



# Webcast Metrics® Explained

# TLH (Total Listening Hours)

## Definition

Total Listening Hours or TLH is inclusive of all sessions aggregated together within the reported timeframe, with invalid sessions omitted.

## How / When To Use It

TLH is the most essential metric to monitor the health of any digital audio stream. Grow your TLH, and your business will also grow. Commercially speaking, this number can tell you the amount of impressions available during the period reported.

For example, if the TLH from Monday to Friday (6am to 7pm) in September is 700,000 hours and 12 advertisements ran for one hour, the publisher has 8,400,000 impressions (or 8,400 CPMs) available during that time period ( $700,000 \times 12 = 8,400,000$ ). In WCM, we differentiate between Gross and Net TLH, in which invalid sessions are excluded.

# AAS (Average Active Sessions)

## Definition

Average Active Sessions or AAS, represents the average number of listening sessions at any point in time in the period, with invalid sessions omitted. AAS equals Total Listening Hours divided by the number of hours within the reported time period ( $AAS = TLH / \text{Hours in period}$ ).

## How / When To Use It

Commercially and conceptually speaking, AAS is similar to AMA (Average Minute Audience) in Television, or AQH (Average Quarter Hour) in over-the-air radio. It will also inform you on how many reproductions of an advertisement would occur if a spot were played during that period.

For example, if your AAS for last September was 5,000 during the Monday to Friday (6AM-9AM) daypart, then an average spot during that period would of reach 5,000 listeners.

# SS (Session Starts)

## Definition

The number of sessions that were started within the reported time period, with invalid traffic omitted.

## How / When To Use It

Session Starts, or SS represents the number of sessions initiated with a length of at least one minute during a specific time period reported. Commercially speaking, SS can inform you of the maximum number of pre-roll delivery opportunities.

To increase your sessions, try increasing the promotion of your digital audio streams and applications, and be sure your listeners have engaging and consistent content that keeps them returning to your distribution platforms.



# ATSL (Average Time Spent Listening)

## Definition

The average number of hours for each active session within the reported time period. Calculated as Total Listening Hours divided by Active Sessions ( $ATSL = TLH / AS$ ).

## How / When To Use It

ATSL represents the average time your listeners tune in for a typical session.

Keeping your existing listeners connected longer is the best way to increase your TLH (Total Listening Hours), as well as your revenue.

To increase ATSL, be sure that your content is as engaging as it can be, and properly manage your advertising by keeping the breaks relatively short and by leveraging frequency capping to avoid ad repetition.

# CUME (Cumulative Audience)

## Definition

Estimated number of unique listening agents/identifier with at least one active session in the reported time period.

## How / When To Use It

Conceptually speaking, the Cume represents the total reach of a station or a station daypart over a period of time. It is mainly used to monitor the reach trend over time and to compare against over the air radio measurement equivalent (Cume or Reach).

Unless the audio channels provides Triton with registered listener IDs for their traffic, the metric can't be use to measure the precise reach.

# AS (Active Sessions)

## Definition

The total number of active sessions within the reported time period. Calculated as the sum of Session Starts plus Entering Sessions already active before the reported time period ( $AS = SS + ES$ ).

## How / When To Use It

Conceptually speaking, AS and SS are very similar. AS is useful when looking at specific and relatively short dayparts within a time period.

For example, in the Monday to Friday (3PM-7PM) daypart, AS can be 10-20% higher than SS. AS provides a more accurate number of sessions that were exposed to the program within the daypart.



Questions? Contact  
[Measurement@TritonDigital.com](mailto:Measurement@TritonDigital.com)