

Podcast Technical Working Group

Patent Mode: RF Mode

Objective

Provide clarity in the marketplace by developing a common language around podcast measurement and help scale podcast inventory across platforms

Scope

The focus of this group is to address areas in which Podcast measurement varies from other traditional media. It aims to understand the differences and commonalities and find a standardization that meets the podcast needs but also fits with the current market expectations.

Standards

Current specifications include:

- Podcast Technical Measurement Guidelines

Tech Lab reserves the right to, upon notice to the working group, amend the Charter, including the scope and applicable standards.