Our new kid: Audio On Demand

1. Introduction

AOD?

CIM introduces Audio On Demand (AOD) measurement,

capturing on-demand audio (replays, podcasts) data to complement existing radio audience measurement tools.

On average, per month:

More than
7 million

Unique
streams or
downloads

1000+

programs

Almost
60 000
episodes
per
month

Listening Measurement

	Audio Time	Audience Measurement	Radio Stream Monitor	AOD
	Online survey	Diary	Server logs	Server logs
	N = 4000 (12-74)	N = 8000 (12+)	Censusdata	Censusdata
	Yearly	3x/year >50 stations all platforms	Daily >160 streams All platforms	Monthly Top 100
	Ipsos	GfK	NEUROMEDIA SOFTWARE	NEUROMEDIA SOFTWARE

2. Scope

General scope

The AOD study measures:

Replays & Podcasts

- Streams & Downloads
- Replay and ‘native’ podcast content
- No live radio
    - Online live radio is covered in RSM

Broadcaster content

- Participating CIM member Broadcasters provide log files:
    - Radio stations
    - [Newsbrands]
- On all* audio streaming platforms:
    - * if content hosted by BC
    - Ex: Spotify Passtrough

Scope expansion ambitions:

- Publisher ‘On Demand’ Content
- Native (independent) podcasters’ content

3. Methodology

Why server-side measurement in AOD?

Server-side measurement

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- Higher accuracy due to direct data capture
- Measurement across platforms

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- Cannot profile audience

Client-side measurement

- More granular data (demographics)
- Insight into user interactions (pause, play,...)

- Collaboration with platforms needed

Data - collection

Each day, Neuromedia collects the logfiles directly from the stream servers.

The logfiles are like text files, where every event is stored as a statement.

User IP Address

Timestamp

Content identifier

Bytes transferred

123.123.12.123 - - [02/Oct/2024:11:16:17 -0600] "GET/ podcasts/programX?13/episodeU5F5.mp3 HTTP/1.1“ 200 213036

"Referrer" “GooglePodcasts/1.0.0 (Linux; Android 13)" 103

Referrer

User agent

Duration

Data - process

We take this text statement, and enrich it with metadata:

Enriched by metadata

Basis: Server Log Files

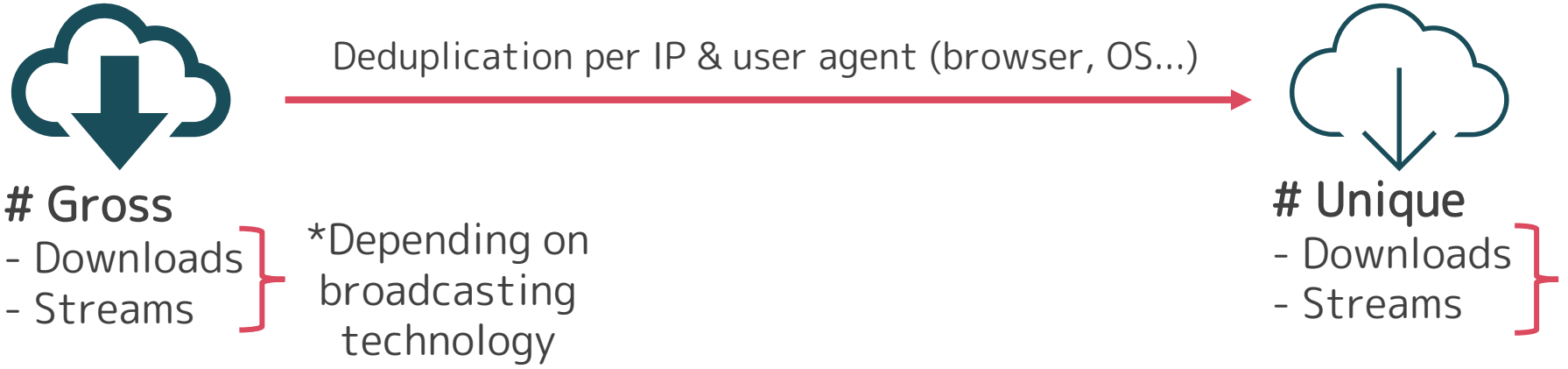
Contain detailed statements providing exhaustive information on audio streams delivered to consumers, but contains no metadata (radio-, program-, episode name)

Metadata query

Queries a program data library to gather all necessary metadata to enrich log data with episode names, program information,…

Data - metrics

In the published output, we measure Unique Downloads & Streams* on demand:



Example: On 1/1/25, I downloaded podcast A episode 12 two times.
- My gross download count is 2
- My net download count is 1

Note: this deduplication only happens on episode and day level.

*This study identifies traffic volumes, based on combinations of IP address and user agent, NOT individuals

4. Output

Publication webpage

We produce rankings on the broadcaster, radio, and program (Top 100 level).
Per month, and per language (NL/FR)

Broadcaster | North

#		Broadcaster	Streams & Downloads	Universe	No of Brands	No of Programs	No of Episodes
1	vrt	VRT	4,569,288	North	14	503	28,847
2	dpg media	DPG Media	1,102,704	North	7	108	3,418

Publication webpage

#		Brands	Streams & Downloads	Broadcaster	Universe	No of Programs	No of Episodes
1		La Première (RTBF)	1,678,217	RTBF	South	178	7,265
2		RTBF others	521,620	RTBF	South	134	4,334
3		VivaCité (RTBF)	239,201	RTBF	South	90	2,777
4		Classic 21 (RTBF)	112,366	RTBF	South	82	2,341
5		Musiq'3 (RTBF)	64,903	RTBF	South	96	2,045

Publication webpage

Search Programs

Export

Broadcaster | Brands | North

#		Program	Streams & Downloads	Broadcaster	Universe	Brand	No of Episodes
1		Het Kwartier	419,948	VRT	North	VRT NWS (VRT)	412
2		Het HLN-nieuws	405,065	DPG Media	North	HLN	653
3		Nieuwe Feiten	229,861	VRT	North	Radio 1 (VRT)	1,209
4		De Kroongetuigen	203,094	DPG Media	North	HLN	37
5		Nachtwacht Luisterverhalen	195,750	VRT	North	Ketnet Radio (VRT)	19

Still curious?

Please visit:

The Methodology

The Top Ranking