DIGITAL AUDIO

FREQUENTLY ASKED QUESTIONS

1. What is Audio Live Streaming?
Live streaming is when the streamed audio is sent over the Internet in real time, without first being recorded and stored

2. What is Digital Audio?
Encompassing Live Streaming; Internet Radio and Podcasts, Digital Audio is content that is delivered in a digital format and this is either live, pre-recorded or catch up in nature

3. What is Digital Audio Advertising?
When Internet radio and live streaming digital radio play "sponsor" messages that advertise products and services to consumers while they listen to the radio via live streaming. These can take the form of either Pre or Mid Rolls, and are generally accompanied by Companion Display Advertisements. Watch this space for new formats that will be offered in the future such as Power spots and Live Reads
In the case of Podcasts, "sponsor" messages that advertise products and services to consumers while they listen to Podcasts, be they On Demand or Bespoke Podcasts. These generally take the form of Pre and Mid Roll Advertisements, but can also take the form of "In Podcast" sponsor mentions and promotions

4. What is a Pre-roll Advertisement?
A pre-roll advertisement is a promotional video which appears before the live streaming or Internet station programming starts, once played it moves into standard broadcasting until the next advertising break

5. How often will a listener hear a pre-roll ad?
Unlike in-stream audio ads, pre-roll spots are not being inserted based on ad break markers, it will only play as the listener enters the audio offering and can be between 5 – 30 seconds. Pre-roll ads are being triggered by the listener connecting to a stream.

6. What is a Mid-roll Impressions?
A Mid roll impression is a digital audio advertisement delivered at the in line with broadcast radio advertising breaks. It is the replacement of a Broadcast radio advertisement with a digitally delivered advertisement. Therefore, the advertisement that you hear delivered on Live streaming may not be the same as that being heard on Broadcast Radio.

7. What is a Unique User / Reach?

A unique user is a unique individual or browser which has accessed an audio platform. That user is only measured once in the month and not again and as such represents theStations CUME.

The "Unique/Reach" metric is computed on the basis of the Listener ID information the ad-server receives in the ad request and that it logs from each ad impression. Listener IDs allow the ad-server to uniquely identify a listener. This Listener ID is also used in other instances, for example frequency capping and integration with 3rd party DSPs/D-MPs.

8. What are the supported formats for a creative audio file?

- **Format: .mp3, .wma, .aac, .ogg, or .wav.**
- **Max File Size: 20MB**
- **Bit Rate: Min. 196 kbs**

9. What is a Companion Banner?

A Companion advertisement is a display advertisement that is delivered at the same time as an audio advertisement. It helps to convey a message and drive specific actions by listeners

10. What are the supported formats for display ads?

Supported display ad formats are: 3rd party, .swf, .png, .jpeg, .jpg, .gif (GIFs can been played as animation or static images). File must be max 1MB.

11. Are the digital audio ads skippable?

No the ads are not skippable, the only way that they can be skipped is by stopping the stream

IAB Glossary of Terms – Digital Audio (www.iab.com)

1. Action

Metric that indicates how many times listeners completed an action on the marketer's website after being exposed to an audio ad

2. Active Sessions (AS)

Number of sessions (with duration of at least one minute) that were active within the daypart/time period

3. Aggregator

Firms that collect multiple digital audio channels into larger entities, increasing reach and making them of greater interest to advertisers

4. Audio Impression

Metric that indicates the number of fully delivered ads

5. Avail

The commercial position in a program or between programs on a given station or network available for purchase by an advertiser

6. Average Active Sessions (AAS)

The average number of listeners (with duration of at least one minute) during the daypart/time period

7. Average Quarter Hour (AQH)

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

8. Average Quarter Hour (AQH) Rating

A rating calculated by dividing the AQH listening in the relevant daypart and demographic by the base population in that demographic.

9. Average Time Spent Listening (ATSL)

The average length of each session (with duration of at least one minute) within the daypart/time period.

10. Banner Impression

Metric that indicates how many display companions were delivered along with the audio ad

11. Click-Through

Metric that indicates how many times listeners followed the link associated with a banner ad

12. Click-Through Attribution

KPI measuring the effectiveness of an audio ad based on the ratio of Audio Impressions and Click-Throughs

13. Content Distribution Networks (CDNS)

Vendors that provide the technical heavy lifting of moving streamed digital audio content around the Internet and ensuring scalability and performance for listeners

14. Conversion Attribution

KPI measuring the effectiveness of an audio ad based on the ratio of Audio Impressions and Actions.

15. CUME

The count of unique listeners during the specified time period (with sessions lasting at least one minute in duration).

16. CUME Rating

A rating calculated by dividing the weekly average CUME in the relevant daypart and demographic by the base population in that demographic

17. Digital Audio

Audio programming available to consumers on a streaming basis, delivered via the wired and mobile Internet

18. Effective Reach

The average number of people that will hear a commercial at least three times during a campaign

19. Frequency

Is the average number of times an individual has an opportunity to hear an advertising message during a period of time

20. Listener Tracking Method

A method of collecting data through client side measurement directly from the web based player or mobile device

21. Podcasts

A podcast is an audio program that listeners can access on portable devices or their computers in an offline mode

22. Post-Listen Attribution

KPI measuring the effectiveness of an audio ad based on the ratio of Audio Impressions and Visits

23. Pureplay Stream

Personalized and on-demand, streamed audio services that create playlists based on user preferences of artists, tracks, or genres

24. Reach

The number of different persons in the audience of a specified advertising campaign, station, network, or syndicated program

25. Satellite

This system transmits audio with orbiting communication satellites rather than ground based transmission

26. Sessions Started (SS)

The number of streams (with duration of at least one minute) within the daypart/time period

27. Share Of Voice
The percentage of total advertising weight per brand in a competitive set

28. Terrestrial Stream
Live digital audio streams of terrestrial (also known as Broadcast AM/FM) radio stations

29. Time Spent Listening (TSL)
The average amount of weekly time spent listening by an individual user within the day-part/time period. An individual user's discreet sessions are added together to calculate total weekly TSL

30. Total Listening Hours (TLH)
Total number of hours streamed during sessions (with duration of at least one minute) within the daypart/time period

31. Unique Listeners
The number of unduplicated people listening to a given online audio program, piece of content, or advertising message. Typically 'listeners' and 'streamers' are interchangeable

32. Visit
Metric that indicates how many times listeners visited the marketer's website after being exposed to an audio ad

33. Voice Click-Through
Metric that indicates how many times listeners respond to Interactive Audio Ads by speaking to connect with advertiser offers by automatically initiating call, a video view, request an email, webpage open, content selection or similar action on a mobile device