

METRICS AND MEANING

The Language of Internet Audio



- What's new— and what isn't
- Rationale
- How We Measure— Pros and Cons
- New Definitions
- Why 1 minute rule?
- Where are Uniques?
- Questions & Answers

AGENDA



Pre-Release

- Published Monthly Ranker based on AQH and Cume

Post-Release

- Publishing Monthly Ranker based on Average Active Sessions, Sessions Started, and Average Time Spent Listening

AQH and Cume still exist in every publisher's Ando Console

Adding. Not taking away.

WHAT'S NEW— AND WHAT ISN'T



Accuracy

- Metrics should reflect the actual measurement of the stream
- Metrics should be named appropriate to what they measure

Integrity

Pros and Cons of all measurement metrics should be disclosed and noted for the publisher & agency community

Fairness

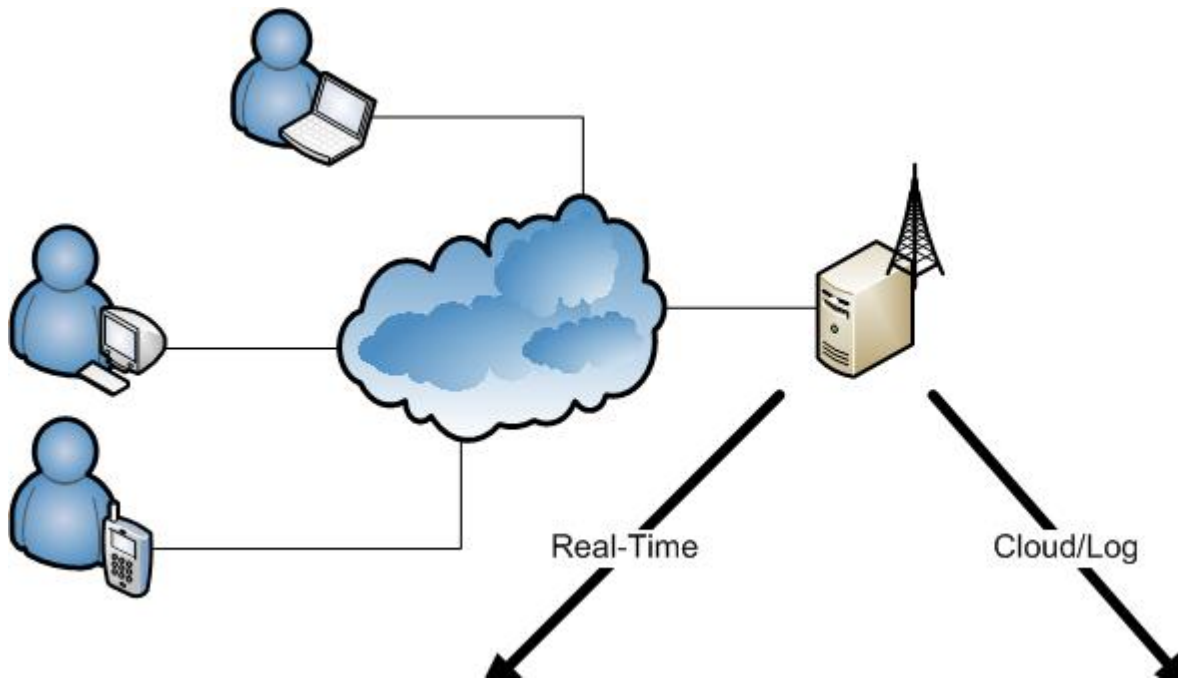
- Metrics should not be biased for terrestrial based internet audio streams vs pureplay streams

Consistency

Keep traditional terrestrial metrics & adopt IAB digital metrics where appropriate

OUR GUIDING PRINCIPLES





Captures the number of listeners attached to the stream. Few listener details are captured.

In this example, we would get a ping of 3 listeners.

Content Delivery Networks (CDNs) provide log data with greater listener detail.

“Listener 1 via iPhone from 9:13am-9:47am”

“Listener 2 via PC from 9:04am-10:13am”

“Listener 3 via PC from 9:17am-11:33am”

HOW WE MEASURE



Panel-Based

- **Pros**

- Monitor the person, not the stream
- Attributes such as age/demo are naturally known

- **Cons**

- Difficult to obtain large sample size
- Measurements have significant variance for smaller properties.
 - Data may be volatile from month to month
- Panels may be biased and certain groups may be under-represented
- Panels may report limited activity (more active during work hours)
- Significant lag behind real-time

Census-Based

- **Pros**

- Objective measurement
- Detailed measurement captures instantaneous information
- No sampling errors
- No audience bias
- Real-time measurement

- **Cons**

- May overcount due to muting or unattended streams (offset by timeouts)
- Age/Gender need to either be explicitly provided or inferred from surveys/panel
- Significantly more difficult to understand the person as opposed to the stream

MEASUREMENT METHODOLOGIES



- Uses:
 - Unbiased comparator between publishers/stations/networks
 - Counting total available impressions on a property

The average number of streams of one minute or more that are active within a time period.

AVERAGE ACTIVE SESSIONS



AQH Definition

Average Quarter-Hour Persons (AQH)

The average number of persons listening to a particular station for at least five consecutive minutes during a 15-minute period.

Average Quarter-Hour Rating

The average Quarter-Hour Persons estimate expressed as a percentage of the population being measured.

Formula: $\text{AQH Persons} \div \text{Population} \times 100 = \text{AQH Rating (\%)}$.

This is emphatically NOT what we're saying.

WHERE THIS GETS IMPORTANT



The 1-Minute Rule

- **Definition:** A person must spend at least 1 minute listening before they are counted.
- Internet radio differs significantly from terrestrial radio in:
 - Context switching is easier with many more selections. Mobile interfaces, connectivity issues, UI design may cause shorter/longer sessions.
 - Not all advertisements are time synced. Playlist methodology allows advertisers to sell a spot based on how long a user has been listening to a stream.

1-minute reduces most of the noise from extremely short sessions, robotic activity and initial connectivity issues without dropping valuable audience.

ESTABLISHING A “LISTENER”



- Uses:
 - Available Pre-roll impressions
- Notes:
 - Publisher time-outs/caps will effect this number and have the following effect.
 - Session starts will increase due to listeners creating multiple sessions to continue listening.
 - AAS will decrease due to some listeners not restarting the stream.
 - Users that are listening are more engaged with the stream due to the fact that they have to ping every time period that they are still actively listening to the stream.

The number of streams of one minute or more that are started within a time period.

SESSIONS STARTED



- Uses:
 - # of impressions per individual streamer
 - Listener engagement with the stream

The average number of hours for each session lasting more than one minute within a time period.

AVERAGE TIME SPENT LISTENING



- Ando Media is currently working on a methodology to calculate unique audience metrics consistently and accurately across internet audio publishers.
- Transition to new measurement will be introduced in Q1 2010.



WHERE ARE UNIQUES?



- We want it to be fair.
- We want it to be easy.
- We want it to propel the growth, to accelerate the adoption, to fuel the interest for what we believe to be the most underserved channel going.
- *Now, we want your questions and comments.*

BIG FINISH

