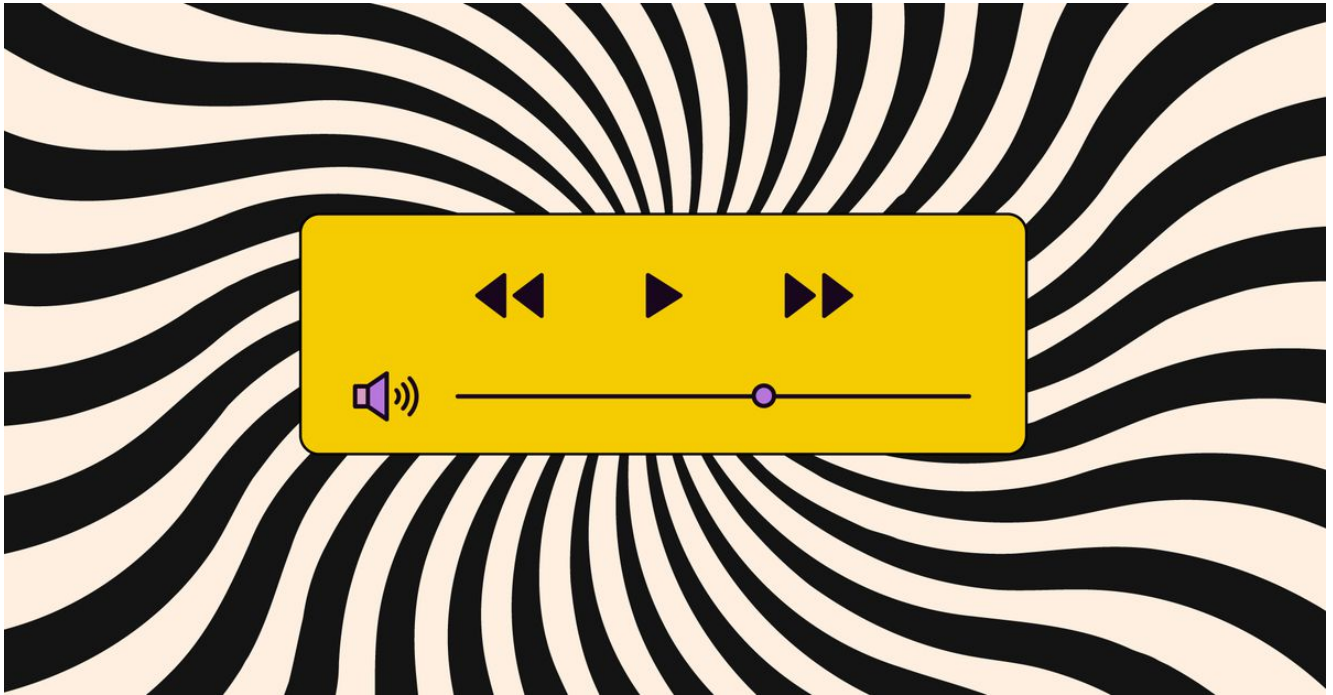


Podcasting's data rules get a refresh



This is Hot Pod, The Verge's newsletter about podcasting and the audio industry. Sign up [here](#) for more.

Hello! I am very excited to see so many of you at Hot Pod Summit and On Air Fest this week. I'll be back on Tuesday with a recap of the events. But first, I've got a look at the layoffs at WAMU, the IAB's new podcast guidelines, and the ticking clock on union contract negotiations at Spotify.

[The IAB issues new podcast measurement guidelines](#)

The organization that sets podcast measurement standards has

issued new guidelines, which address some of the data issues that have cropped up in the past few years. The new rules, which are not final yet, would require certified companies to be more transparent about their measurement methodologies than in the past.

Ad companies, which have shied away from podcasting in the past year, “want transparency in how these calculations are done,” Shailley Singh, EVP of product and COO of the IAB Tech Lab, told *Hot Pod*. “So we try to achieve that by giving more and more detailed guidance.”

Podcast companies certified by the IAB, which include NPR, Acast, and Megaphone, among two dozen others, will be expected to take steps such as filtering out duplicate podcast downloads from Apple Watches, specifying whether they measure on a fixed or rolling 24-hour period, and having practices in place to account for large technological shifts. That last guideline has particular relevance given the massive decrease in downloads across the industry resulting from a change in the way Apple iOS 17 handles automatic downloads.

The IAB Tech Lab is accepting public comment on the new guidelines until March 23rd. You can view the document [here](#).