

Audience Reporting Terms

March 2, 2020



Notes

- ✓ If you have 'Today' or 'Yesterday' selected as the date range
 - The graph will show the listener count for every 15 minutes of the day.
 - There are no Quick Facts for 'Today' or 'Yesterday'.
- ✓ Keep in mind that the Quick Facts section gives data for the whole date range you selected, but the graph breaks statistics down by day.

Definition of Terms

Total GB Transferred

Amount of data transferred from your live and on-demand streams

- ✓ Quick Facts – total for whole date range
- ✓ Graph Display – total per day, by day

Sessions by Player Type

Surfer Desktop, Surfer Mobile Web, Surfer Android App, Surfer Apple App

How many times the SurferNETWORK Desktop Player, Mobile Player, or iOS / Android Apps were opened - this does not count opens through apps not developed by SurferNETWORK, or via a direct link, an internet radio, or any third-party site. App opens will only be displayed if you have an app developed by SurferNETWORK.

- ✓ Quick Facts – total for whole date range
- ✓ Graph Display – total per day, by day

Alexa and Google Home

How many times the stream was played on any of those smart devices - this does not mean it was through a branded skill necessarily.

- ✓ Quick Facts – total for whole date range
- ✓ Graph Display – total per day, by day

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Third Party Connections

How many times your streams were accessed via recognized third-party or stream aggregator sites and apps.

Unique Visitors

How many individual people accessed the live and on-demand streams

- ✓ Quick Facts – total for whole date range
- ✓ Graph Display – total per day, by day

Repeat Visitors

How many of the unique visitors came back more than once

- ✓ Quick Facts – total for date range
- ✓ Graph Display – total per day, by day

Average Time Spent On Stream

How long the average visitor stayed on the stream

- ✓ Quick Facts – average for session time throughout the entire date range
- ✓ Graph Display – average per day, by day

Example: How long do people usually listen when they open my stream? If Person A accesses the stream for 10 minutes and Person B accesses the stream for 20, their average TSL is 15 minutes because on average their sessions were 15 minutes long (10+20=30 divided by 2 = 15).

Average Tuning Hours

How many hours the stream was accessed on average

- ✓ Quick Facts – how many hours your stream was accessed on the average day within the date range
- ✓ Graph Display – total duration of all listening per day (note this is not an average)

Example: How many hours was my stream accessed during the average day within my date range? To find out for one day, we do this: If Person A accesses the stream for 10 minutes and Person B access the stream for 20, their hours spent listening is half an hour for that day because in total they listened for 30 minutes. To find out for a date range, do this each day within the range and then average them together.

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Aggregate Tuning Hours (ATH)

Total duration (in hours) your stream was accessed over the entire date range

Most Popular Date

Most popular date within the date range selected

Most Popular Day

Most popular day of the week, aggregated over the date range

Most Popular Hour

Most popular hour of the day, aggregated over the date range

Average Quarter Hour (AQH)

Average number of people during any 15-minute period

- ✓ Quick Facts – AQH over the date range
- ✓ Graph Display – AQH per day