

## Revisions to Analytic definitions

Need two final versions:

For POST, please make the following changes:

In Downloads, change to **60-seconds** or more. Change second reference of **24-hours** will count as one download.

For StoryMint version:

% Total change to For example, if you **produced three episodes** and they all had.....

## POST

<b>SHOW</b>	All information and statistics shown are unique to the selected show(s). To change the show(s) displayed, use the " <b>Select Shows</b> " menu.
<b>EPISODE</b>	The information shown is broken down by episodes, allowing you to evaluate the performance of each show installment.
<b>DOWNLOADS</b>	This represents the total number of listens to an episode within the selected time period (based on UTC). A download is counted when a listener consumes <b>60-seconds</b> or more of an episode (by streaming or downloading to a device) within a 24-hour period. Multiple playbacks of the same episode by a unique listener with 24-hours will count as one download.
<b>% TOTAL</b>	This information represents the <b>percentage of the total number of downloads</b> for the selected shows within the chosen reporting period.  <b>For example</b> , if you selected three shows and they all had the same number of downloads during the reporting period, each show would display a 33.3% Total.
<b>UNIQUE USERS</b>	This information represents the <b>number of unique listeners</b> determined by a combination of User-Agent (e.g. browser or app used to play content) and IP Address within a 24-hour period. (Based on UTC)
<b>LTR</b>	<b>Listen-Through Rate</b> is the average percentage of a show and/or episodes' total duration that listeners have consumed during the selected time period. The metric is reflective only of episodes streamed and not those downloaded to devices.

	<b>Note:</b> This is an experimental metric and does not impact (IAB) guidelines.
<b>COUNTRY</b>	Represents the listeners' country of origin.

## StoryMint

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