

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. Transparency

Transparency: We use an IP address and user agent exclusion lists to check for and remove any suspicious activity and ensure accuracy in measurement. We update our IP address exclusion list in real-time and update our user agent exclusion lists monthly.

8. Documentation & Reporting

- **Review Schedule:**
- **Next Self-Audit:** Dec 2026 (Date TBD)
- **Last Updated:** September 30, 2026