The Standard in Streaming Audio Analytics

The industry's leading publishers rely on Triton Digital's streaming audio analytics to understand the consumption of their audio content by daypart, device, geography, distribution platform, and more.

Triton's analytics service is census-based, providing the most accurate and consistent audience listening data across all devices, including smart speakers, desktop computers, mobile, TV, tablets, and other internet-connected devices. No samples, surveys, or panels are utilized.

Triton's Webcast Metrics® provides an enhanced service to eligible publishers which have been certified to meet a broader set of technical and operational requirements and which are subject to third-party audit. Webcast Metrics publishers receive access to an expanded set of metrics that have been validated through an enhanced process.

MEASUREMENT SERVICE TIERS

FEATURES & CAPABILITIES						
	Subject to 3rd Party Audit	Eligible to Participate in Global Ranker	Real-Time Stats	Audience Detail	Explore View	Export Capabilities
Streaming Metrics			✔		✔	✔
Webcast Metrics®	✔	✔	✔	✔	✔	✔

METRICS								
	Average Active Sessions	CUME	Session Starts	Total Listening Hours	Total Listening Hours (Gross)	Active Sessions	Active Sessions (Gross)	Average Time Spent Listening
Streaming Metrics	✔	✔	✔	✔				
Webcast Metrics®	✔	✔	✔	✔	✔	✔	✔	✔

For more information, contact Ranker@tritondigital.com