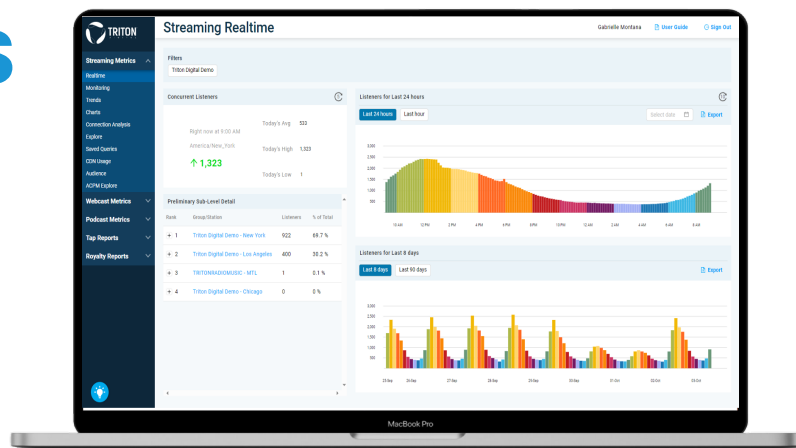# WEBCAST METRICS

The standard in audio streaming analytics.

Publishers rely on Webcast Metrics to understand the consumption of their audio content by daypart, device, geography, distribution platform, and more.

**Average Active Sessions
Session Starts – Total Listening Hours
CUME – Average Time Spent Listening**

FEATURES

- **Total Measurement:** census approach capturing every listening session across any player & platform

- **Independent data processing**, validated to industry standards

- **Deep insight via an intuitive UI:** expanded set of audience metrics and reporting dimensions

- **Live Analytics module:** understanding, in the moment, audience fluctuations and stream health with Real Time Listening and Real Time Monitoring

- **Automated reporting:** sent directly to recipient's email address at specific time/cadence

- **API integration** with external BI tools

- **Powers Streaming Global Rankers:** monthly listening data for the top performing stations & networks