

Document of Methodology (DOM)

CoHost Podcasting Platform

1. Measurement Window

- **Description:** Specifies whether the measurement time window is static (fixed time periods) or rolling (dynamic period that shifts forward continuously).
- **Implementation:** Our system uses a **fixed 24-hour window** to ensure consistent measurement of downloads and listens.

2. Self-Audit Process

- **Description:** We conduct self-audits at least twice per year to ensure compliance with IAB Podcast Measurement Guidelines.
- **Implementation:**
 - Internal self-audit every six months.
 - Annual recertification process aligned with IAB Tech Lab standards.

3. Identifying Unique Listeners

- **Description:** We define "unique listeners" by utilizing a combination of IP address truncation and user-agent parsing
- **Implementation:**
 - IP-based uniqueness: Listeners are counted as unique within a fixed 24-hour window per truncated IP and user-agent combination.
 - User-Agent Filtering: Helps distinguish between bots, duplicate downloads, and legitimate listeners.

4. Handling IPv4 and IPv6 Addresses

- **Description:** To maintain privacy and prevent re-identification, we apply hashing and truncation techniques to stored IP addresses.
- **Implementation:**
 - IPv4 Handling: Stored as-is but hashed before any comparison.
 - IPv6 Handling: Truncated to the first 64 bits before hashing to ensure uniqueness while preserving listener anonymity.
 - Anonymization Approach: SHA-256 hashing applied to both IPv4 and truncated IPv6 addresses after processing of data.

5. Inclusion List Management

- **Description:** We maintain an inclusion list of known, validated podcast clients, platforms, and CDNs to ensure accuracy in measurement.
- **Implementation:**

- Re-validation occurs **every 90 days** to ensure up-to-date client identification.
- Any newly identified clients are verified before inclusion.

6. Compliance & Industry Monitoring

- **Description:** Continuous monitoring of industry standards and updates from IAB Tech Lab, Apple Podcasts, Spotify, and Google Podcasts to stay compliant.
- **Implementation:**
 - Subscription to IAB Tech Lab notifications for measurement guideline updates.
 - Subscribe to updates from OPAWG about podcast user agents and bots
 - Subscribe to prx-podagent for new podcast data

7. Documentation & Reporting

- **Review Schedule:**
 - Next Self-Audit: Aug 2025 (Date TBD)
 - Last Updated: Jan 20th, 2025