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○ By Network (all channels together)

DOUBLE-O - Sedalia, MO

● By Market (if applicable)

DOUBLE-O - Sedalia, MO

○ By Channel (if applicable)

KSDLFM
KSISAM
KXKXFM

Start Date

06/01/2012

End Date

05/31/2013

Interval

Month

Daypart

All days/times (EST)

Output Type

View onscreen

Generate

Webcast Metrics Report:

Date: 06/01/2012 -05/31/2013
Interval: by Month
Daypart: All days/times (EST)

DOUBLE-O - Sedalia, MO (contains: *KXKXFM*, *KSDLFM*, *KSISAM*,)

	TLH	CUME	AQH	ATSL	SS	AS	AAS	PEAK
Month of 6/2012	76	58	0	32.00 (0.53 hrs)	138	141	0	6
Month of 7/2012	963	349	0	57.00 (0.95 hrs)	998	1,020	1	11
Month of 8/2012	1,636	529	0	55.00 (0.92 hrs)	1,746	1,776	2	12
Month of 9/2012	2,064	466	3	84.00 (1.40 hrs)	1,434	1,476	2	13
Month of 10/2012	2,638	418	4	114.00 (1.90 hrs)	1,350	1,387	3	14
Month of 11/2012	3,042	612	4	88.00 (1.47 hrs)	2,001	2,070	4	17
Month of 12/2012	2,892	569	4	90.00 (1.50 hrs)	1,841	1,920	3	16
Month of 1/2013	4,520	661	6	97.00 (1.62 hrs)	2,638	2,791	6	32
Month of 2/2013	4,357	1,020	6	73.00 (1.22 hrs)	3,484	3,586	6	28
Month of 3/2013	4,952	762	7	98.00 (1.63 hrs)	2,856	3,019	6	25
Month of 4/2013	4,530	708	6	94.00 (1.57 hrs)	2,737	2,896	6	24
Month of 5/2013	5,308	866	7	96.00 (1.60 hrs)	3,130	3,303	7	35
Duplicated Totals and Averages	36,978	*	4	82 (1.36 hrs)	24,353	N/A	N/A	N/A

Footnotes:
* The CUME metric cannot be summed over multiple dayparts

TLH: Total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total and any duration within the reported time period.**

CUME: Number of unique IP addresses with at least one active session in the reported time period. *(This metric is not MRC accredited)*

AQH: Average Quarter Hour (AQH): TLH divided by the number of hours in the reported time period for sessions with a duration of at least five minutes in total and any duration within the reported time period.

Average Time Spent Listening (ATSL): The average number of hours for each session with a duration of at least one minute in total and any duration within the reported time period. Calculated as total time spent listening divided by active sessions.**

Session Starts (SS): Number of different requests for streams (i.e. stream requests) with a duration of at least one minute in total and any duration within the reported time period.**

AS (Active Sessions): Number of sessions that were active, with a duration of at least one minute in total and any duration within the reported time period.**

AAS (Average Active Sessions): TLH divided by hours in the reported time period.**

PEAK (Peak Sessions): The AAS value during the hour in the reported time period with the highest AAS.

** Metric accredited by the Media Rating Council ®

Ando Media, LLC obtains audience data for Ando Media Webcast Metrics™ reports in one of two ways:
1: Using an FTP request to a station's Content Delivery Network to obtain all user log files ("Log File Measurement").
2: Using a tracking code placed on a user's media player. When a station's media player loads and begins playing, the code generates a call within 5 seconds to Ando servers which respond back with a cookie containing a unique user ID ("Client Side Measurement").

Log File Measurement may fail or be inaccurate due to:
- Content Delivery network providing access (via FTP) to the logs
- Timely generation of the log files by the CDN
- Guaranteeing that all servers at the CDN are reporting their logs to the repository
- Invalid data contained in the logs
- Time zone differences
- Failed FTP transfers
- Passive/Active FTP errors
- Unsupported log file types
- Missing log files
- Log files missing station specific data
- Translation mechanism which 'credits' a log file's contents to a station requires human intervention
- 4 day waiting period before log data can be retrieved
- Real-time publishing point data requires publishing point name to stationID translation (human intervention required)
- Real-time statistics require every server have the heartbeat sensor installed.

Client Side Measurement may fail or be inaccurate due to:

Measurement requires an 'embedded player' which means standalone Mp3, and iTunes streams must be measured using the legacy (log based) systems.

Digital music devices such as SqueezeBox and Roku still require log based processing

Additional Webcast Metrics™ methodology may be obtained here.