WEBCAST METRICS®

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

webcast**metrics**

The Webcast Metrics streaming measurement service is the industry standard for online audio consumption 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:

  [AQH / MSA Population] * 100 = 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:

[CUME / MSA Population] * 100 = CUME Rating%

Comparison Chart

Feature	Webcast Metrics	Webcast Metrics Local
Available Metrics		
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	✓	✓
Geography		
Country	✓	
State/Province/Region	✓	
All US DMAs	✓	✓ (Optional)
All US DMAs available as ordered by WCML Publishers		✓ (Optional)
Demographics		Popular demo groups, gender, registration or format attribution
Dayparts	6 standard dayparts, or a custom selection	List of dayparts (as selected by Publishers)
Measurement/Release Schedule	Daily/Weekly/Monthly	13 4-week measurement periods per year
Trusted By	Cumulus, Entercom, Prisa, Talpa Radio, ESPN, NPR, Univision, Radio One, Emmis	Pandora, iHeart Media, Entercom

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