



## 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.

## Trusted by Industry Leaders



| Rank | Station/Network     | AQH       | CUME        | Δ%   |
|------|---------------------|-----------|-------------|------|
| 1    | iHeartRadio Network | 1,478,240 | 694,271,274 | 0.7% |
| 2    | Talk Radio          | 952,246   | 28,262,274  | 1.2% |
| 3    | 101.1 FM            | 8,863     | 2,028,216   | 1.2% |

### 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.