

Podcraft, Season 17 Episode 7

Do Downloads Mean Listeners?

Colin: Hey, folks, and welcome to another episode of Podcraft. This is the show all about podcasting, from launching your show to monetization and everything in between. I'm Colin from the podcasthost.com, joined by Matthew, as always. How you doing, Matthew?

Matthew: Very well. Thanks, Colin. How are you?

Colin: Good, yeah, not bad at all. It's actually like roasting outside and that's not usual in Scotland. Summer is here. Yeah, indeed, indeed. I hope it's nice where you are out there. Dear listener, as well, this time around we are answering a listener, well, a listener question, a community question, actually. It comes from our community over at the podcraft community, which if you are interested, you can go over to podcraft thepodcasthost.com to find it. And one of our members, Roshni, actually popped this question in. She's the host of the Ace, the sales podcast. It's around download numbers and listens, isn't it, Matthew? Which is always a big confusion for people, I think.

Matthew: Not for us, Colin. I just look at the stats that says 1 million, so I'm quite happy with that.

Colin: Yeah, that's exactly 1 million, not people viewing and exactly something like that. So, yeah, we're going to dive into this. We're going to dive into media hosting approaches to download stats and stuff like that. Like what actually counts as a listen, what is truly a listen in podcasting? And why can those stats actually vary a lot between different hosts as well? Before we jump in, I'll mention our podcast maker app, Alatu. If you do want hosting, this media hosting with all the stats put in, Alitu does have hosting built in now as of last year, and it has hosting stats as well, which we are doing a lot of filtering in to make sure a listen counts as a proper listen. And we'll dive into more of that later. But if you want to go and try out Alatu as a podcast maker app to make your podcast much more easily, it does the recording, it helps you edit, it does all the audio cleanup, transcripts, hosting, and a really easy way to edit your show. Go over to Alitu.com. Alitu.com. All right, let's answer Roshni's question. No. Matthew, where will we start with this? Is it all down to? Well, let me actually read out a bit of her question. So she has experienced the fact that she's gone from one host to another. So they've actually migrated podcast hosting companies. They came from one, I won't mention them, actually, because it's probably not worth causing any conflict here. There's not actually any conflict. We'll dive into why the differences might exist. But she's migrated from one really well known podcast host to another, which is a lot less well known, let's say. And her download numbers have jumped quite a bit, like massively, from 20 to 50 per episode, up to 200 plus. So it's quite a big difference. So what do we want to start with here, Matthew? How do we jump into media hosting stats and how you actually measure a listen?

Matthew: Well, I suppose that's a good starting point, that people are asking this question and it's obviously a pain point for people. It's confusing to people to see this massive variation depending on where you're looking, and it makes it really hard to measure your performance. We all want to measure that performance to know how we're doing, not just for ourselves, but if we want to work with advertisers or stuff like that as well, we want to have data that we're pretty confident about, if that makes sense. So if you're going to an advertiser and saying it might be this, but it might be that, and these are wildly different, we have no real confidence in that, do we? So I think that's a good starting point. It's just that complete confusion around this, isn't it?

Colin: Yeah, totally. I think part of the trouble is that we're kind of used to much less confusing metrics, aren't we? Like, if you have a YouTube channel, your YouTube plays, or your YouTube plays, it doesn't really matter. That's all you have to worry about. Social media too, like your followers on Twitter, whatever. And it's because those platforms, you're only looking at YouTube for your YouTube stats, so they manage that whole thing. There's no confusion between different platforms, similar Twitter followers, whatever it might be. So it suddenly becomes a bit confusing when and again, this is what we'll go into, a bit more like how actual listens and downloads are measured because it's across so many different platforms, so many different pieces of technology, so many different places and all that. So, yeah, I think that's probably a big part of it, isn't it? Like, we're used to those kind of more certain metrics elsewhere.

Matthew: Yeah, it comes back to I think it kind of ties into what we were talking about on the last episode, about the open podcast and stuff. And the beauty of this medium is that you can't find one source for podcasts and it's not like one company doing it all. And that's great because it can't be destroyed, it can't be owned or controlled. But I wouldn't even call this a downside. It has these quirks or these challenges where you can't just go out there and get solid numbers because there's so many players involved. So it's a challenge for listeners, it's a challenge for hosting providers and any company that's working in podcasting.

Colin: Absolutely. And we've discovered this so much as well. Like, getting into hosting was kind of a whole different thing with Ality. Like having to learn how all of the different platforms work, how you filter all of these stats, certainly was more complicated than I expected it to be, although I knew it was going to be a bit complicated. But yeah, it's even deeper. Is it worth even sort of defining the terms to start with, like download versus listen versus all that kind of stuff. We get this question quite a lot as well, don't we? Like people asking, how do I know how many subscribers I've got? How do I know how many listeners have got, what downloads mean? What does all that mean? Should we jump into that first?

Matthew: Yeah, definitely. I think a good way to look at this golan is, over your lifetime as a podcast listener, how many episodes have you downloaded or have been downloaded in your app versus what you've actually listened to?

Colin: Zillions if that's a real number, absolutely. Zillions. I could probably look up my phone just now I'm subscribed to what would it be I must be subscribed to? Let's see, 20, 30, 40 podcasts looking in my phone right now. I must be subscribed to about 30 pod, 40 podcasts, and every one of those is downloading. I think I have my settings set to the most recent three. So my phone downloads every episode and keeps the most recent three every time because I'm out of signal fairly often. I find that you'd expect we're kind of just always in Signal now. You could always stream an episode but I find that maybe it's a quirk of living up in the north of Scotland, but actually I had this in the same in central Scotland as well. And even if I'm in the US or visiting anywhere, I want my episodes downloaded so that I can listen to them anytime. Even if I'm on a plane or something like that. So I always have all of these shows downloading all the time and it just drops off the ones that I don't listen to. So, yeah, and I probably I don't know what, 10%, 20% of them I actually listen to. So, yeah. What about you?

Matthew: Yeah, I'm the same. Yeah, I've got a number of shows I vastly cut down in recent years on how much shows I was subscribed or following, but I've got a sort of handful of shows that I keep a close eye on and maybe on some topics listen to, like 50% of the episodes, depending on what they're covering. So there's a lot of unless you content there, but my download, because it's a full download onto the device, will be counted in their stats. Ultimately, it's just a hint at the tip of the iceberg here about what the actual problem is. We can get maybe a really accurate picture of the numbers, but they're still missing pieces in the puzzle here, isn't there?

Colin: Yeah, totally. And they are legit downloads, like they are ones that will be counted in your stats. We'll go into all the downloads that actually happen that aren't really legit, that we try and filter out as a hosting company and other hosting companies do as well. And even some of the standards, there's a few different standards around now as well to help hosting companies standardize this, because what it comes down to is like you mentioned advertisers earlier, Matthew, that's what it comes down to. We're charging people, we're charging companies to mention products on our podcasts, people doing sponsorship slots, people doing advertising. We're charging based on the numbers that are it should be downloads, it should be measured on listeners, but really it's measured on downloads because we don't really have a really accurate measure of listeners across the board, and we can dive into that wee bit more as well. But yeah, a download does not mean a listen. What do you usually say to people, Matthew? I often say when people try and get into that and they ask about downloads versus lessons, I say, well, you're probably not getting listened to by that many people, but there are that many people, no doubt subscribed to your show like downloads within a few days. I think of an episode release kind of is a good metric to kind of indicate subscribers because people who are subscribed, they'll download even if they're not going to listen. So that's how many people are interested in your show. It doesn't mean they've all listened, but it's a good metric to show your progress and your success, isn't it? Like if that number is going up, then you're on a good trend, at least. Is that your thoughts?

Matthew: Yeah, if we look at email lists as an example, so you've got your overall number of email list subscribers, but you've also got the people that open emails and those numbers are wildly different. Now, obviously, if you're talking to, again, advertisers and I don't have an extensive knowledge of email list and all that, but you'll presumably be presenting both these numbers, okay, we've got 30,000, but we've got this 40% open rate or whatever. Again, it's about putting a picture together rather than that's one number that you're going to give to people or think about yourself.

Colin: Yeah, and advertisers and sponsors know this just fine. They know fine that if you tell them you get 2000 downloads within seven days, 30 days, whatever metric you're using of releasing the episode, they know fine that not all of those people are listening, but they'll still pay based on that because they know that every other podcast measures it in the same way. And therefore, if they get a certain return of 2000 downloads, then they're going to get that even if it's not all listens. So it's just like in a way of measuring the size of a show.

Matthew: And I mean, it's easy because we're talking about advertisers and that's easy to paint podcast as some sort of problem child where it's really hard to advertise on and it's not very efficient in that. But then look at radio, TV, newspapers, magazines, radio figures, as a former radio student and that, I studied the industry quite a bit, and you've got shows and they're like, oh, we've got him 50,000 listeners in that. And you're like, well, that's not accurate. You've maybe got a boy Jumpy's van and he's got the radio on for like two minutes and he hears a better vet, it might be on and hairdressers in the background, but who's really paying attention? So you're getting these numbers. And the same with the telly back in the day when you were watching the telly and it wasn't like your Netflix or that and the adverts come on, you go make a cup of tea and that you don't see the adverts. So magazines you flip past. I think it's easy to make podcasts and sound as if it's a really problematic medium for advertisers. I would argue, on the contrary, it's probably one of the most engaged ways to advertise.

Colin: Agreed. Yeah, it's certainly up there on the scale. Definitely. I mean, your example of email there is really good, as in we can tell how many people actually opened an email, we can tell how many people clicked on it. Email is probably about the best you can get maybe a web page as well. You can measure the same kind of metrics, but we're only a little bit below that. Even if you can get the numbers of people, actually the trend of people subscribing downloading your show, then it's still a really good trend. It's still a really good indication of the success of a show, the engagement around a show. So, yeah, for sure, podcasting is definitely good. So what we jump into here, do we want to go into why hosting providers I'm sorry, ways that hosting providers actually measure their downloads.

Matthew: Yeah, I think that would be worth.

Colin: Digging into the detail there. Yeah. How much do you know about this, Matthew?

Matthew: Fair medley? I would say that's generally my knowledge of anything fair average.

Colin: I only ask because it's kind of quite a technical thing and I feel like I only learned a lot more about this more recently as we got into doing hosting and finality. So I'm not actually sure what the level is of kind of understanding around this in the general podcast ecosystem.

Matthew: Yeah, I don't think there's any need to go right into the technical weeds. I think just a basic overview would be handy because we all want to stay awake here. But the first big thing is really like IP addresses, I should say. Sorry. So we want to as hosting providers, hosting providers want to account for multiple downloads from the same location in a short time frame. So I think it's 24 hours. I think it's 24 hours. And that is just like you're maybe going around the house on multiple different devices less than this stuff and they want to try and say, okay, this is actually just the same person here and not count these all as like six or seven downloads.

Colin: So absolutely, this is us getting into filtering straight away. So just to jump back just a wee bit, Matthew, like a download is essentially measured by a host provider. They can tell when somebody comes with your podcast listening app, with your web browser, with a bot, with a piece of automated software, whatever it might be. A hosting provider can tell when that thing comes and says, right, give me this audio file, I want to listen to this audio file, and they download it. And some of the complications come around. The fact that that can be like the way that hosting providers work is that they often don't send a file straight from their own servers every single time. They'll instead use a thing called a CDN, a content delivery network. And that means that all of these files, these audio files are kind of distributed around the world, which makes it easier for you to download on your end, because it means that there's a location close to you that you can download from. So like, if a hosting provider is in the UK, like us, then you don't have to download it from the UK. If you're in Australia, all around the world, there'll be some CDN locations over in Australia where the files distributed to. So there's a whole bunch of complications around that, like still measuring the downloads, even though these files are kind of distributed everywhere. And Spotify causes trouble there too, doesn't it? Because Spotify actually has a whole different method whereby Spotify downloads the files from you, hosts them on their own servers, and then delivers it to Spotify listeners from their servers without actually requesting it from you, the host, ever again. And therefore, in many cases, Spotify downloads and listens are invisible and you have to go through certain ways to make those visible to a hosting provider. And there's ways to do that which we do and which other hosting providers look into and all that kind of stuff. But that's the kind of complication it's all around the world. That's what download is. We can see when somebody downloads a file, but it kind of goes through all sorts of different platforms and systems and sometimes can't be tracked because they might be on a different system altogether. So what we need to do is exactly what you just said there, Matthew, which is start to filter them, because some of these downloads actually are totally nonsense. They're actually like things like bots or crawlers or just an app check in whether there's a new episode or there's all sorts of different ways and even it could be a real human like you were just saying there, Matthew. It could be me. I've been out on the I'm out in the countryside, my signal is not very good. I've tried to download an episode, it's downloaded like 20% of that episode, but it didn't work. And I'm like, oh, I'm impatient.

Cancel, cancel, try it again, restart it. And that might count as two downloads in some systems because I've tried to download the same file twice. So yeah, that's where your filtering here comes in. If it's from the same IP address as in, it's my same device, my phone, I've tried to download the same file twice, then it'll say, oh right, okay, I'm going to assume this is one person, just one download, because they tried to download the same file twice from the same place within 24 hours. So, yeah, that's kind of how it works.

Matthew: Yes, like you're explaining there, corn, it's like requests, isn't it? There's loads of requests for an episode, and the host just has to figure out, okay, out of all these requests, which ones are people genuinely trying to download and listen to this, and which ones are just junk, which ones are bots and crawlers, which ones are multiple downloads, stuff like that. So they're trying to just cut this stuff out and give a much more accurate picture of your actual human audience out there.

Colin: Exactly. The bots and the crawlers type of thing is quite a problematic one because we've got some lists out there that are maintained by certain standards. So there's standards like the ODL and IAB and places like that. And there are some publicly maintained lists of standard bots, standard crawlers that you can discount, which is quite nice because it means that you can just use that list. And then every hosting provider should be or could be using that same list. Which makes your stats pretty accurate across all different hosting providers. And then you've got whitelists as well for IP addresses, which means that if you get a download from somewhere, like for example, some of the big ones actually, like AWS, has a few IP addresses which are not whitelisted because generally the downloads that come from there are from crawlers that are just checking whether there's new episodes. So you blacklist almost those as a measurement, so you're not measuring those. So that's the idea. You get say there's 1000 downloads of this file. You go through it and see how many of these are known bots and crawlers, and you filter them all out. Then you go through and you check for the multiple addresses, multiple IP addresses, and see if there's multiple downloads from any given IP address within 24 hours. You filter those out and then you can go from like it's a lot, you can go from 1000 downloads down to 200 or 300. So you can go down to like 20 or 30% of your total downloads are actually real legit ones, and even some of them then obviously are not necessarily right either. So it's a funny one.

Matthew: Yeah, you could see why it drives people mad because you have a picture of your audience in your mind, and when that turns out to be cut by 75%, it could be quite hard to bear, but exactly. I would rather and we'll get on advice and tips going forward, but I would rather err on those lower numbers. I would rather trust in a service that's put things in place to filter stuff out than maybe a newer media host on the market. Maybe they've not put all that in place and I might get what looks like great numbers, but it doesn't mean I've got great numbers. It's like it's fictitious. So I'd rather hear the more realistic figures that's it.

Colin: Exactly. Yeah, like Roshni's question that started this all off, she's gone from one host to another and basically ten times their downloads. So it just means that new host is not putting all the necessary filters in place.

Matthew: Yeah, because think of what could have logically explained a growth burst there if it was genuine.

Colin: Well, that's true.

Matthew: What could have explained it? Because your podcast is all still in the same apps your media host is, unless it's like faulty to the point of not delivering your episodes, making them unplayable. Your listener doesn't know or care about your hosting provider. They might see it on a player now and then, but moving host is never going to impact your growth at all unless it's, like I say, because it's broken.

Colin: Yeah, totally. The final one, just to mention the other filter that a lot of hosting providers use, and it is part of the standards, is they call it a byte range request, but the basic translation is to make sure somebody has downloaded more than a certain proportion of the file. The hope would be that bots and crawlers and all those kind of systems would just download like the very start of any given episode, like the very, very start, like even the first second. And therefore we could tell this isn't real listen, because they've only downloaded a tiny little bit just to check it's there. So filtering out those really small downloads at the very start is one thing you can do as well.

Matthew: Yeah, because one of the worst things on earth is like websites that have autoplay audio. You'll go on a podcast website and suddenly the guy's telling you like, welcome to the show and that and you've not pressed anything, you've just accessed the website. So things like that obviously and shouldn't be counting that as a download.

Colin: No, the really frustrating thing is I've mentioned the word standards a couple of times, but there really isn't any standard. That's the trouble. It's really just up to any given hosting provider to do what they want to, to filter these. And some hosting providers no doubt are not filtering at all or not filtering

much. And then even if you do go down the road of saying, I'm going to do the kind of big three, which is I'm going to have a filter for Bots, I'm going to have a whitelist for IP addresses to make sure I'm not counting a lot of the big crawlers, and then I'm going to do the byte range requests thing. Even then, like I said, there's some publicly available whitelists and bot lists and all that kind of stuff, but even them, some of them are quite out of date and some of them are not maintained very well. And there's not one single source of truth for this. So as a host and provider, you just kind of have to use your best judgment and they're always going to be different, they're always going to be a bit different between different hosting providers. So it is a really frustrating thing and even more so. You've got places like the IAB, for example, is one of the standards, but they charge a lot of money to actually be certified as well and maybe that's a good thing, maybe that does give people more certainty that the numbers are right. But from what I've seen, it still doesn't really make it that standard. There's still ways to kind of it's still just advice. There's not like a really specific spec for a hosting provider to follow when they are certified under something like that. It's still just kind of here's the guidance and we'll have a look and see if you're following most of the guidance and see if we can certify you then. So it's really tricky, it's a very tricky thing. I think there is a place for bringing in more standards. But I feel like going back to our open podcasting, I feel like it should be a bit more open and that's why I like the kind of there's. The ODL standard, which is an open standard, which doesn't cost you to implement and doesn't cost you money to kind of figure out how to do and be certified and all that kind of stuff. But yeah, I'm not sure there's no easy solution for it, but it's certainly a complicated place.

Matthew: Will we move on to some useful advice then?

Colin: Yeah, let's do it. Okay. Yeah. What can people do about this?

Matthew: Yeah, I touched on this already, but I would err on the side of lower numbers. If you're going to multiple places trying to find out who's going to give you the good news, which might not necessarily be the true news, I would always say, okay, I'm going with this more conservative estimation and take it from there. So don't be seduced by someone that promises to tell you what you want to hear.

Colin: Yeah, exactly. I'll give you move to our hosting.

Matthew: Platform and we'll double your million downloads. We should do that well to host and that should be a feature, like million downloads guaranteed because it's just a number we could type in.

Colin: There's a little button in the settings, turn off filtering, I want all my bots to count, I want my crawlers to count. Yeah, totally. Yeah, absolutely. So err on the side of the lower stats, you can ask like a hosting provider, what do you do? Like, we've got a help page on Ality that says what we do to filter numbers, what standards we are looking to follow, all that kind of stuff. So you can ask your hosting provider like Roshni here, she could get in touch with the host that she moved to and ask them what are you doing to filter out dodgy listens or untrue listens? That kind of stuff. You can see that, you can try and figure that out for yourself and even just understanding the limitations of download numbers as well. Even if a hosting provider does have all this in place, there's still going to be some untrue numbers in there. Like we talked about earlier, Matthew, when real listeners are downloading an episode but never actually getting around to listen to.

Matthew: Them or just less than half it or whatever. Yeah, exactly. There's always going to be gaps here, isn't there?

Colin: Totally, yeah. What else do you think?

Matthew: I think measuring your performance on things like engagement support and action in your call to action. So how many people do you hear from? And I know that we know firsthand, Colin recently doing the Indie Pod census, that we know this is a massive pain point amongst podcasters that I think 80 odd percent of people are desperate to hear from their audience more. And obviously this is a different topic entirely. It's not always straightforward comment nor getting in touch with podcasters, but if you take a bit of that into consideration, support like financial support or any other type of support, if you're doing well on our crowdfunding platform or that, that's a good gauge that you've got a very engaged and supportive audience as well. And if you're doing your call to action at the end of your episodes and people are following through with that, then that's a good gauge as well. And there's obviously ways that you could track that as well, like short links and stuff, isn't there?

Colin: Yeah, for sure. Use someone like Pretty Link or Bitly or whatever to track how many people are clicking on those links or typing those links in. But I think this is kind of the bigger idea here, isn't it? That download stats, listening stats, whatever you want to call them really, they're just a metric to show you a trend. Like, don't think Greg, I've got 1000 downloads, therefore there's exactly 1000 people listening. It's really just a measure of whether you're growing your show. Like if they're going up, it doesn't matter how many people are downloading as long as they're increasing, you know you're doing the right thing. But even more important than that, it's engagement support. Like you say Matthew, that is a better metric of success with your show. Maybe your downloads are going up

because you managed to get mentioned in some place, but it doesn't show that people are actually enjoying that show, that they're engaging with it. They might be subscribing, listen to one episode, not enjoying it that much and then forgetting to unsubscribe, and still you're getting downloads every single week because of. That. So yeah, measure engagement on social or community or whatever it is that you use. I think that's a much better metric. You're right.

Matthew: We talked about call actions there, so what about one of the best call actions people could give to their listeners?

Colin: The best call to action? Well, I mean, in my opinion, one of the things is what we talked about earlier is email, getting them on your email list. It's another way to push things in, push things out to them and not rely on people to come to you. Then get them to scout to an email list so that you can actually start to engage with them. That way it's a different channel, different way that you can reach out to people. It's one of the best. What do you think?

Matthew: I was more thinking in terms of just encouraging them to follow or subscribe your show and their app because that's a sure fire way to at least guarantee their download. Again, you want to guarantee the lesson as well but we want to get folks getting our episodes automatically, don't we? Rather than them having to remember every week to go and find your episode and listen to it.

Colin: Indeed, yeah. It's a good one to remind every you probably don't want to do that one every week, do you? Because a lot of your listeners will be following and subscribing already but it's a good reminder every now and again, like every few episodes just for the people that have found your show and are just listened to one episode to test out, that's good. The final ones may be like a media kit. If you want to sort of explain these numbers and show the trend of growth and engagement, how do you talk about making a media kit for those sponsors?

Matthew: Yeah, this is a good way to work with folks, potential sponsors and advertisers. I was going to say it lets you control the narrative. That sounds a bit manipulative but it gives you the space to present your data and explain it rather than somebody asks for your numbers and you send them it and that's it. What we could do in our media kit is really dig into here are the numbers, fair enough, we'll show them. But here's this engagement stat, here's this call action I did last month and look what happened when I did that. Look how many clicks, look how many sales. So again, you're going away from like here's 600 downloads or lessons to here's some real engagement percentages and stuff like that. So that data advertisers and sponsors love that they want to see stuff like that rather than them having to interpret is this a good number of downloads or not?

Colin: Yeah, I totally agree. Yeah, I think putting that and it's showing the trend again, showing the trend of growth, of growing engagement, growing support, growing action is all really important. So yeah, that's great. Love it. Okay. The other thing with the media kit is just being able to put in there that you have a host, like include that. Include detail around what host you use and how they filter them. So if you say, Right, we only get 200 listens a month sorry, an episode only. I mean, that's quite a lot. Like you get 200 listens an episode. Maybe you think that number isn't great, but you're like, right, but our host includes these standards, these standards. So these are a really accurate measure. This is not like inflated by all these dodgy listens. This is a real, true, real measure of how many people are listening to our show. Include that detail in there, in the media kit, like what host you have and what standards they adhere to. And that can be a real good credibility builder with your advertisers, too.

Matthew: Speaking of calls to action, do we want to do a we call action here?

Colin: Okay, yeah, go for it. What are you thinking?

Matthew: I was feeling generous, so I thought we'd do a giveaway. Yeah, obviously comes out of my own pocket, so I'm mad keen to give some stuff away. What we got that would make useful prizes for some sort of giveaway going.

Colin: Well, maybe some actual dead trees, some books. Yeah, I think we've got a couple of books we could give away that'd be quite nice. What do you think? The podcast growth book and the planner. Potentially.

Matthew: Yeah. Love the planner. I mean, I like them both, but The Planner is really good for planning, funnily enough. A good sort of paper document that you could take about, plan out all your episodes, nail your calls to action, and it's a really useful accomplice in the process of podcasting, I would say. And the Growth Book as well. That was a lot of fun to put together, just pulling all our different we tips and tactics we've used over the past sort of 1213 years and putting them in one place. So two great books, I would say, for anyone's bookshelf, and we're going to give them away. And all you have to do to throw your hat in the ring to get these books is go to thepodcasthost.com question you'll see, that's a pretty link there. So we'll be able to see how many people click that link, thepodcasthost.comQUESTION, and that will give you a button where you could leave us a voicemail. What we're looking for is voice questions for future episodes. We want to answer your questions

directly and you get a wee plug for your own podcast as well. And we'll send you a million downloads, won't we?

Colin: Of course, yeah, I'd love to get some voice questions and it'd be great to answer a few. We'll do a bit of a Q and A and AMA, wherever you want to call it over the next few episodes.

Matthew: What does EMA stand for? Is it Ask me anything?

Colin: Ask me anything. Yeah, ask us. It's an aua for us, isn't it? It's not like a single yeah.

Matthew: And I would qualify anything with stuff about podcasting.

Colin: Yeah. A-U-S-A-P-A usap. Much more tripping off. There you go.

Matthew: Our next book will be about acronyms.

Colin: Yeah, exactly. No, I'm glad to give some of these away. The podcast growth book, Matthew as well. Like I'll say, I wasn't much involved in it. It was all you and Lindsay, really. It's such a good book for actual real kind of tactics, real actions you can take to grow your show. They're all small things that you can do well, some big things, to be fair, but they range from things you can do in just 510, 15 minutes up to like one or two day projects to really grow your audience. And I do love getting an actual piece of paper, like a physical book these days because we get so many things on digital. So that's great. And the planner obviously great to have in front of you so you can write in with a real live pencil, even though I've kind of forgotten how to handwrite these days. Too much typing.

Matthew: Yeah. When you're phone ding there, which is shocking. On a podcast about podcasting, I'm able to go into the pod because I'm going to leave it in the edit, obviously. I was able to go in the planner and just note down the time code of that Colin is an idiot.

Colin: To fix my stupid schoolboy error. Yeah. Did you hear me reaching over furtively to turn it off as well?

Matthew: I would say more frantically than Furtively.

Colin: Nice. Cool. Okay. So if you want to try and win the podcast growth book and our podcast host planner, go over to thepodcasthost.com question and leave us a question about podcasting. Probably not personal questions, just podcasting. Just podcasting. Although Matthew is a great agony ant, I have heard one of our personal ones. Yeah, exactly. And if you do want to try out Ality as well, mentioned a couple of times in the episode, ality is our podcast maker app. You can record your calls in there. It'll automatically clean it up with some noise reduction leveling voice, EQ, all that good stuff. Pop it into the editor so you can cut out all your mistakes, sculpt that episode into Someone Perfect with the episode Builder, and then you can host it and release it to the public using our hosting as well. That's over alitu.com. You can get a seven day free trial to give it a shot.

Matthew: 1 million downloads guaranteed.

Colin: Indeed, indeed. Sadly not, because we actually do do a whole bunch of the proper filtering that we're talking about here. All right, Matthew. Thank you. And thank you out there for listening. I hope you had time on this episode. Hope you learned a fair bit about downloads to help you put those downloads in perspective. Those lessons in perspective. We'll see you on a future episode. We'll talk to you then.