

Webcast Metrics Local by Triton Digital®

Webcast Metrics Local is a market-specific version of the national Webcast Metrics® audience measurement platform. It provides credible, third-party data that enables agencies and advertisers to evaluate online audiences at the local level.

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

The Industry Standard

Provide buyers and media planners with a standard set of metrics for national and local-based listening, giving them better insight into the rapidly growing online audio audience.

Census-Based Methodology

Deliver a census-based view of all listener activity, providing the most accurate reach and inventory data for buyers. Rather than using panels, surveys, or samples, Webcast Metrics Local counts actual streaming consumption.

Metrics You Can Trust

Boost revenue from digital audio using credible, third-party data, which relies on the Media Rating Council's accredited processes to validate audience listening at the local level.

Audience Segmenting

Provide multivariate audience data including MSA, device, daypart, age, and gender allowing for deeper audience segmentation and more opportunities to transact and monetize local listening.

Stewardship System Integration

Connect your inventory to industry leading buying platforms, Mediaocean and STRATA, to enable ad buyers to easily and efficiently plan, buy, and process digital audio advertising.

Reporting

Generate reports including a Network Radio Report, a Key Market Report, and individual market reports. All data garnered is exclusive property of the subscribing publisher and is not released publicly.

Industry Leading Publishers:

PANDORA®



iHeart MEDIA

