



## WEBCAST METRICS®

A Quick Guide to Webcast Metrics Data,  
Features, & Capabilities

## Introduction

Webcast Metrics is the only Media Rating Council (MRC) accredited source for internet radio listening data. Data is collected via player-embedded listener tracking codes and streaming server log files. Audience reports are delivered to the publishers, and to any third parties authorized by the publisher, through a web-based console. Webcast Metrics Local is a premium market-specific version of our standard Webcast Metrics product.

## Geography

Webcast Metrics reports streaming activity by device and geography, such as Country, State/Region, and DMA. Webcast Metrics Local is a premium service that reports activity at the MSA level. (See feature comparison chart below for details.)

## Available Metrics (WCM and WCML)

### Total Listening Hours (TLH)

- Total number of hours listened within the aggregation period using session with a duration of at least 1 minute.

### Average Active Sessions (AAS)

- TLH divided by hours in the reported time period.

### Session Starts (SS)

- Number of sessions that were started, with a duration of at least one minute in total and any duration within the reported time period.

### Active Sessions (AS)

- Total number of active sessions within the aggregation period.

### Cume

- Number of unique listeners with at least one active session in the reported time period.

### Average Time Spent Listening (ATSL)

- The average number of hours for each session with a duration of at least one minute in total, and any duration within the reported time period. Calculated as total Time Spent Listening divided by active sessions.

## Available Metrics (WCML Only)

### Average Quarter Hour (AQH)

- The average number of listeners within the MSA, demographic, and daypart of a particular station/channel/service, comprised of sessions with a minimum of 5 aggregate-minutes within each clock-hour fifteen-minute period.

### Average Quarter Hour Rating

- AQH listeners rating within a specified MSA, demographic and daypart, expressed as a percentage of the specified MSA demographic population. Calculated as:

$$[\text{AQH} / \text{MSA Population}] * 100 = \text{AQH Rating\%}$$

### Cume 5

- Number of unique listeners within the specified market, demographic and day-part, to a particular Publisher/network for at least five aggregate minutes.

**Cume Rating**

- Unique Listeners rating within the specified MSA, demographic and day-part expressed as a percentage of the MSA demographic population. Calculated as:

$$[\text{CUME} / \text{MSA Population}] * 100 = \text{CUME Rating\%}$$

**Comparison Chart**

Feature	Webcast Metrics	Webcast Metrics Local
<b>Available Metrics</b>		
Average Active Sessions (AAS)	✓	
Session Starts (SS)	✓	
Total Listening Hours (TLH)	✓	
Average Time Spent Listening (ATSL) Session Based	✓	
Average Quarter Hour (AQH)	✓	✓
Cume	✓	✓
AQH Rating		✓
Cume Rating		✓
Unique Listener Tracking	✓	✓
<b>Geography</b>		
Country	✓	
State/Province/Region	✓	
All US DMAs	✓	✓ (Optional)
All US DMAs available as ordered by WCML Publishers		✓ (Optional)
<b>Demographics</b>		Popular demo groups, gender, registration or format attribution
<b>Dayparts</b>	6 standard dayparts, or a custom selection	List of dayparts (as selected by Publishers)
<b>MRC Accreditation</b>	Audience details report (does not include Cume)	Pandora only
<b>Measurement/Release Schedule</b>	Daily/Weekly/Monthly	13 4-week measurement periods per year
<b>Trusted By</b>	Cumulus, Entercom, Prisa, Talpa Radio, ESPN, NPR, Univision, Radio One, Emmis	Pandora, iHeart Media, Entercom