

Webcast Metrics[®] Internal Documentation

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Contents

1. Initial Screens	
a. Login Screen	Page 3
b. Creating User Accounts	Page 4
2. Webcast Metrics Screens	
a. Understanding Webcast Metrics Reports	Page 5
b. AAS Report	Page 6
c. AAS Share	Page 6
d. Webcast Metrics Overview	Page 7
e. Webcast Metrics Statistics Chart	Page 8
f. Daily Detail Reports	Page 10
g. Filtering Reports	Page 11
3. Getting Help & Support	
a. Contacting Support	Page 12

Triton Digital Webcast Metrics Training

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Produced by Jeremy Argue | Triton Digital

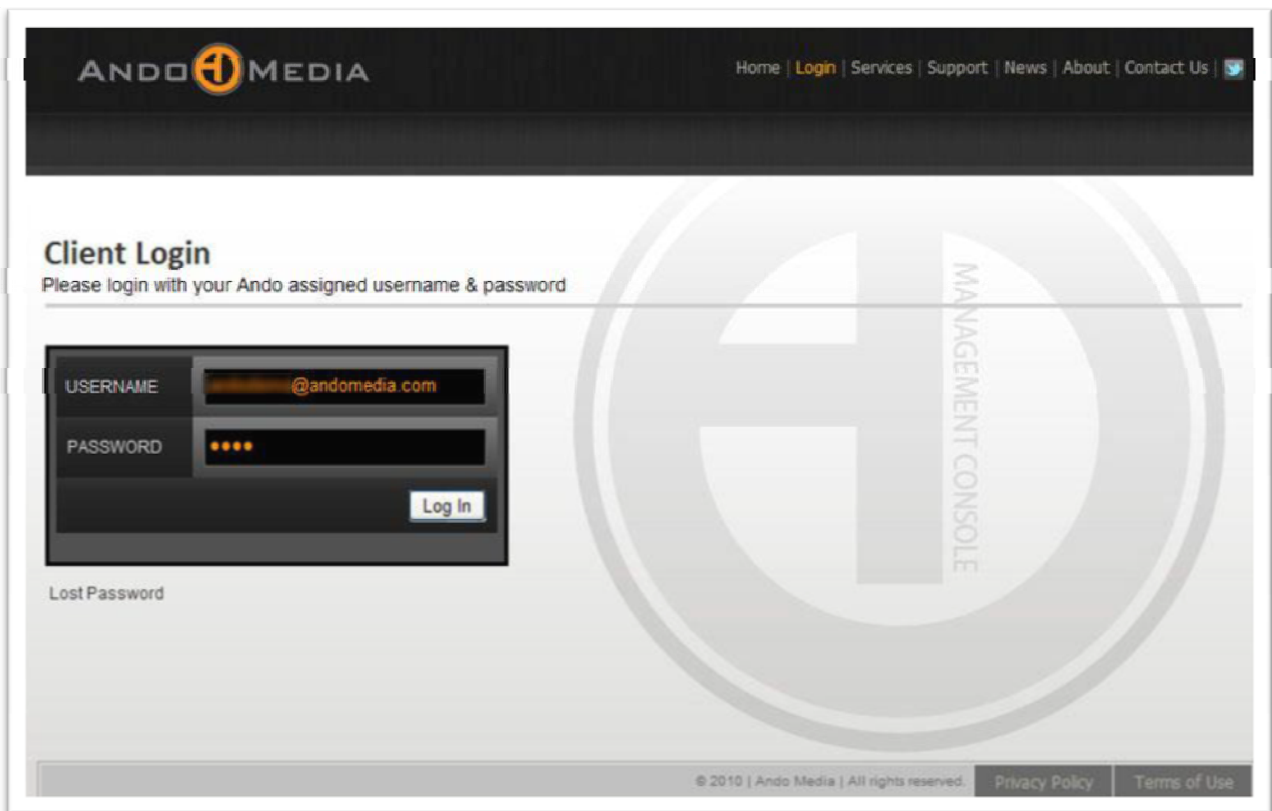
Initial Screens

Login Information

Due to SOX compliance, Triton Digital is able to create one Super Admin user account, which gives a “master user” user the ability to create any needs user accounts as they deem necessary. Once this Super Admin account is created, triton Digital's support team will refer anyone looking to create a user account to a Super Admin user in his or her network.

To access the Webcast metrics interface, users must have a user account set-up by the Super Admin. Once they have that account, users simply follow these steps to login:

1. Go to <http://tritodigital.com>
2. Click the Client Log In button in the upper right-hand corner of the screen
3. Click the Webcast metrics product link in the middle of the screen
4. Enter the Username and Password.
5. Click **Log In** to continue



Links are available on the Login screen to allow the recovery of a lost password

Creating New User Accounts

Super Admin users can create any needed new user accounts from the advanced menu of the interface.

To set-up a new account, just follow these steps:

1. From the home screen of the console, click the Advanced link in the top menu bar menu
2. Choose the User Manager link from the list of options
3. When the screen loads, click the Add New User link
4. Fill in the needed Email Address
5. Enter the Users' First name
6. Enter the User's Last name
7. Assign them to a station level – this controls which station's data the user can access
8. Assign a Permission level
9. Scroll to the bottom of the screen and click Save

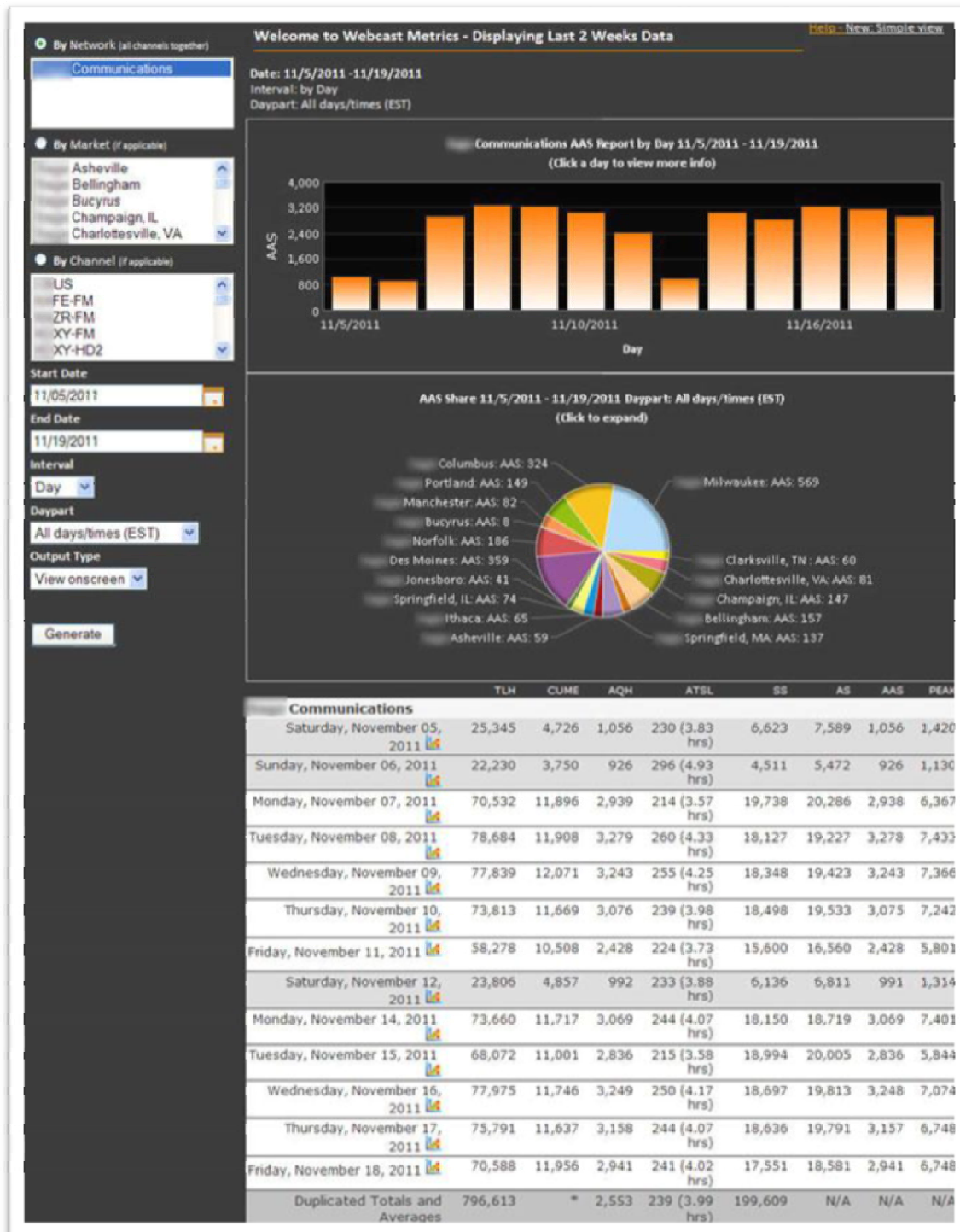
The system will then send an auto-generated email to the email address which includes the users Username and Password.

All users are strongly recommended to update and customize their passwords once they initially log into the console.

The screenshot shows the 'Create a New User' form. At the top, it says 'We will send a username and a password to the user automatically.' Below this are input fields for 'Email Address', 'First Name', and 'Last Name'. There is a 'Select Station' dropdown menu currently set to 'Communications (Sees everything)'. Below the station selection is a text box explaining station rights: 'Station rights are like a tree, if you select a user at a MARKET level, that user will be able to see ALL stations under that region. If you select a CORPORATE level, that user will be able to see all stations under that corporate level.' Below this is a 'Permission Level' dropdown menu set to 'Admin'. The bottom half of the form is titled 'User Rights Overview' and lists various permissions under different categories: 'Order Entry' (No console access at all, Isolated to the "Order Entry System"), 'Reports Only' (No console access at all, User exists only to receive reports to which the user is subscribed to using the Ads Manager (Report Subscriptions Interface)), 'Production' (Write access to upload ANY Spot type, cannot schedule PAID spots; Read only access to all other spot types, Cannot view performance reports on any PAID spots; Access to WebCast Metrics), 'Programming' (Write access to upload Non-Revenue Generating Spots, cannot schedule PAID spots; Read only access to all other spot types, Cannot view performance reports on any PAID spots; Access to Template Designer, Advanced Settings, WebCast Metrics; No Access to My Advertisers, Linear Log Audit, Spots Planner), and 'Sales' (Access to Webcast Metrics).

Webcast Metrics Screens

Understanding Webcast Metrics Graphs & Charts



Users are initially presented with a default report that loads daily interval data going back over the past two weeks. The loaded data is based on the account level of the user. If the user is a station level user, the default report will show the daily statistics for that user's station for the past 14 days.

If the user is a Market Level user, they will see daily data compiled for the entire market.

Corporate level account holders will get a default report encompassing aggregate statistics for their entire ownership group.

The Bar Graph chart at the top of the default page plots the Average Active Sessions (AAS) reported by date range over the selected time period.

AAS Report

The top-most chart on the default page shows the Average Active Sessions (the average number of streams of one minute or more) for each given day over the report's specified date range. By default, when users initially open the Webcast Metrics report, the AAS Report will show the past 14 days.

If users run Daily interval reports for different date ranges, the AAS Report at the top of the screen will reload with each bar representing a specific day for the entire date range specified.

Moving the mouse pointer over any specific day, or bar, will provide a specific AAS number for that specific day.

The Pie Chart below (second graph down on the page) shows the Average Active Sessions for the stations or markets as a share of total listenership for the specified date range on which the Webcast Metrics Report was run.

AAS Share

This AAS Share chart is a dynamically created pie chart that shows the user the average active sessions (the average number of streams of one minute or more) for the given date range as it relates to the other stations or market clusters under the users account.

If the Webcast Metrics Report is run in a manner that includes multiple market clusters, then the AAS Share chart will reflect the percentage of share each market contributed to the overall AAS for the report's defined time range.

If the Webcast Metrics Report is run on a single market , then the AAS Share chart will reflect the AAS as a percentage of the total market AAS for each station in that market for the defined time range. Moving the mouse pointer over a "slice" (station or market depending on how the report was run) of the pie chart will show the user a more accurate AAS number and the percentage for the specific station or market represented by that specific slice.

Scrolling below the two graphs, users are given a breakdown of the individual Webcast metrics statistics. Each column displays a different metric which is defined in the chart on Page 8.

Webcast Metrics Overview

The available Webcast Metrics reports are based on the user's account level. So, station level users can only generate a station specific report. Market level users can generate reports for the entire market, a single station, or any grouping of stations within their market. Corporate level users can run reports on the entire owner group, any specific market or combination of markets, or, any station or any grouping of stations.

See the Chart on Page 8 below for a graphical description of available filtering criteria.

Once the Station(s) or market(s) have been selected, users choose the aggregate type of report desired.

They can set a start date and an end date and then they can choose their desired report interval; Daily, Weekly, or Monthly. The start date for the report can go back in time to the day Triton Digital first started receiving data for the station or group in question.

Users can select one of three different interval designations. They can run a daily stats report which shows accumulated numbers for every day of the report's defined date range, a Weekly report which returns the summed and averaged metrics for the complete and full calendar weeks available in the defined date range or they can choose to run Monthly interval reports which sum and total the numbers for entire, full calendar months.

All WCM reports are always at least 4 days behind "today." That means that daily reports will only generate for up to 96 hours before the time the report is being generated. Weekly reports are typically available on the Friday of the new week and Monthly reports are usually available on the 5th of the new month unless the 5th falls on a Friday. In which case, the Monthly reports will be available on the 6th or after.

Users can elect to generate the report results online or export it directly to an Excel spreadsheet.

To run a report, users simply:

1. Choose the level or groups of levels they need
2. Set the Start Date
3. Set an End date
4. Choose the needed Interval
5. Select a Daypart
6. Choose the Output Type
7. Click generate

If Onscreen was selected as the Output Type the screen will refresh and all data for each delimited interval will load. If Export was selected, the user will receive a pop-up message from their Browser asking them to save or download the Excel spreadsheet.

Webcast Metrics Charts

The main Webcast Metrics page features charts showing key numbers for the duration over which the report was run. A default report will show a Daily Interval report for the past 14 days using a 24 hour Daypart. Users can however generate the report based on any of the criteria described in the previous section.

If a Daily Report has been run, Daily statistics can be expanded for hourly detail by clicking on the Chart icon next to each date label (See Daily detail Reports section below for more information). Once the chart loads, the report will contain eight (8) different statistics. The individual statistics reported are defined and explained in the chart below.

Note: The individual reports, be they Daily, Weekly or Monthly, will include a Summed and Averaged line at the bottom of the chart. Only the Totals for statistics that can be summed or averaged will be shown. The daily Cume metric, the Active Sessions, Average Active Sessions, and Peak Sessions are not summed in the Duplicated Totals and Averages line because these statistics are reported in a "unique" fashion. Summing ACROSS intervals would double-count the unique totals. If unique totals are needed for weeks or months, we recommend that the necessary Interval be used to generate an interval based unique total. Also, all statistics use a 1 minute listening rule before they can be counted for any report.

Heading	Description
TLH	Total Listening Hours This column represents the total number of full hours the radio station has streamed to individuals who listened for at least one continuous minute in the selected interval for the defined Daypart.
CUME	Number of different persons (defined as the number of different and Unique IP addresses) who listened to a station for a minimum of one minute within the reported interval for the specified Daypart. This is an unduplicated estimate, which may be an underestimate in cases where more than one listener accesses a stream via the same IP address.
AQH	Average Quarter Hour TLH divided by number of hours in a daypart of session greater than 5 minutes
ATSL	Average Time Spent Listening 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.

SS	Started Sessions The 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 The 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. Essentially this is giving the use the Maximum AAS reported in the defined interval for the specified Daypart.

Triton Digital obtains audience data for 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 or listening device. When a station's media player loads and begins playing, the code generates a call within 5 seconds to our 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:

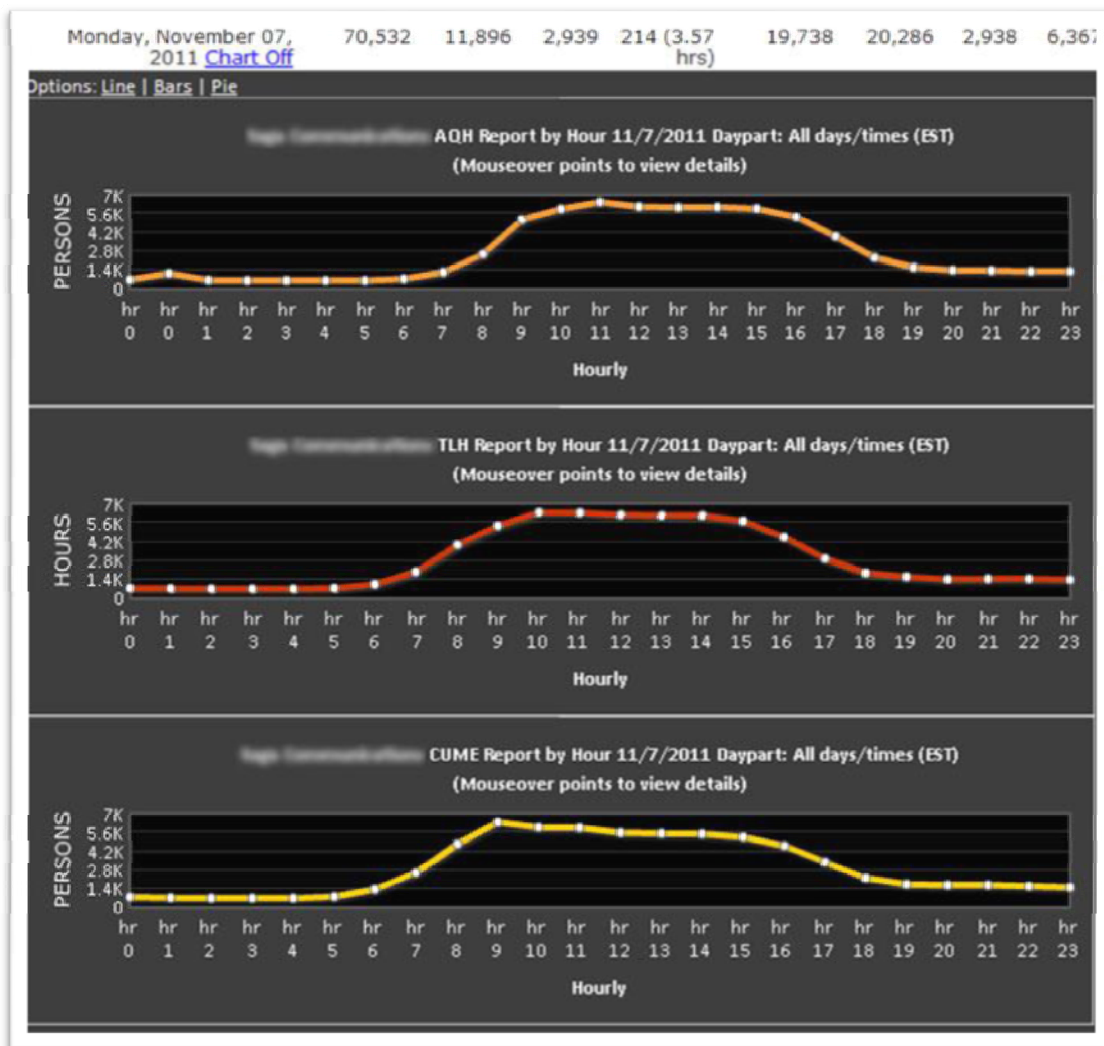
- Content Delivery network providing access (via FTP) to the logs*
- Timely generation of the log files by the CDN*
- Guaranteeing that all servers at the CDN are reporting their logs to the repository*
- Invalid data contained in the logs*
- Time zone differences*
- Failed FTP transfers*
- Passive/Active 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*

Daily Detail Reports

With all Daily Interval reports, users can generate hour-by-hour breakdowns of the daily stats by clicking the "chart" icon to the right of any specific day. Moving the mouse over a data point on any graph will provide additional information for that specific metric for the specific hour. The Daily Detail Reports currently give users hour-by-hour breakdowns of AQH, TLH, and CUME. Essentially providing an AQH by Hour, TLH by Hour and CUME by hour.



Defining and Filtering Webcast Metrics Reports

All users have the ability to generate focused views of their available data. Reports can be filtered by criteria including network, market, station, month, week, day, and Daypart by using the fields on the left side of the Webcast Metrics screen.

The ability to choose interval allows refinement of the reported data by day, week or month.

The screenshot shows the Webcast Metrics interface with the following fields and steps:

- By Network (all channels together):** Communications
- By Market (if applicable):** Asheville, Bellingham, Bucyrus, Champaign, IL, Charlottesville, VA
- By Channel (if applicable):** US, FE-FM, ZR-FM, XY-FM, XY-HD2
- Start Date:** 11/05/2011
- End Date:** 11/19/2011
- Interval:** Day
- Daypart:** All days/times (EST)
- Output Type:** View onscreen
- Generate** button

Step 1: Choose the station or channels to be included in the report

Step 2: Set the start and end date

Step 3: Set the daypart

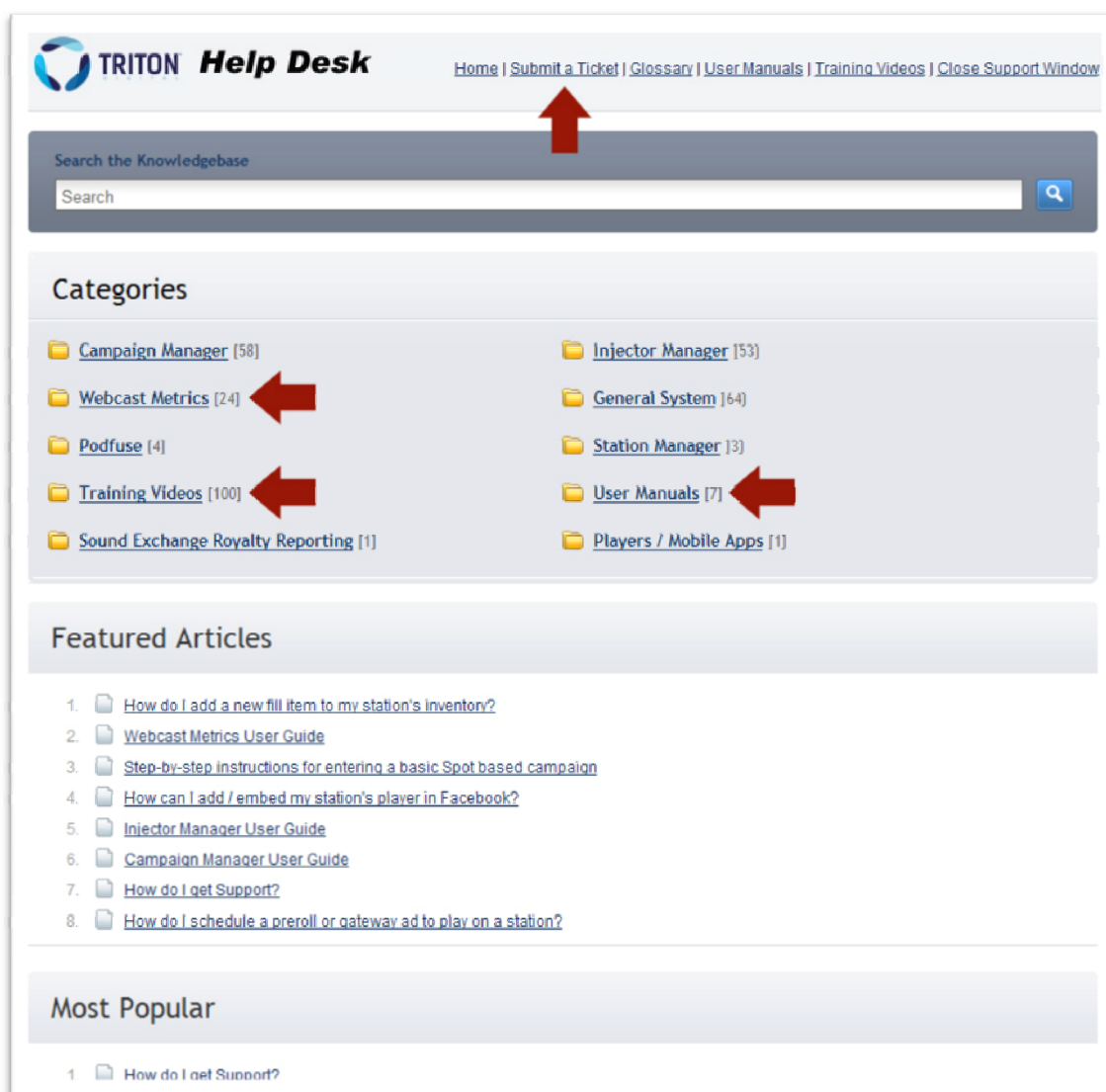
Getting Help & Support

How to Get Support

Triton Digital provides all users with access to a complete self-help Support site that is accessible from the Support link of their User Accounts. Once logged into an account, all users should simply click the Support link at the top of the screen to access the Support portal.

From the Support portal users can access our User Manuals, including the Webcast metrics user guide, search and browse for answers to the most commonly asked Webcast Metrics questions, watch video overviews of the Webcast Metrics products and they can also contact our Support team by clicking the Submit Ticket link at the top of the Support Portal.

Any user who needs support but is unable to access their user account can get assistance by sending a direct email to SupportDesk@TritonDigital.com.



Notes: