

Bilgola

# Attention Score

Measurement Methodology

Version 1.0 — March 2026

Confidential

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## The Reach vs Attention Problem

Most rankings measure reach: follower counts, view totals, or platform-reported impressions. These metrics answer the question *how many?* — but not *how deeply?* A three-second auto-play on TikTok and a ninety-minute podcast episode both register as one view. They are not equivalent.

The Bilgola Attention Score (BAS) was designed to answer a different question: **who is actually capturing human attention — measured by time, intent, and sustained engagement — rather than who is generating the most surface-level impressions?**

BAS is a composite, cross-platform score that can be applied to creators, content formats, and distribution platforms. It is designed to be transparent, reproducible, and updatable on a regular cadence using publicly available data sources.

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## Three-Component Framework

BAS is built from three components:

### Volume (V)

Reach and raw scale — how many distinct people encountered the content or creator in the measurement period. Drawn from platform-reported or third-party-estimated unique reach figures. This is the floor of attention, not its ceiling.

### Depth (D)

Quality of engagement, weighted by format. A long-form conversation demands more sustained attention than a short-form clip. Depth is calculated by multiplying average completion rate by a format multiplier that reflects the inherent attention-intensity of the medium.

### Velocity (V■)

Quarter-on-quarter change in the BAS score. Velocity captures momentum: is this creator or format growing its share of attention or losing it? Velocity is treated as a standalone signal and powers the 'Fastest Rising' and 'Losing Ground' views.

*Format multipliers used in Depth scoring:*

Format	Multiplier	Rationale
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Long-form (45 min+)	3×	Sustained, intentional listening; high completion signals genuine interest
Medium-form (5–44 min)	2×	Meaningful engagement; includes newsletter reads, long-form video essays
Short-form (< 5 min)	1×	Base multiplier; high volume, lower per-unit attention commitment

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## Weighting by Category

Different categories of subject (creators, content formats, platforms) warrant different component weightings, because the nature of what is being measured differs. A creator's score should reward depth most heavily; a platform score should weight raw volume more significantly, since platforms compete on access.

Category	Volume	Depth	Velocity
Creators	30%	40%	30%
Content Formats	25%	50%	25%
Platforms	40%	30%	30%

*Content formats are weighted most heavily on Depth (50%) because the primary differentiator between a short clip and a long-form podcast is precisely the depth of attention it demands. This is the core thesis of BAS: depth is the real currency of the attention economy.*

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## Data Sources

BAS is designed to be populated from publicly available data. The following table maps each component to its primary sources. Where multiple sources are available, Bilgola will triangulate and note any material divergence.

Component	Primary Sources
Volume	YouTube Studio public stats, Spotify for Podcasters charts, SimilarWeb traffic estimates, Meta Creator Studio, X (Twitter) public analytics

Depth — Completion rate	Spotify podcast completion data (public quartile reports), YouTube retention benchmarks (creator economy reports), newsletter open-rate indices
Depth — Format classification	Bilgola editorial classification based on median episode/post duration
Velocity	Quarter-on-quarter delta computed from archived BAS scores; initial baseline from Chartable, Podtrac, and earnings-call audience disclosures

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## Scoring Formula

BAS is expressed as a normalised score on a 0–100 scale within each category. Raw component scores are computed, then min-max normalised across the universe of subjects in each category so that scores are meaningful only in relative terms.

The weighted composite is:

$$\text{BAS} = (w_V \times V_{\text{norm}}) + (w_D \times D_{\text{norm}}) + (w_{Vn} \times Vn_{\text{norm}})$$

Where:

$V_{\text{norm}}$  = Volume score, normalised 0–100 within category

$D_{\text{norm}}$  = Depth score (completion rate × format multiplier), normalised 0–100

$Vn_{\text{norm}}$  = Velocity score (QoQ BAS delta), normalised 0–100

$w_V, w_D, w_{Vn}$  = category-specific weights (see Section 03)

The normalisation step means that a BAS of 90 does not imply an absolute level of attention — it means the subject ranks in the top decile of its category in the current measurement period. Scores should be interpreted comparatively, not as absolute quantities.

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## Universe & Coverage

The initial BAS universe covers:

- **Creators:** English-language creators with a primary audience in the United States, minimum 500,000 followers or subscribers across primary platform.
- **Content formats:** Formats with sufficient US audience data to support completion-rate estimation. Formats without reliable depth data are excluded from the scored universe.

- Platforms: Platforms with US monthly active user bases above 10 million.

*Universe expansion (international markets, B2B content, niche platforms) is planned for subsequent versions of BAS.*

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## Update Cadence

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BAS is updated on a quarterly basis, aligned to calendar quarters (Q1: Jan–Mar, etc.). Each quarterly update constitutes a new vintage of BAS data. Historical vintages are archived and available to subscribers for trend analysis.

Mid-quarter updates (flagged as preliminary) may be issued when a significant market event warrants — for example, a major creator exit from a platform or a platform reaching a material audience milestone.

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## Limitations & Disclosures

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**Estimated data.** Completion-rate and engagement data for many creators and platforms are not publicly disclosed at the granularity required for precise calculation. Bilgola uses benchmark estimates drawn from aggregated industry reports and disclosed cohort data. Scores should be treated as directionally accurate, not precise to two decimal places.

**Platform opacity.** Platforms control what data is made public. Changes to platform API access or reporting methodology may require recalibration of BAS inputs.

**No commercial relationships.** BAS rankings are produced independently. Bilgola does not accept payment from creators, platforms, or content producers in exchange for ranking inclusion or score improvement.

**Not investment advice.** BAS is an audience intelligence product. It is not financial advice and should not be construed as a recommendation to invest in, partner with, or avoid any creator, platform, or media company.

**Relative scoring.** Because BAS is normalised within-category and within-vintage, scores are not directly comparable across categories (a Creator BAS of 85 and a Platform BAS of 85 do not indicate equivalent absolute levels of attention).