

# ma IP Audio

## Management Summary

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ma IP Audio is the web radio and music streaming service use study produced by agma for you and the wider German advertising sector, being released quarterly with up-to-the-minute figures about how your online audio channels are being used. As an agma study, ma IP Audio enjoys exceptionally broad acceptance among the media, agencies, and advertisers, and makes the medium of web radio easy to compare, plan, and book.

## Open to all

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Web radio is a fast-growing market encompassing a broad spectrum of services and, for this reason, participation in ma IP Audio is generally open to all forms of online audio material: so whether you are running a simulcast, web-only, personal, or user-generated channel; whether your listeners tune in primarily on stationary or mobile devices; whether your channel is accessible with external players or using apps – the ma IP Audio study will include all forms of online audio.

## Valid data for the advertising sector

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Companies require reliable figures on which to base their advertising planning, and this is precisely the kind of data ma IP Audio seeks to offer on online audio, creating a currency universally accepted in the German advertising sector. Without this kind of lingua franca, there is no fair way of comparing the performance of either individual online audio channels or the various forms of online radio themselves.

Concurrently, ma IP Audio is the cornerstone in the agma convergence currency which provides a common denominator on which traditional radio and digital audio channels can be compared, booked, and assessed. Participating in ma IP Audio is therefore a precondition for being included in this convergence approach.

## Log file-based measurement instead of surveys

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The figures in ma IP Audio are ascertained using log file-based measurement: data is collected by reading the log files produced by all online audio channels taking part in measurement at regular intervals; the files are sent by participants to an independent agma service provider, where they are checked and processed according to our methodology. What is distinctive about agma methodology is that stream launches alone are not booked, but only sessions, which reflect a comprehensive range of use processes. The data is then released on a quarterly basis, showing the average number of sessions monthly, fortnightly, and weekly, as well as the average length of a session and the number of listening hours, for each of the channels participating in ma IP Audio.






## Fixed and variable costs

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If either you or your marketer are agma members, you can participate in the ma IP Audio study by paying a fixed, annual sum per publisher and per channel, plus a variable rate top-up fee based on the traffic costs. If neither you nor your marketer are agma members, you will also be charged agma membership fees. Please contact us for a tailored offer.

## Steps to ma IP Audio

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-  New participants/publishers contact MMC Service Center Webradio ([servicecenter@agma-mmc.de](mailto:servicecenter@agma-mmc.de)) and get a registration form.  
  
**Existing publishers register new channels simply and easily via TELIA.**
-  You will then receive access data for data storage and technical information for data delivery.
-  Receive your log-in for data transfer and technical information.
-  Receive your Publisher contract.
-  The reporting of the ma IP Audio takes place quarterly via a webfrontend.

## Contact

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Please contact us for information about registering and queries regarding web radio measurement, deadlines and costs:

MMC Service Center Webradio  
E-Mail: [servicecenter@agma-mmc.de](mailto:servicecenter@agma-mmc.de)

## About agma

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The ma IP Audio is published by Arbeitsgemeinschaft Media Analyse e.V. (agma), a consortium of more than 200 of the most influential companies in the advertising and media sectors; its remit is to research mass communications and its data measuring the audiences of various media types are used as the basis for media planning strategies – and, as a result, for the distribution of

advertising budgets. agma carries out regular data collection on the readerships of newspapers and magazines, the audiences of radio and television channels, and the reach of online media; in agreement with all stakeholders in the media, agencies, and advertisers, the ratings produced by this media analysis are published as the universal currency unit for advertising in Germany.