

# Webcast Metrics



## **Webcast Metrics**

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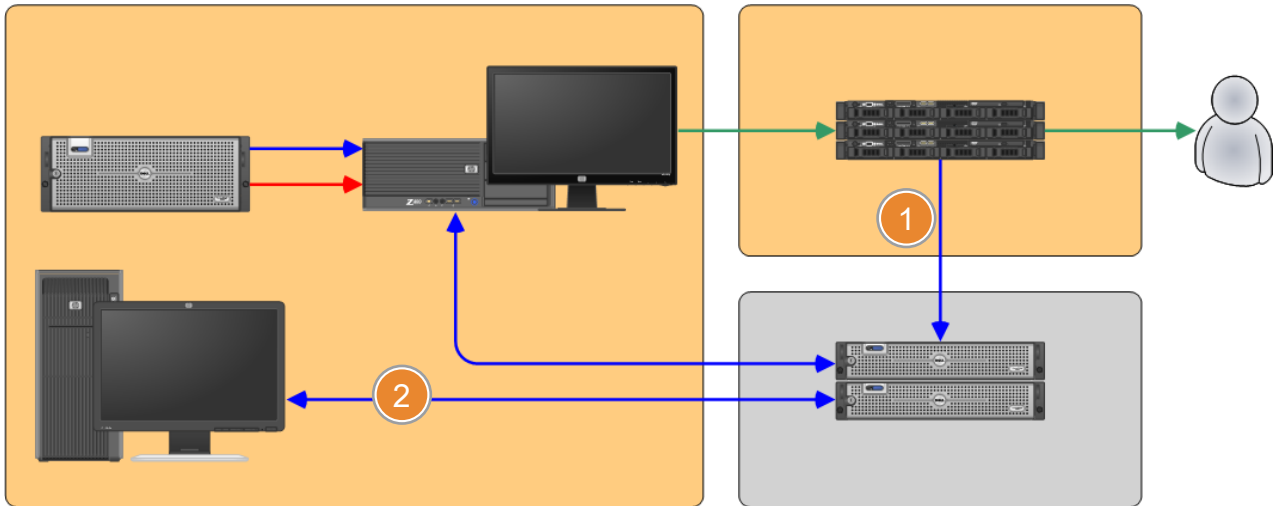
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## Introducing Webcast Metrics

Webcast Metrics<sup>®</sup> is an audience measurement platform that uses actual audience data collected from radio station web players as well as your CDN (Content Delivery Network) to generate audience statistics. Webcast Metrics data is available through your online Ando Station Control Panel, putting accurate, meaningful on-demand data at your fingertips. You always have instant access to real-time data with no wait time or request process.



- 1 Ando Media works closely with your Content Delivery Network (CDN), by obtaining two types of data feeds. The first is called historical data. Log files are downloaded then processed by Ando Media into the traditional measurements of radio such as AQH and CUME. The second type of data is a “real-time” XML feed that Ando Media requests every five minutes. This data is analyzed to determine how many listeners are on the station at that given point of time. For stations running an embedded player on a web page, Ando Media-provided JavaScript can be added to the page to perform audience measurement via the clients’ browsers.
- 2 Both historical and real-time data feeds are available through the web-based console. Internet broadcasters can use the data for sales or programming purposes and to measure the reach of internet advertising.

### Providing Tools for Programmers

For programmers, gathering and processing data from your CDN assures pinpoint accuracy without relying on estimates or surveys. Reliable statistics are vital in guiding and evaluating programming decisions with listener data showing tune-in and tune-out points as well as daily or monthly averages. Webcast Metrics allows you to spot trends across time, and compare your station metrics against the average metrics of other internet radio stations of the same format or genre.

For stations broadcasting their terrestrial signal on the Internet, Webcast Metrics data can be reflective of on-air listenership, giving you early indicators of performance without having to wait for published surveys. Even better, reliable, timely data can be accessed immediately at any time, not just two to four times a year.



## Providing Tools for Sales

Webcast Metrics data provides much more than the raw numbers provided by a CDN and can be used to efficiently monetize the internet audience you have worked hard to build. Ando Media converts this measured data into traditional radio metrics that your sales staff and advertisers understand, including CUME and AQH (Average Quarter Hour) numbers.

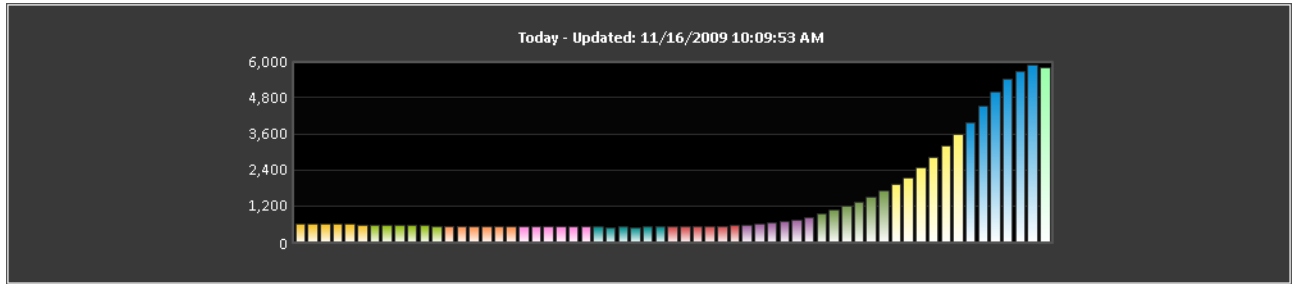
Webcast Metrics can be used to provide advertising agencies, rep firms and buyers of all sizes with credible real-time metrics including breakdowns of where your listeners are located by DMA. At the completion of a campaign, instant proof-of-performance affidavits that include accurate impressions statistics can be generated.

## Understanding the Home Page Graphs and Charts

The home page offers valuable Webcast Metrics data as well as access to the Listener Lab and Distribution Lab.

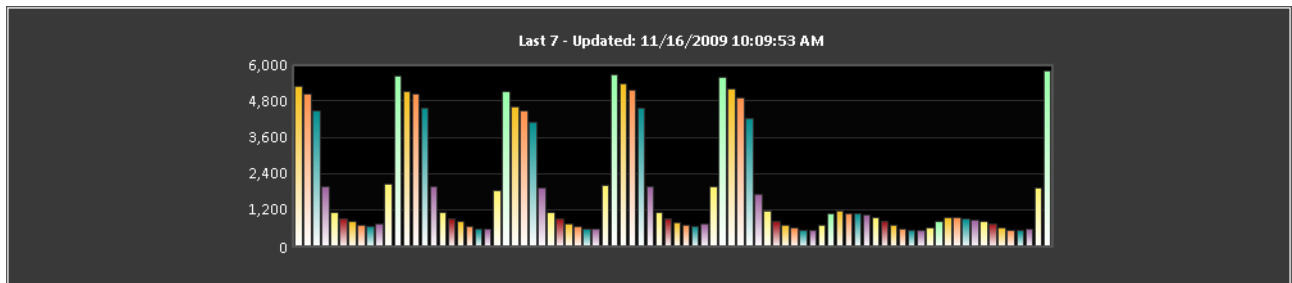


## The Today Graph



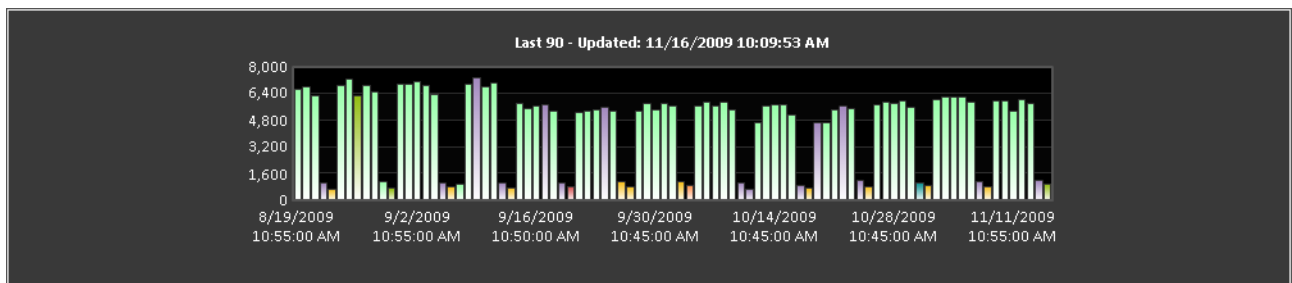
This graph shows listener counts recorded every 10 minutes for today for the specified network, market or channel. Moving the mouse pointer over a bar on the graph will display additional details about the time frame and listener count.

## The Last 7 Graph



This graph shows listener counts recorded about every two hours for the last seven days for the specified network, market or channel. Moving the mouse pointer over a bar on the graph will display additional details about the time frame and listener count.

## The Last 90 Graph



This graph shows listener counts recorded at peak times each day for the last 90 days for the specified network, market or channel. Moving the mouse pointer over a bar on the graph will display additional details about the time frame and listener count. This is especially useful to see at what time your audience peaks during the day in order to sell higher paying spots.

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The colors of the bars indicate the hour at which your network peaked. For example, if you chart shows mostly the same color each day, it would indicate your network peaks at about the same time each day.



# The Ando Media Listener Lab

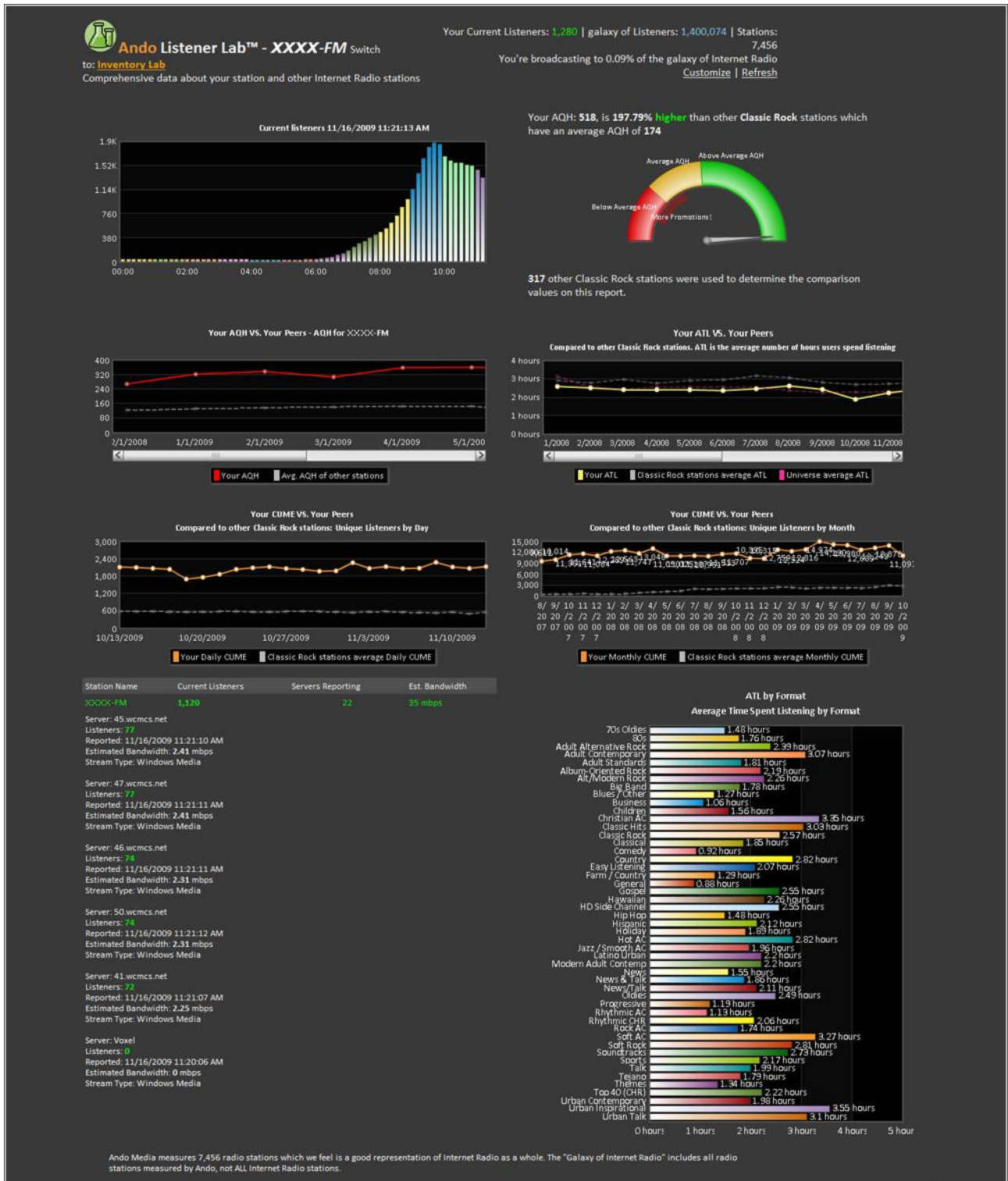


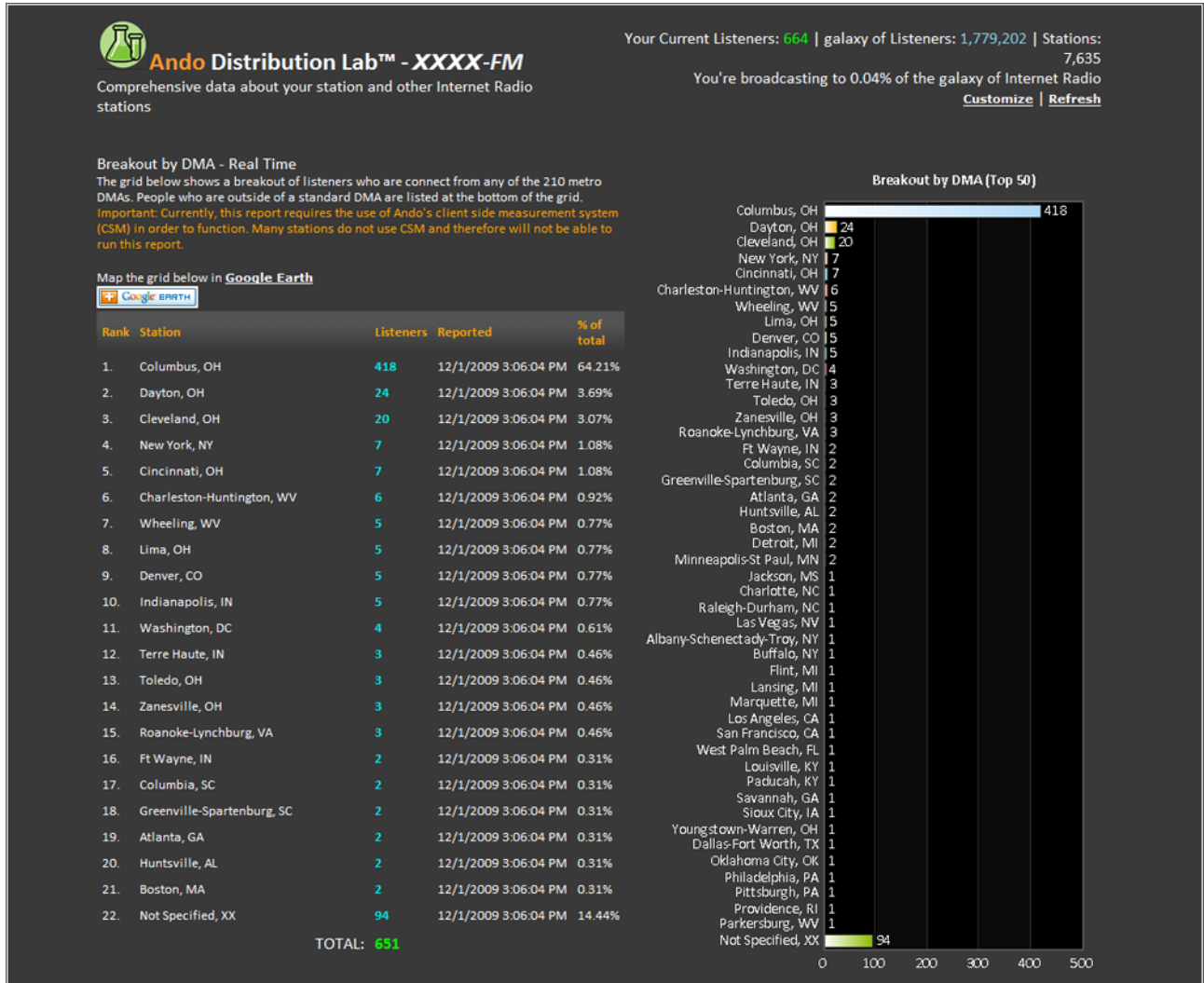
Chart	Description
Current Listener Report	This graph shows listener counts recorded every 10 minutes for today for your channel. Moving the mouse pointer over a bar on the graph will display additional details about the time frame and listener count.



AQH Fuel Gauge	Indicates how your channel's AQH compares to other channels of the same format.
AQH vs. Peers Report	This graph compares your average AQH for the specified daypart to the average AQH for other stations of the same format.
ATL vs. Peers Report	This report compares the average number of hours users spend listening to your station to the average number of hours users spend listening to other stations of the same format.
Daily CUME vs. Peers Report	This report compares the number of unique users listening to your station to the number of unique users who listened to other stations of the same format.
Monthly CUME vs. Peers Report	This report compares the monthly average number of unique users listening to your station to the monthly average number of unique users who listened to other stations of the same format.
Server/Bandwidth Breakdown	Provides statistics related to the servers being used to aggregate listener data.
ATL by Format Chart	This displays the average time spent listening by format. Data is based on stations measured by Ando Media.



# The Ando Media Distribution Lab



The Distribution Lab shows a breakout of connected listeners who are from any of the 210 standard metro DMAs. People who are outside of a standard DMA are listed at the bottom of the grid.



Currently, this report requires the use of Ando's client side measurement system (CSM) in order to function. Many stations do not use CSM and therefore will not be able to run this report.



# Understanding the WCM Graphs and Charts

**By Network (all channels together)**

Ando Corporate

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**By Market (if applicable)**

Asheville  
Bellingham  
Bucyrus  
Champaign, IL  
Charlottesville, VA

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**By Channel (if applicable)**

Ando Demo Channel  
Ando Demo Channel 1  
Ando Demo Channel 2  
Ando Demo Channel 3

Start Date: 10/29/2009  
End Date: 11/12/2009  
Interval: Day  
Daypart: All days/times (EST)  
Output Type: View onscreen

**Generate**

**Welcome to Webcast Metrics - Displaying last 2 weeks data** Help - New: Simple view

Date: 10/29/2009 - 11/12/2009  
Interval: by Day  
Daypart: All days/times (EST)

**Ando Demo Corporate AAS Report by Day 10/29/2009 - 11/12/2009**  
(Click a day to view more info)

**AAS Share 10/29/2009 - 11/12/2009 Daypart: All days/times (EST)**  
(Click to expand)

Station	AAS
Columbus	299
Milwaukee	506
Portland	118
Manchester	68
Bucyrus	5
Norfolk	109
Des Moines	234
Jonesboro	35
Springfield, IL	55
Champaign, IL	75
Bellingham	111
Springfield, MA	94
Asheville	48
Ithaca	51

	TLH	CUME	AQH	ATSL	SS	AS	AAS	PEAK
<b>Ando Corporate</b>								
Thursday, October 29, 2009	57,083	10,387	2,378	209 (3.49 hrs)	16,375	17,120	2,378	5,684
Friday, October 30, 2009	52,766	10,351	2,199	199 (3.52 hrs)	15,879	16,663	2,198	5,301
Saturday, October 31, 2009	17,648	4,053	735	208 (3.46 hrs)	5,094	5,731	735	999
Sunday, November 01, 2009	15,191	3,174	633	227 (3.79 hrs)	4,013	4,618	632	829
Monday, November 02, 2009	57,453	10,696	2,394	205 (3.41 hrs)	16,847	17,358	2,393	5,830
Tuesday, November 03, 2009	60,889	10,748	2,537	214 (3.57 hrs)	17,079	17,897	2,537	6,004
Wednesday, November 04, 2009	58,742	10,806	2,448	193 (3.22 hrs)	18,252	19,070	2,447	5,897
Thursday, November 05, 2009	59,369	11,055	2,474	196 (3.27 hrs)	18,164	18,958	2,473	5,909
Friday, November 06, 2009	55,144	10,575	2,298	200 (3.33 hrs)	16,558	17,351	2,297	5,664
Saturday, November 07, 2009	18,743	4,160	781	211 (3.51 hrs)	5,338	5,996	780	1,087
Sunday, November 08, 2009	15,884	3,353	662	223 (3.72 hrs)	4,271	4,905	661	812
Monday, November 09, 2009	56,205	10,730	2,342	187 (3.12 hrs)	18,041	18,605	2,341	5,767
Tuesday, November 10, 2009	58,464	10,798	2,436	197 (3.28 hrs)	17,826	18,655	2,436	5,738
Wednesday, November 11, 2009	52,606	10,065	2,192	194 (3.23 hrs)	16,287	17,115	2,191	5,129
Thursday, November 12, 2009	58,062	10,988	2,419	195 (3.26 hrs)	17,831	18,581	2,419	5,794
<b>Duplicated Totals and Averages</b>	<b>694,247</b>	<b>*</b>	<b>1,929</b>	<b>200 (3.34 hrs)</b>	<b>207,855</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

## AAS Report

This chart shows the average active sessions (the average number of streams of one minute or more) for the given day. Moving the mouse pointer over a day will provide a more accurate AAS number.

## AAS Share

This chart shows the average active sessions (the average number of streams of one minute or more) for the given day as they relate to other stations in your market or group. Moving the mouse pointer over a day will provide a more accurate AAS number and a percentage value.



## Webcast Metrics Charts

The main Webcast Metrics page features charts showing key numbers for the past two weeks. Daily statistics can be expanded for hourly detail by clicking on the Chart icon next to the date label. Column headings represent:

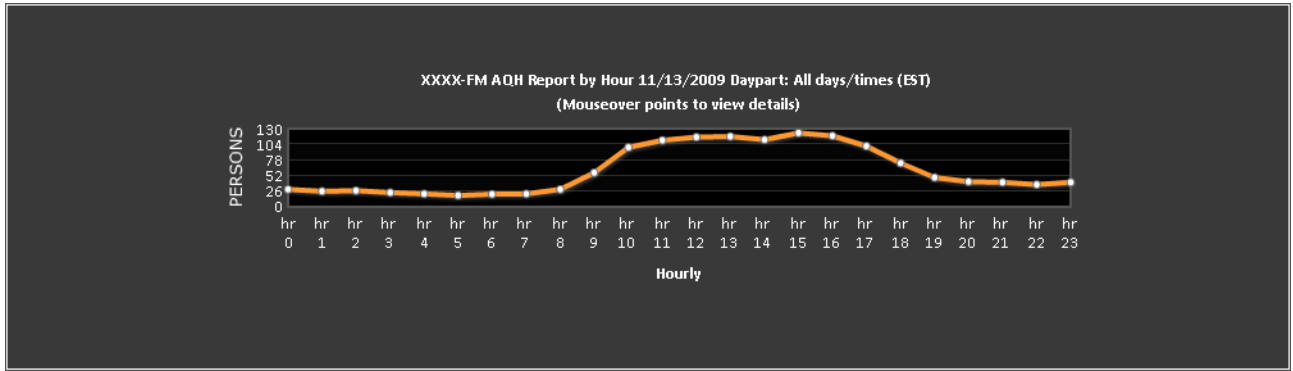
Heading	Description
TLH	Total number of hours that the radio station has streamed to individuals who listened for one minute or more in the reported time period.
CUME	Number of different persons (defined as the number of different IP addresses) who listened to a station for a minimum of one minute (5 minutes prior to 9/1/2009) within a reported time period. This is an unduplicated estimate, which may be an underestimate in cases where more than one listener accesses an Internet radio station via the same IP address.
AQH	Equivalent to Average Active Sessions (AAS). Note: Prior to 9/1/2009, AQH was defined as the average number of persons who listened to a station for a minimum of five minutes within a reported daypart. This number is the average of the number of listeners recorded every fifteen minutes for each station monitored by the Webcast Metrics heartbeat, or it is the number derived from the total time spent listening data obtained by Webcast Metrics directly from station server log data.
AVG	Average time spent listening for all listeners over the time period in minutes.
Sessions	The total number of visitor requests for content over the reported daypart. Sometimes referred to as 'Stream Requests'.
OS (Open Sessions)	The total number of sessions (that were listening for at least a minute) that were open within the time period provided.
AOS (Average Open Sessions)	The average number of people listening to the stream (for at least a minute) at any given point in time over the time period supplied.
Peak (Peak Sessions)	The maximum number of sessions sampled every hour over the time period reported on.

## Daily Detail Reports

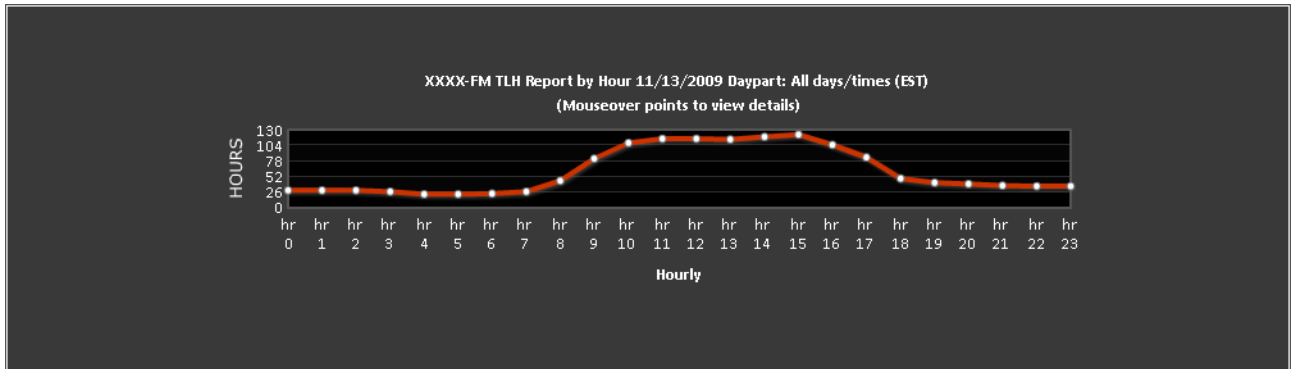
With all daily detail reports, moving the mouse over a data point will provide additional information.



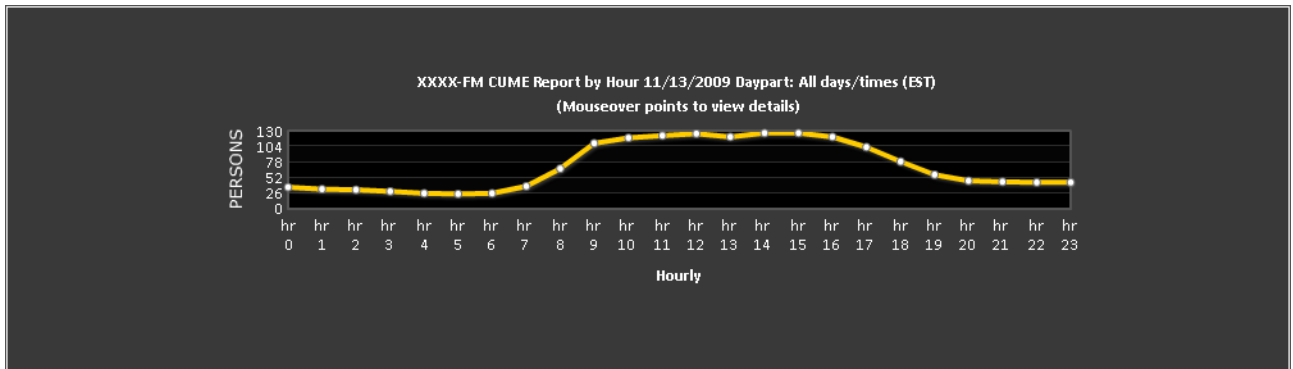
## Daily Detail: AQH by Hour



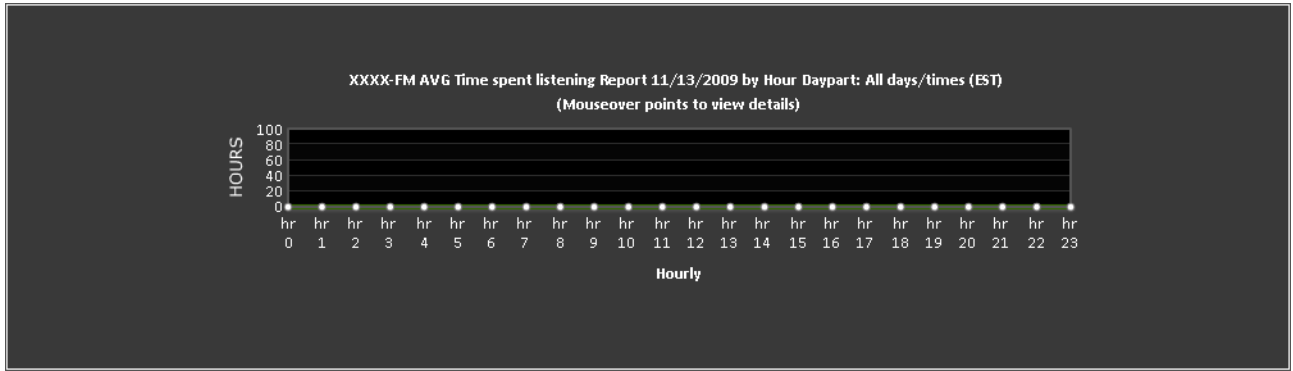
## Daily Detail: TLH by Hour



## Daily Detail: CUME by Hour



## Daily Detail: TSL by Hour



## Filtering and Focusing Webcast Metrics Data

You have the ability to get a focused view of your data by filtering it by criteria including network, market, station, month, week, day and daypart using the fields to the left of the main Webcast Metrics display.

Select the stations/channels you wish to include in the Webcast Metrics report. Using this option, you can filter down to a single market or a single station/channel. *The available groupings are based on your configured login privileges.*

The displayed data can be further focused by date range or daypart.

The generated data can be viewed on-screen or downloaded in Excel format.

Once the above options have been set, click **Generate** to generate the report.

