Webcast Metrics® Local

Webcast Metrics Local is a market-specific version of the national Webcast Metrics® audience measurement platform.

It provides credible, third-party data that enables agencies and advertisers to evaluate online audiences at the local level.

The Benefits:

- Comparable metrics to Broadcast Estimates
- Metropolitan Statistical Area (MSA) Reports
- Standard Reporting Calendar
- Agency Stewardship System Integration
- CDN Agnostic

Comprehensive Insights at the Local Level

The Industry Standard
Provide buyers and media planners with a standard set of metrics for national and local-based listening, giving them better insight into the rapidly growing online audio audience.

Available Metrics
- CUME
- Average Quarter Hour (AQH)
- CUME Rating
- AQH Rating

Stewardship System Integration
Connect your inventory to industry leading buying platforms, Mediaocean and STRATA, to enable ad buyers to easily and efficiently plan, buy, and process digital audio advertising.

Census-Based Methodology
Deliver a census-based view of all listener activity, providing the most accurate reach and inventory data for buyers. Rather than using panels, surveys, or samples, Webcast Metrics Local counts actual streaming consumption.

Audience Segmenting
Provide multivariate audience data including MSA, device, daypart, age, and gender allowing for deeper audience segmentation and more opportunities to transact and monetize local listening.

Reporting
Generate reports including a Network Radio Report, a Key Market Report, and individual market reports. All data garnered is exclusive property of the subscribing publisher and is not released publicly.

Monthly Rankers
Webcast Metrics provides the audio industry with monthly audience Rankers that provide listening data for the top-performing digital audio stations and networks across the globe, including iHeart, NPR, Cumulus, Entercom, and ESPN.

For more information, contact Solutions@tritondigital.com