



# IP Audio

**web radio  
compare - plan - book**

**agma**®

# ma IP Audio

## web radio: compare, plan, book

### Web radio = ma IP Audio

ma IP Audio is the web radio 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

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

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

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

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.

## Six steps to ma IP Audio

- Step 1: Request a registration sheet from MMC Service Center Webradio
- Step 2: Fill out and return the registration sheet to MMC Service Center Webradio
- Step 3: Receive your log-in for data transfer and technical information from MMC Service Center Webradio
- Step 4: Aggregate log files in the required format (or get your streaming service provider to aggregate for you) and upload log files to MMC Service Center Webradio
- Step 5: Receive your contract and costs summary from MMC Service Center Webradio
- Step 6: Return your signed contract to MMC Service Center Webradio

## MMC Service Center Webradio

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



**MMC Service Center Webradio**

**Telefon: +49 (0)228.4102971**

**E-Mail: [servicecenter@agma-mmc.de](mailto:servicecenter@agma-mmc.de)**

## Publisher: agma

The ma IP Audio is published by Arbeitsgemeinschaft Media Analyse e.V. (agma), a consortium of more than 210 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.