



# Digital Audio Glossary of Terms

IAB Audio Council  
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# Introduction

Audio consumption on digital devices is growing, with over 13 million Australians streaming music and radio every month. Not only is the range of content and platforms increasing for audiences, the addressable opportunities for advertisers is also increasing. Commercialisation of these audiences is also on the increase with the IAB in the U.S. reporting that digital audio advertising was worth \$1.1B in 2016.

All of this market growth and change has expanded the terminology used in the audio advertising space and this industry glossary is intended to help clarify some of the terms currently used in market. Digital advertising will continue to evolve and thus this document will be updated regularly to reflect this. The glossary has been designed to suit both digital buyers and sellers who are now dealing with audio advertising for possibly the first time as well as traditional radio buyers and sellers who are newer to digital formats.

The IAB Australia Audio Council, representing a wide range of broadcasters, streaming companies and technology platforms, is working hard to educate the industry on advertising best practice and creative opportunities in the audio space. We hope you find this glossary useful and if you notice a commonly used word or piece of industry jargon used in this sector that is not listed feel free to get in touch.



**Chris Derrick**

**Head of Digital Strategy, Southern Cross Austereo  
Co-Chair, IAB Australia Audio Council**

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Since the early days of the first banners ads, digital has seen propulsive growth, and today around 19 million Australians go online daily and digital formats make up around half of the entire advertising revenue in the country. And naturally, along with the growth in market share, there has been parallel growth in the complexity of digital advertising. For many people it can often feel like a different language – even the experts can get confused in a field that is this fast changing.

Hence, the IAB mission to “Simplify and Inspire”.

We believe it’s essential – for all involved, from the digital novice to the immersed expert – to create common language across the different platforms. This industry wide language is a key step in the mission to simplify, so we have tasked our industry Councils and Working Groups with crafting a series of glossaries to that end.

We need every marketer, agency, tech company and publisher in digital to all speak the same language. That makes it easier to focus on the real objective – creating brilliant digital experiences for the consumer to deliver the best and most measurable marketing outcomes.

Simplify. Inspire.



**Vijay Solanki**

**CEO, IAB Australia**

# Information



This document has been originally developed by the Interactive Advertising Bureau Australia Audio Council in June 2017.

## **ABOUT THE IAB AUDIO COUNCIL**

The IAB Australia Audio Council comprises the following 12 members from IAB member companies:

# Streaming

## Action

Metric that indicates how many times listeners completed an action after being exposed to an audio ad.

## Active Sessions (AS)

Number of sessions that were active within a given time period.

## Addressable Audience

Number of streaming listeners that are consuming ad-supported content. Excludes listeners paying for an ad-free service.

## Advertising ID

User resettable ID assigned by the device or operating environment for advertising purposes (e.g. targeting, frequency capping). The key difference between a Device ID and an Advertising ID is that advertising IDs can be reset by the user at any time. Examples include Apple's IDFA and Android's AAID.

## Audio Impression

Metric that indicates the number of fully delivered ads.

## Average Active Sessions (AAS)

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

## Average Time Listening / Average Time Spent Listening (ATL / ATSL)

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

## Banner Impression

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

## Branded Channels/Playlists

Streaming offers customized channels and playlists that can be branded for an advertiser, including audio elements as well as on screen and marketing elements.

## Branded Podcasts

Podcasts offer branded partnerships where the content can be sponsored. The presence of the brand in the programming can vary from brand mentions to editorial integration to sponsor participation in the development of the content. Website and marketing elements can be included.

## Click-Through / Click-Through Rate (CTR)

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

## Click-Through Attribution

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

## Conversion Attribution

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

## Device ID

A device generated ID, set and/or made available by the device's operating system. Users usually cannot control or change a device-generated identifier. Examples include MAC address and UDID.

## Frequency

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

## Listener Tracking Method

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

## Monthly Active Users (MAU)

Monthly Active Users is the total number of unique users using an app or property/brand each month

## Native Ads

These spots are often read by a podcast host, and can include an endorsement. Length of these spots tends to be irregular. Native ads are more often associated with podcasts. These units can be permanently integrated into the program or dynamically inserted. Positioning can include pre-roll, mid-roll, and post-roll.

## Online Audio

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

## Playlist

A collection of tracks grouped together for continuous play.

## Podcasts

Audio programs/tracks that can be downloaded and listened to offline they may also be streamed online

## Post-Listen Attribution

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

## Pureplay Stream

Personalised and on-demand online/ streamed audio services that create playlists based on user preferences of artists, tracks, or genres.

# Streaming

**Recorded Spots**

Typically available in standard lengths such as :15, :30, and :60, these spots can run independently or within a commercial stop-set with other units. They are pre-recorded and sometimes include a clickable on-screen element. They can be dynamically inserted into music streams and podcasts. Positioning can include pre-roll, mid-roll, and post-roll.

**Reach**

The number of different persons in the audience of a station, network, syndicated program, website or app. Reach for advertising campaign purposes must only include addressable audiences.

**Sessions Started**

The number of streams within the daypart/time period.

**Share of Voice**

The percentage of total advertising weight per brand in a competitive set.

**Time Spent Listening (TSL)**

The average amount of weekly time spent listening by an individual user within the daypart/time period. An individual user's discreet sessions are added together to calculate total weekly TSL. If analysis is being carried out for advertising reach purposes only the addressable audience should be included.

**Total Listening Hours (TLH)**

Total number of hours streamed (during sessions of at least one minute) within the daypart/time period. If analysis is being carried out for advertising reach purposes only the addressable audience should be included.

**Unique Audience (UA)**

The total number of unique people (de-duplicated) that visited a site at least once during the specified time period. Note this is a people based measure rather than users or registrations.

**Unique Listeners**

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

**User / Unique User**

A Unique User is an unduplicated user as determined through registration, user self-identification or some form of heuristic visiting a site, using an application or being exposed to an advertising campaign during a reporting period.

**Visit**

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

**Voice Activation Ads**

Some platforms offer integration with a technology that enables listeners to respond to an ad in hands-free mode by simply speaking. Specific calls-to-action might be to have information emailed or texted to the user, enabling a connection between the advertiser and the consumer.

**Voice Click-Through**

Metric that indicates how many times listeners respond to interactive audio ads via voice in order to connect with advertiser offers (by automatically initiating call, a video view, request an email, webpage open, content selection) on a mobile device.

# Broadcast Specific

**Avail**

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

**Average Quarter Hour (AQH)**

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

**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.

**Cume**

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

**Cume Rating**

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

**DAB+**

Digital Audio delivery platform.

**Terrestrial Stream**

Live online audio streams of terrestrial (aka broadcast AM/FM/DAB+) radio stations.

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