



# Webcast Metrics®

## The Standard in Streaming Audio Measurement

The Webcast Metrics streaming measurement service is the industry standard for online audio consumption data. It provides credible, validated data that enables audio publishers around the world to analyze the consumption of their audio content by daypart, device type, geography, distribution platform, and more.

### At a Glance

- ✓ One-to-One Audience Measurement
- ✓ 100% Census Based
- ✓ CDN agnostic
- ✓ Real-Time Reporting
- ✓ Monthly Rankers

### Metrics You Can Trust

Publishers around the world rely on Webcast Metrics data to analyze the consumption of their audio content by daypart, device type, geography, distribution platform, and more.

### One-to-One Measurement

Webcast Metrics is census-based, providing the most accurate and consistent audience listening data across all devices, including smart speakers, desktop, mobile, TV, tablets, and other internet-connected devices. No samples, surveys, or panels are utilized.

### Advanced Audience Segmentation Analytics

The robust audience analysis tool within Webcast Metrics provides you with even deeper insights into your streaming audience listenership and content performance, by enabling you to analyze your streaming audience by custom daypart, device type, geography, distribution platforms, and more.

### Real-Time Reporting

Know in real-time what your audience is and isn't reacting to allowing you to manage your assets (from staffing to inventory) accordingly.

### 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, Pandora, NPR, Cumulus, Entercom, and ESPN.

### Available Metrics

- Sessions Started (SS)
- Average Active Sessions (AAS)
- Active Sessions (AS)
- Average Quarter Hour (AQH)
- Total Listening Hours (TLH)
- CUME

### Two Tiers

#### Webcast Metrics - National (WCM)

Measures listening across all devices in every location; from desktop to mobile, TV to tablets, across broadcasters, podcasters, streaming music services, and audio on-demand.

#### Webcast Metrics - Local (WCML)

A premium, market-specific version of our standard Webcast Metrics product, enabling live and on-demand publishers to quantify the size and scale of digital audio at the local level.

Rank	Station/Network	AAS	SS	ATSL
1	iHeartMedia Network	1,198,187	402,731,392	0.75
2	Talpa Radio	122,866	22,037,716	1.71
3	360 Digital	6,586	1,881,191	0.86

  

Rank	Station/Network	AAS	SS	ATSL
1	iHeartRadio	428,957	173,528,064	0.72
2	Prisa Radio	132,280	30,937,816	0.75
3	Talpa Radio	108,172	17,283,846	1.82
4	WPRX-Listener Station	106,206	391,163,216	0.78
5	RADIO.COM	89,234	33,221,463	0.89
6	Cumulus Streaming Network	71,807	20,222,962	0.78
7	Bell Media	33,985	7,518,201	1.29
8	UrbanOne	30,184	10,052,201	0.53
9	Group ACB	27,548	9,239,900	0.85
10	AccuRadio	26,825	4,317,632	1.75
11	Beats by Broadcasting Corporate	24,559	8,922,400	0.8
12	Mediaset	22,281	3,883,262	1.88
13	Kemva.com	20,908	9,721,859	0.83
14	Hubbart Broadcasting	19,134	3,936,840	1.92
15	CRP Radio	18,940	8,226,916	0.87
16	EMF Corporate	18,507	4,286,308	1.23
17	Salem Communications	16,057	6,986,371	0.89
18	Group Renaissance	15,432	2,482,072	1.81
19	Group Media Center	14,768	6,357,752	0.88
20	New York Public Radio	14,544	4,412,311	0.91

### Trusted by Industry Leaders



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