

PodAnalyst Crosses 40 Million Unique Listeners, Brings Video Analytics to YouTube, and Launches Readout

Podcasters can now see engaged views alongside engaged listeners, ask Iris to explain what the video data means, and turn their numbers into a polished Readout in a single request.

SAN FRANCISCO, CA – October 5, 2026 – PodAnalyst, the analytics platform that brings podcasters' Apple Podcasts and Spotify numbers together in one place, today announced three updates: new network-wide growth milestones, support for video performance data from YouTube, and Readout, a new way to turn a podcaster's PodAnalyst data into a polished, shareable report on request.

“Video is suddenly everywhere in podcasting, and the line around what even counts as a podcast is blurrier than ever,” said Jim Saraco, co-founder of PodAnalyst. “YouTube is the biggest podcast platform out there, so now we're bringing together the numbers from the Big Three: Apple Podcasts, Spotify, and YouTube. That's also where Iris keeps evolving, into an analyst podcasters can really trust, and we're thrilled more than 600 podcasts already trust it with theirs.”

Jim Saraco, Co-Founder, PodAnalyst

600+ Shows, 100,000+ Episodes, 40 Million Listeners

PodAnalyst now measures more than 600 podcasts, tracking over 100,000 episodes and more than 40 million unique listeners across the shows on the platform. The growth reflects a widening base of podcasters who use PodAnalyst to understand their audience across both major listening platforms in one dashboard, rather than piecing the story together from two separate ones.

PodAnalyst Now Sees Video: Engaged Views Joins Engaged Listeners

Podcasters publishing on YouTube can now bring that performance data into PodAnalyst alongside their audio numbers. The headline metric is engaged views, the video counterpart to engaged listeners, PodAnalyst's existing measure of who is actually sticking with an episode rather than just starting it.

Put side by side, the two numbers tell a podcaster whether their audience behaves the same way on video as it does on audio, or whether one format is holding attention better than the other, all from a single dashboard.

Iris, the dedicated Podcast Analyst, reads video the same way it reads audio, so you never have to interpret the two separately. Ask it where a video episode loses viewers, why a particular moment causes a drop-off, or how engaged views for an episode compare to engaged listeners for that same episode, and Iris will walk you through what the numbers mean and what to do next.

Readout: A Polished Report, Just by Asking

PodAnalyst's new Readout turns a podcaster's data into a professional, ready-to-share report without any manual formatting. Just ask Iris, and it builds the Readout for you: the numbers that matter, laid out clearly, ready to send.

It is built for the moments podcasters already find themselves explaining their show to someone else: impressing a content partner, making the case to an advertiser, or briefing a co-creator. Iris creates the Readout. All a podcaster has to do is ask.

"It's exciting to see the podcast industry embrace true consumption metrics faster than we expected. As more large ad buyers demand accurate data, PodAnalyst is here to show podcasters what's really happening with their audience."

George Lejnine, Co-Founder, PodAnalyst

Availability

Engaged views and Iris's video analysis are available now to PodAnalyst Pro and Network subscribers who connect a YouTube channel. Readout is available now to all Pro and Network subscribers.

About PodAnalyst

PodAnalyst brings together podcast audience data from Apple Podcasts, Spotify, and now YouTube in a single dashboard. Radar watches every show in a podcaster's catalog and surfaces what deserves a closer look. Iris, a podcaster's dedicated Podcast Analyst, answers direct questions about performance and can build a polished Readout on request. PodAnalyst is free to use on its Community plan, with no cap on listeners, for as long as a podcaster wants it.

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