



# Webcast Metrics®

## The Standard in Streaming Audio Measurement

The Webcast Metrics streaming measurement service is the industry standard for online audio consumption data, providing an enhanced service to eligible publishers which have been certified to meet a broader set of technical and operational requirements and which are subject to third-party audit. Webcast Metrics publishers receive access to an expanded set of metrics that have been validated through an enhanced process, including audio consumption by daypart, device type, geography, distribution platform, and more.

### At a Glance

- ✓ One-to-One Audience Measurement
- ✓ 100% Census Based
- ✓ Subject to 3rd Party Audit
- ✓ Validated
- ✓ CDN Agnostic
- ✓ Real-Time Reporting
- ✓ Global Monthly Rankers

### Metrics You Can Trust

Triton's Webcast Metrics streaming measurement service is the industry standard for online audio consumption data. Subject to a third-party audit, audio publishers around the world trust Webcast Metrics data to analyze the consumption of their content.

### Real-Time Reporting

Monitor your audience in real-time to gain an understanding of how various programming impacts traffic and listening patterns.

### One-to-One Measurement

Webcast Metrics is census based, providing the most accurate and consistent audience data across all devices and players. No samples, surveys, or panels are utilized.

### Advanced Audience Segmentation Analytics

Analyze the consumption of your content by daypart, device type, geography, distribution platform, and more.

### Global Monthly Rankers

Webcast Metrics provides the audio industry with the Global audience rankers that provide listening data for the top performing audio streaming stations and networks in many parts of the world.

### API Availability

Utilize our Metrics API to seamlessly access data from the Explore view of Webcast Metrics directly within your company's data warehouse or BI dashboards.

### Available Metrics

- Average Active Sessions (AAS)
- CUME
- Session Starts (SS)
- Total Listening Hours (TLH)
- Gross Total Listening Hours (TLH (GROSS))
- Active Sessions (AS)
- Gross Active Sessions (AS (GROSS))
- Average Total Session Listening (ATSL)

### Two Tiers

#### National

Triton's Webcast Metrics® measurement service provides the same credible data that Streaming Metrics provides, with an added layer of validation as it is subject to a third-party audit. Additionally, Webcast Metrics provides publishers with expanded audience detail in addition to increased visibility through integrations with a number of agency planning systems.

#### Local

A premium, radio market-specific version of our Webcast Metrics product that enables publishers to quantify their digital audience at the local level, and share those metrics with media buyers via their stewardship systems.

Rank	Station/Network	AAS	SS	TLH
1	iHeartRadio	1,198,107	402,734,363	8.75
2	Radio Network	1,000,000	32,000,000	1.71
3	95.5 FM	6,000	1,000,000	0.06
4	101.1 FM	1,100,000	1,100,000,000	0.72
5	101.1 FM	1,100,000	1,100,000,000	0.72
6	101.1 FM	1,100,000	1,100,000,000	0.72
7	101.1 FM	1,100,000	1,100,000,000	0.72
8	101.1 FM	1,100,000	1,100,000,000	0.72
9	101.1 FM	1,100,000	1,100,000,000	0.72
10	101.1 FM	1,100,000	1,100,000,000	0.72
11	101.1 FM	1,100,000	1,100,000,000	0.72
12	101.1 FM	1,100,000	1,100,000,000	0.72
13	101.1 FM	1,100,000	1,100,000,000	0.72
14	101.1 FM	1,100,000	1,100,000,000	0.72
15	101.1 FM	1,100,000	1,100,000,000	0.72
16	101.1 FM	1,100,000	1,100,000,000	0.72
17	101.1 FM	1,100,000	1,100,000,000	0.72
18	101.1 FM	1,100,000	1,100,000,000	0.72
19	101.1 FM	1,100,000	1,100,000,000	0.72
20	101.1 FM	1,100,000	1,100,000,000	0.72

Trusted by Industry



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