

Webcast Metrics[®] by Triton Digital[®]

Webcast Metrics (WCM) is the industry standard for digital audio listening data. It provides credible, third-party data that is translated into traditional and digital metrics, making it possible for audio publishers to quantify the size and scale of their online audience.

More audio ad buys worldwide rely on Webcast Metrics than on any other data.

Metrics You Can Trust

The only source for digital audio audience listening data accredited by the Media Ratings Council (MRC).

Third-Party Credibility

Provide credible inventory data with independent third-party metrics, consistent with industry standards.

Industry Standard

Relied upon by agencies, rep firms and buyers of all sizes, Webcast Metrics is the standard for streaming audio advertising transactions.

Census-Based Methodology

Count every listener with 100% census-based measurement. No samples, surveys or panels are utilized.

Comprehensive Data Collection

Measure listening across all devices; from desktop to mobile, TV to tablet, across broadcasting, podcasting, live streaming music, and digital on-demand.

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.

Industry Leading Publishers:

PANDORA



iHeart MEDIA

CBS RADIO



npr

