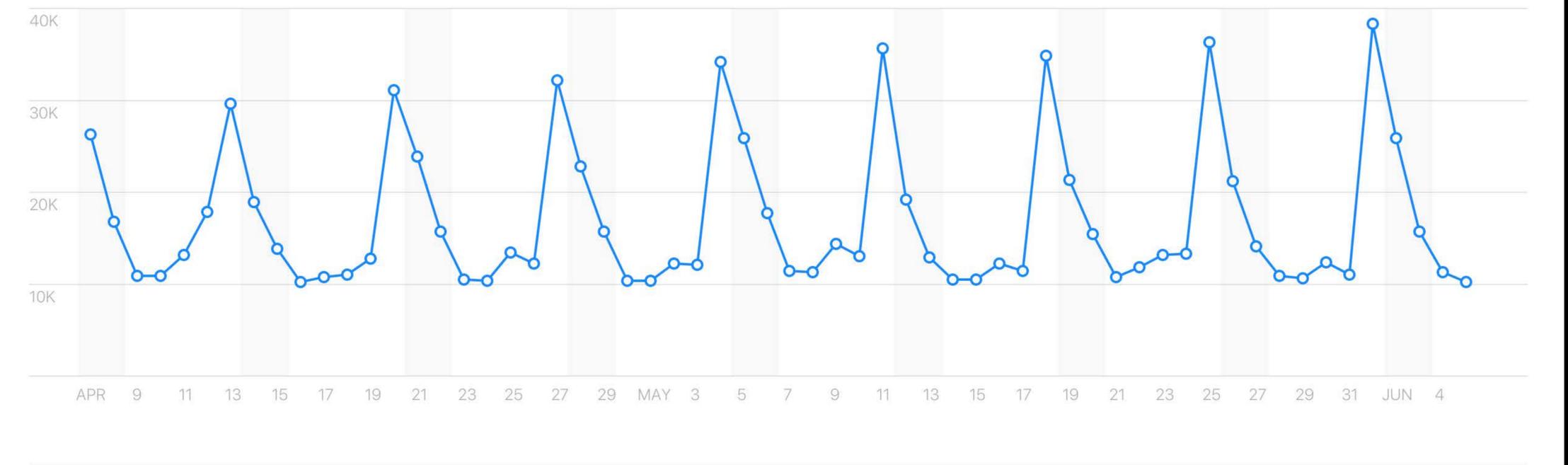


Chart	Episode	Name	Released	This Period
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<input type="checkbox"/>	S2, E2	Broken Heirloom	Jun 1, 2018	51,183
<input type="checkbox"/>	S2, E1	Moqueca & Cachaça	May 25, 2018	103,052
<input type="checkbox"/>	S1, E8	Tripping to Tripoli	May 18, 2018	109,788
<input type="checkbox"/>	S1, E7	Away We Go!	May 11, 2018	114,061
<input type="checkbox"/>	S1, E6	Best Burrito in America	May 4, 2018	105,818

Devices ▾ By Episode ▾ | All Countries ▾ All Devices ▾

256,394 Devices ? [About Podcast Analytics Data ?](#)

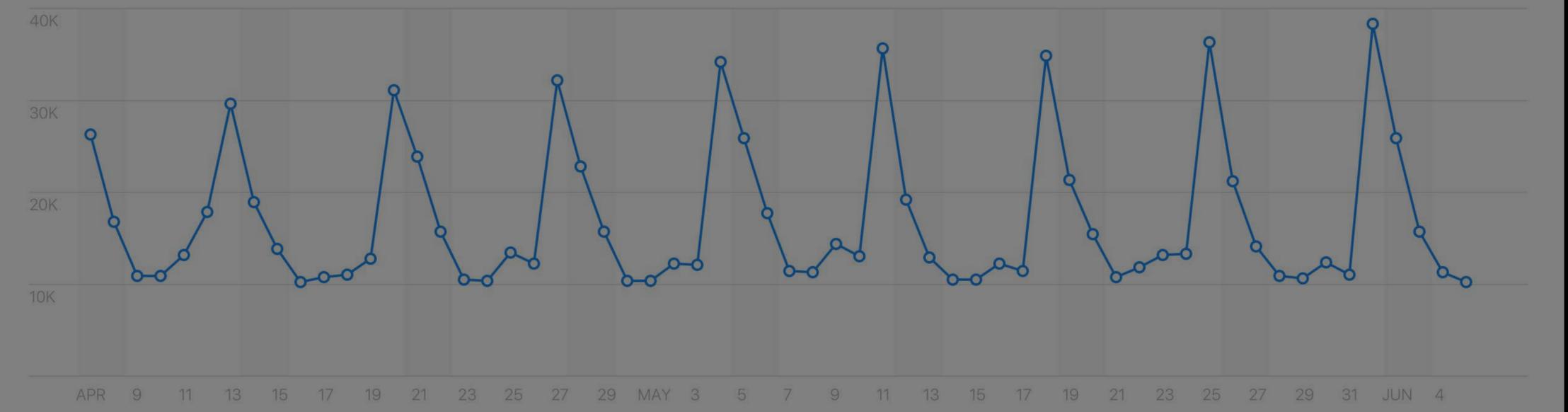
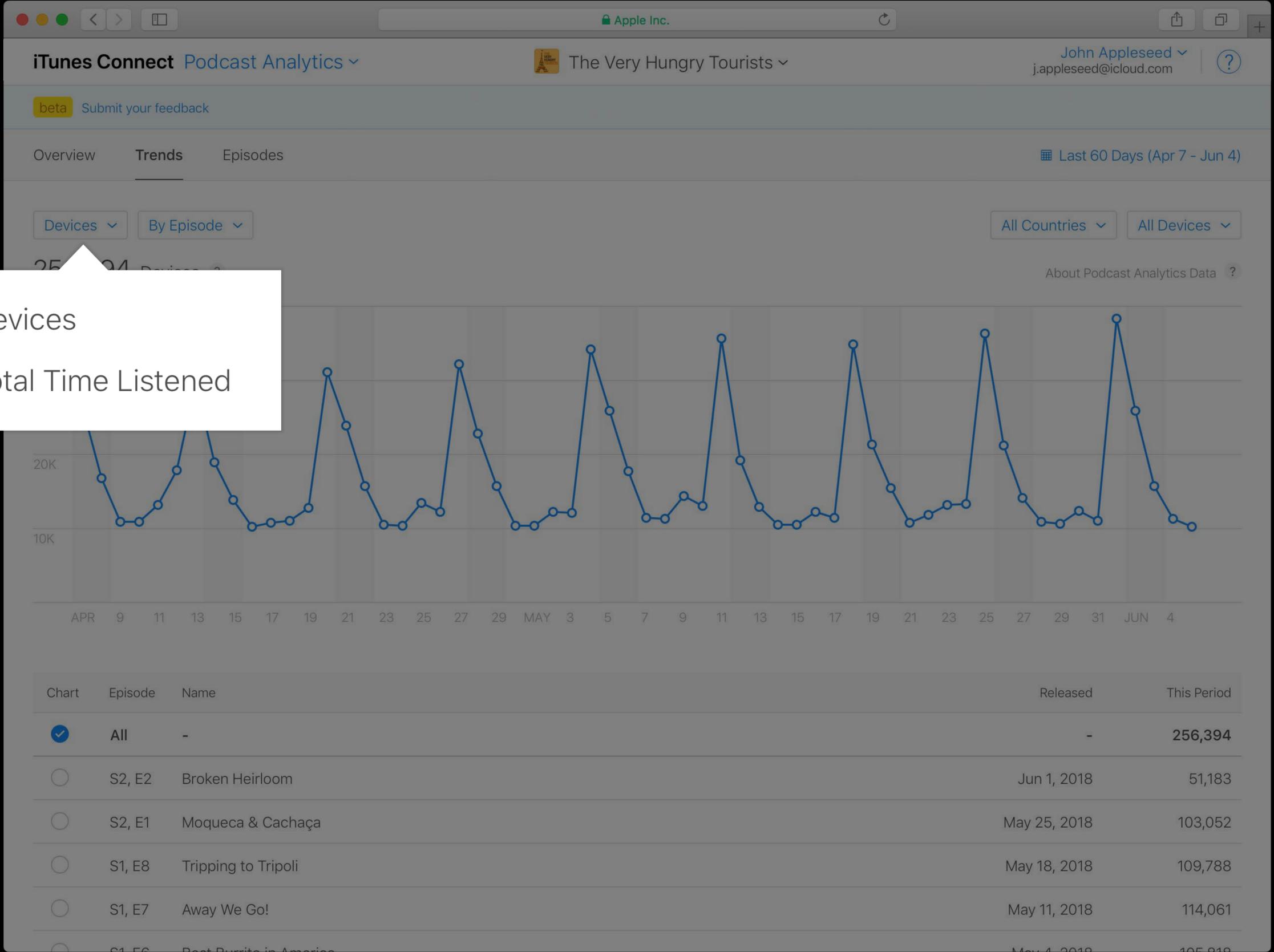


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Last 60 Days (Apr 7 - Jun 4)

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256,394 Devices

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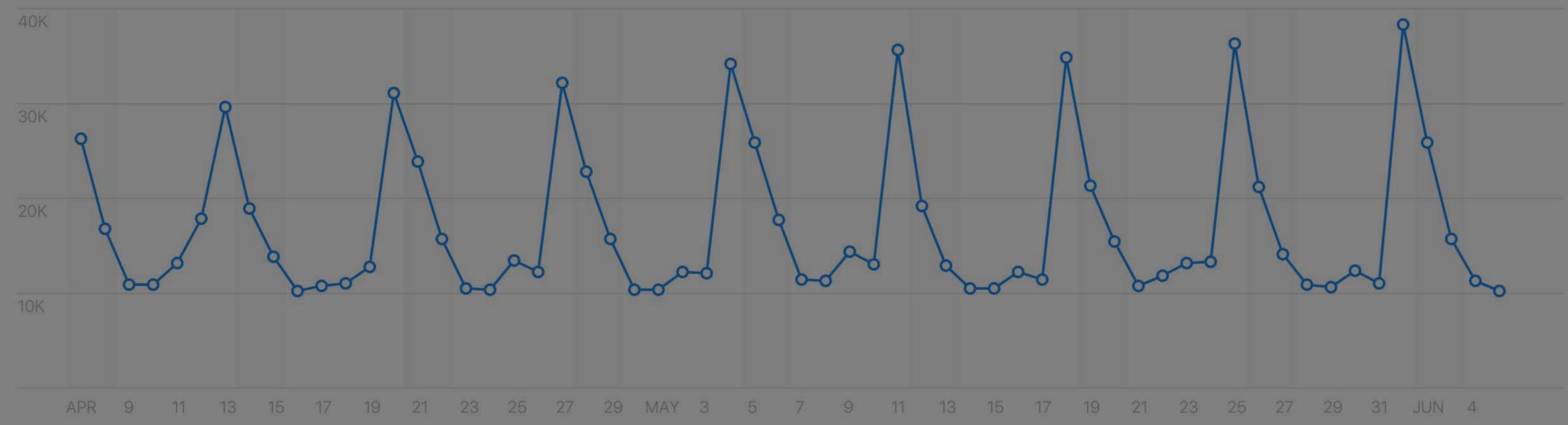
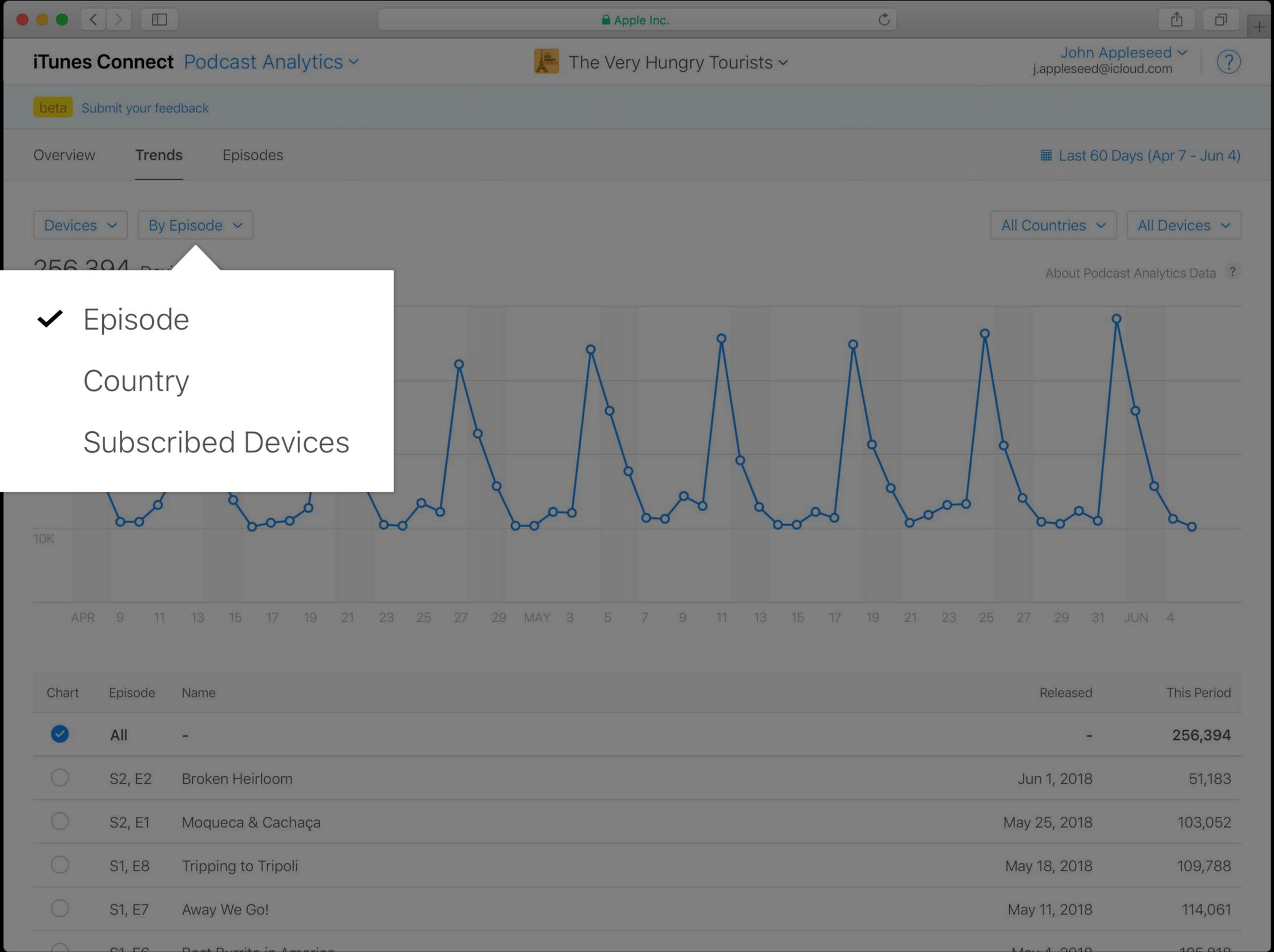


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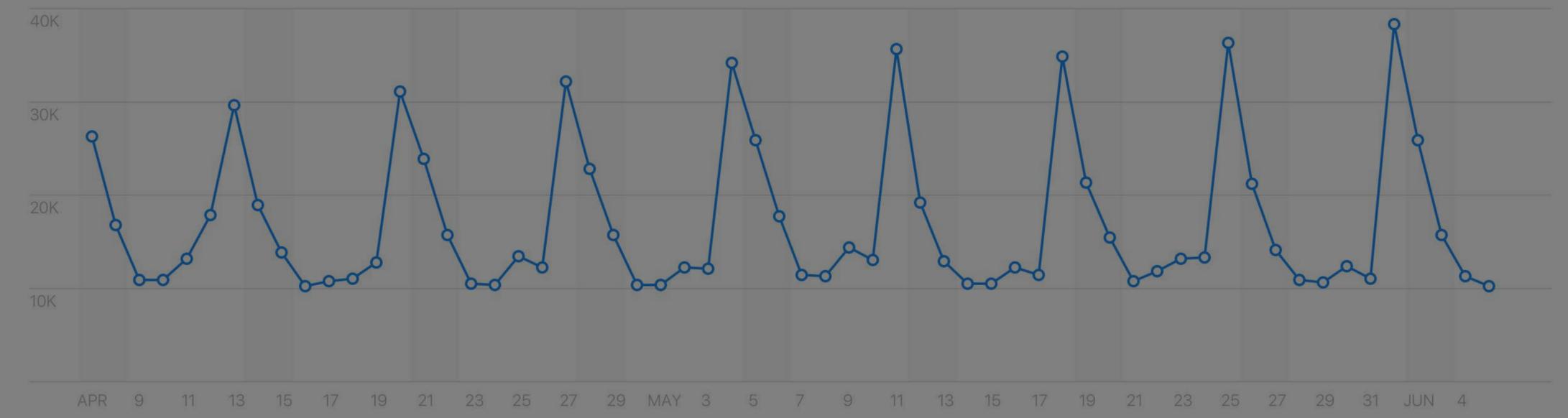


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256,394 Devices ?

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- All Countries
- Afghanistan
- Åland Islands
- Albania
- Algeria
- Angola
- Anguilla
- Antigua and Barbuda
- Argentina

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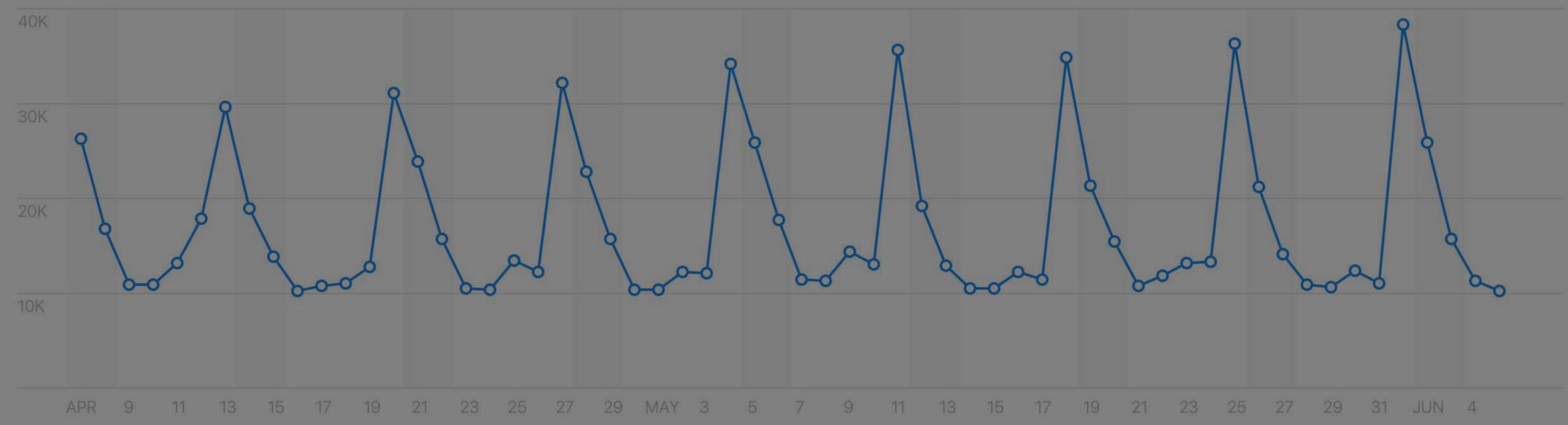


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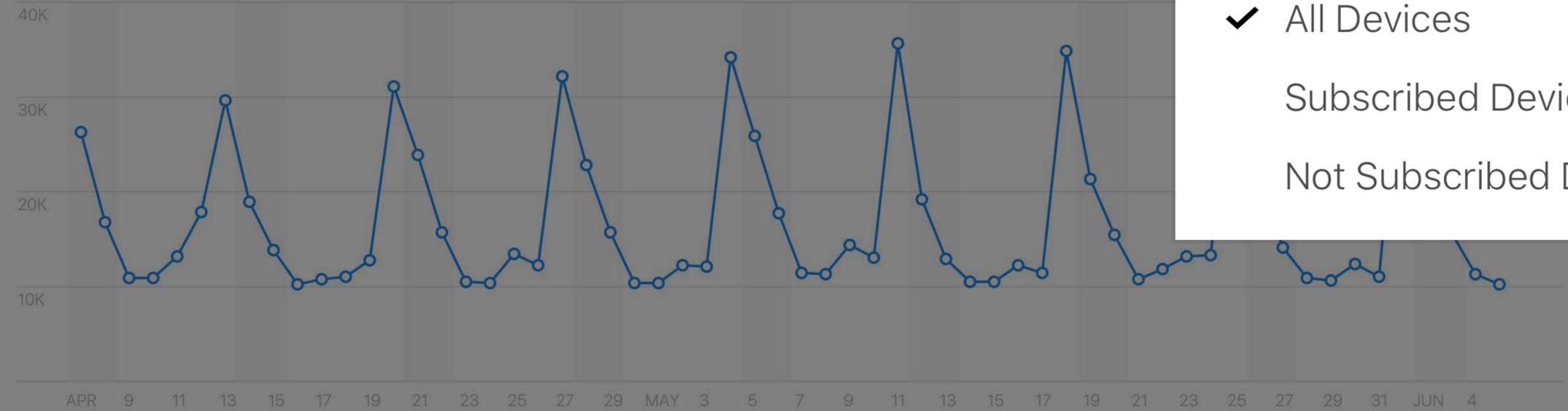
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256,394 Devices



All Devices  
 Subscribed Devices  
 Not Subscribed Device:

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<input type="checkbox"/>	S2, E2	Broken Heirloom	Jun 1, 2018	51,183
<input type="checkbox"/>	S2, E1	Moqueca & Cachaça	May 25, 2018	103,052
<input type="checkbox"/>	S1, E8	Tripping to Tripoli	May 18, 2018	109,788
<input type="checkbox"/>	S1, E7	Away We Go!	May 11, 2018	114,061
<input type="checkbox"/>	S1, E6	Best Burrito in America	May 4, 2018	105,818

***Demo***

Trends > 2 · Broken Heirloom | All Time (Jun 1 - Jun 4)

Episode Overview

51,183 All-Time Devices | About Podcast Analytics Data



Last 60 Days (Jun 1 - Jun 4)

24K hrs Total Time Listened	28 mins Time per Device	81% Average Consumption	86% Devices Subscribed
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Top Countries

1 United States	37,876	78%	6 New Zealand	819	2%
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beta Submit your feedback

iTunes Connect Podcast Analytics | Trends > 2 - Broken Heirloom | All Time (Jun 1 - Jun 4)

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# Requirements

HTTPS

pubDate

GUID

Cover Art

Business Update

App Update

Podcast Analytics

**Resources**

# Resources for Podcasters

[Branding Guide](#)

[Affiliate Program](#)

[Resources and Help](#)

# More Information

<https://developer.apple.com/wwdc18/501>

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Introducing Podcast Analytics Lab

Technology Lab 3

Tuesday 10:00AM

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 **WWDC18**