

# SoundExchange Reporting and Public Radio Streaming Metrics

Public Radio Programming Conference  
21 September, 2011

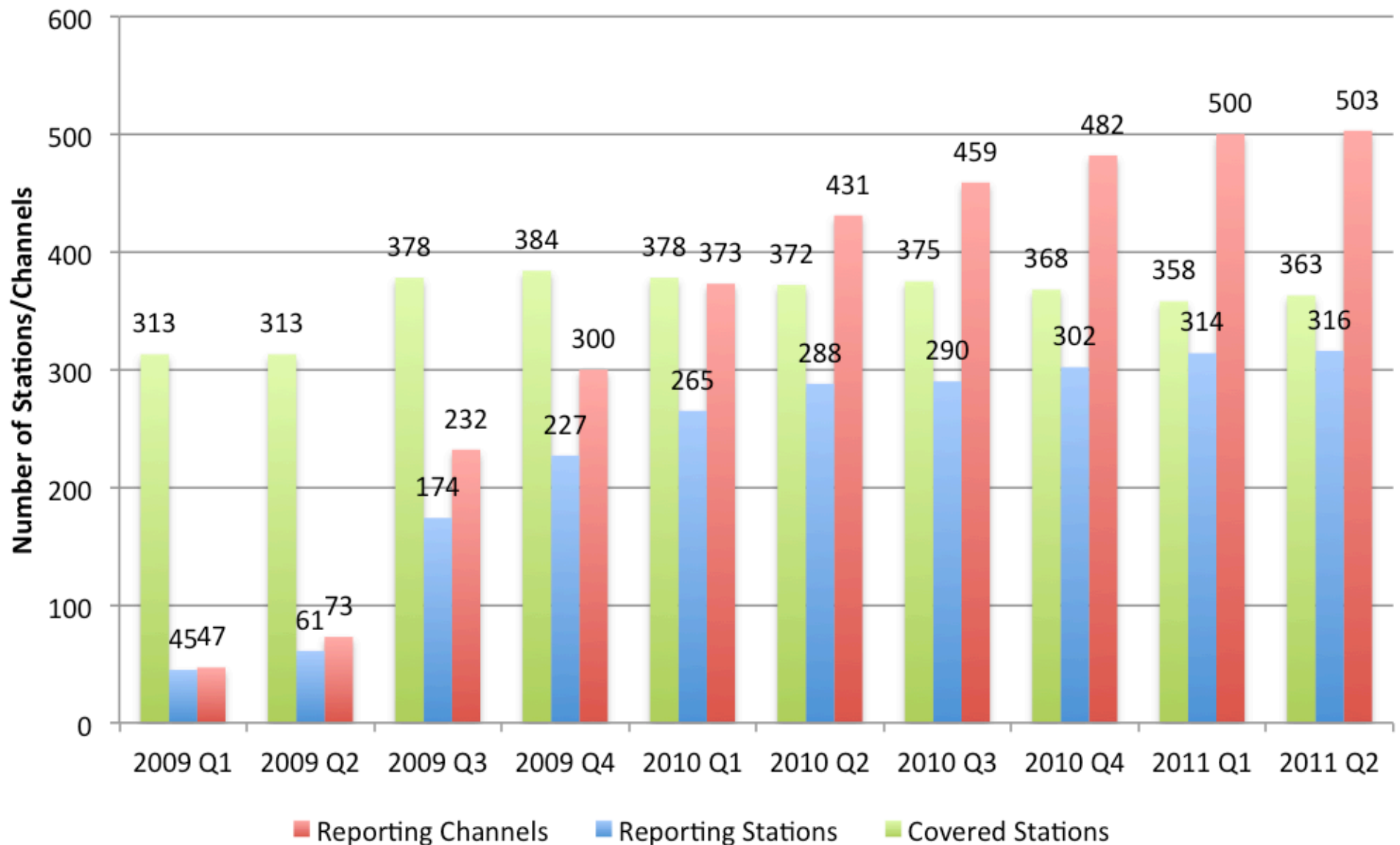
**Phil Johnson**

SoundExchange Reporting Project Manager  
NPR Digital Services

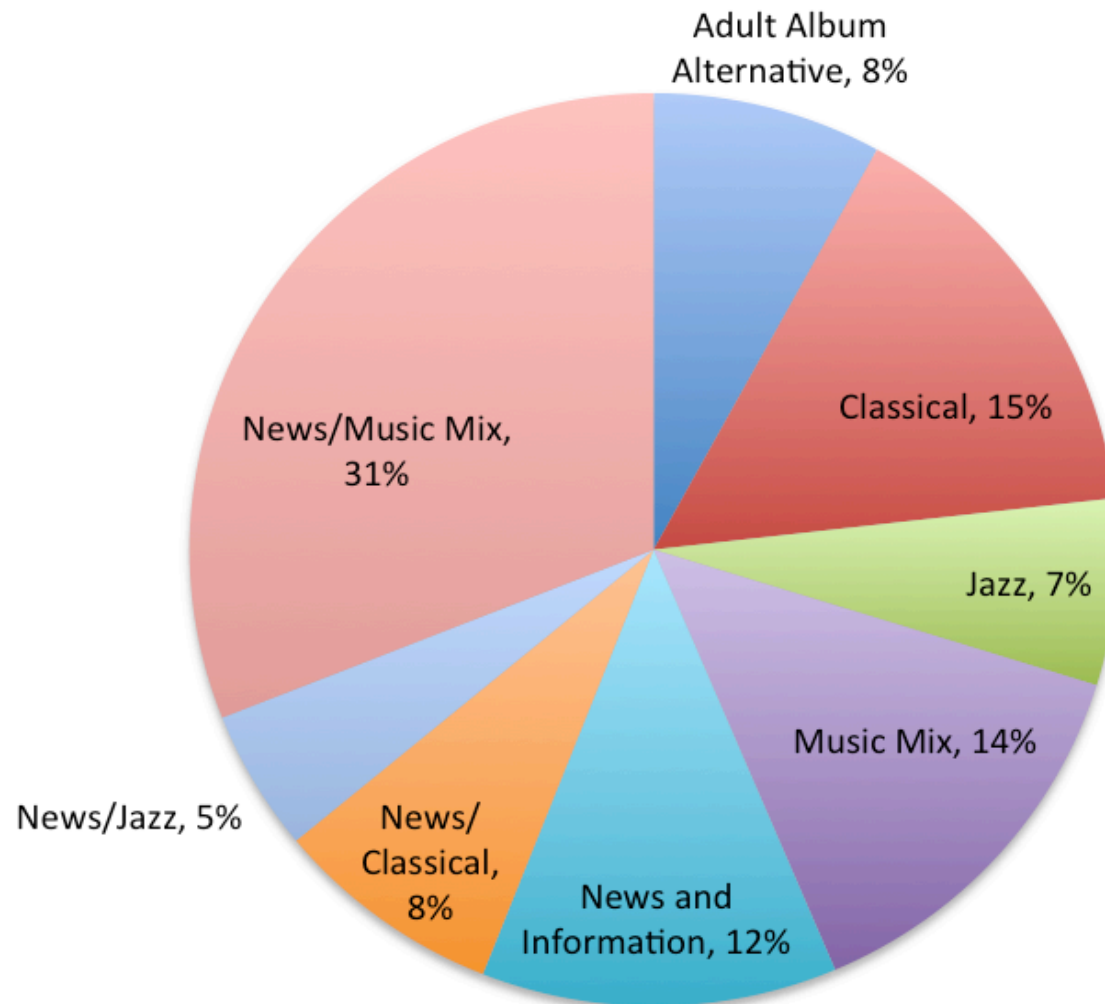
## Data Source

- NPR/DS handles SoundExchange reporting for all stations covered by the CPB-SoundExchange Webcasting Agreement
  - Initial agreement signed in 2009; currently runs through 2015
- CPB pays all SX (digital performance) royalties for music streaming incurred by
  - Full NPR members
  - NFCB participant members
  - CPB CSG recipients
- Stations report quarterly to SX through NPR/DS
  - Submit 14-days worth of playlists, streaming access logs
- NPR/DS calculates required stats, generates and submits reports to SX

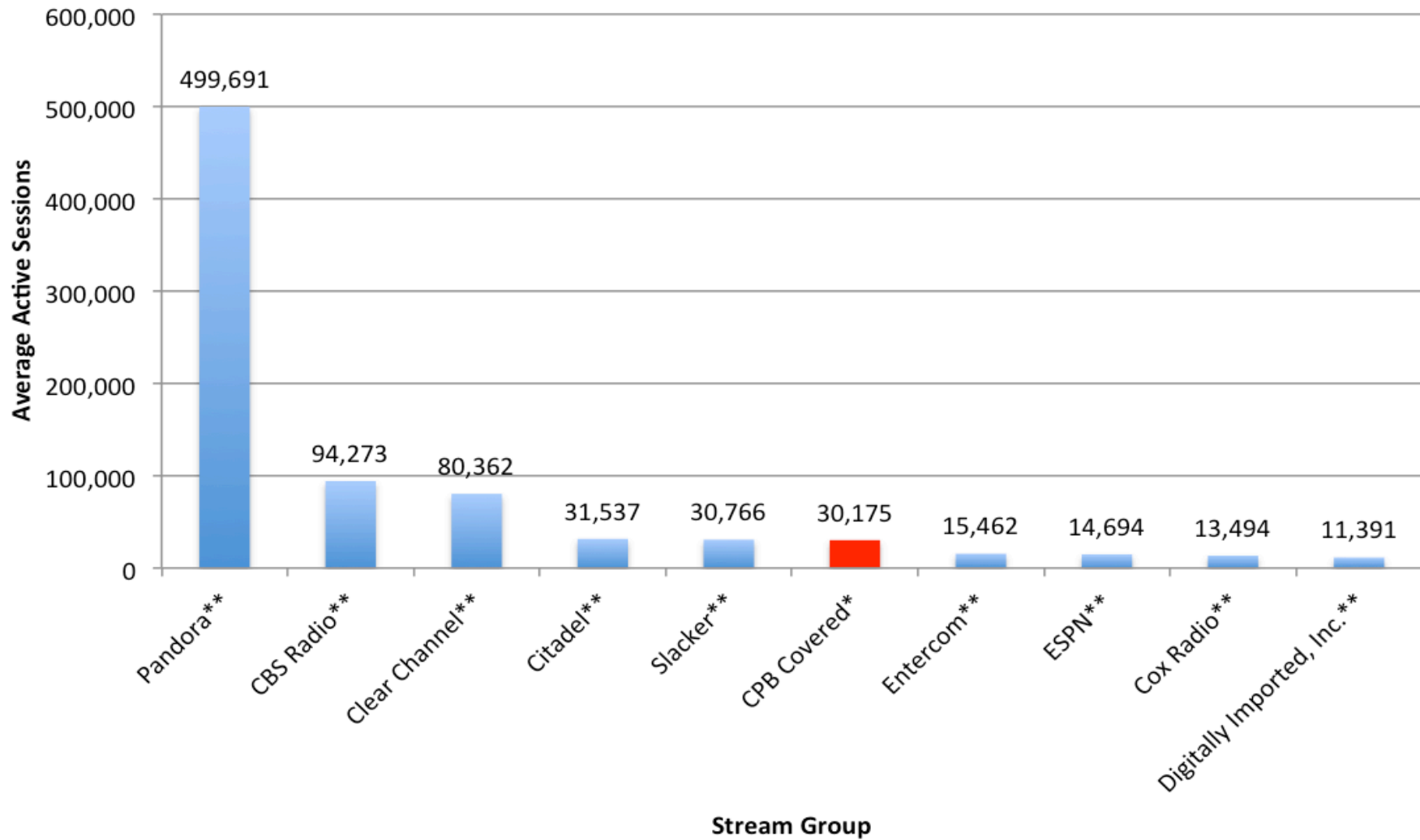
## Reporting Stations/Channels



## Reporting Channels by Format Q2 2011



### Average Active Sessions - June 2011

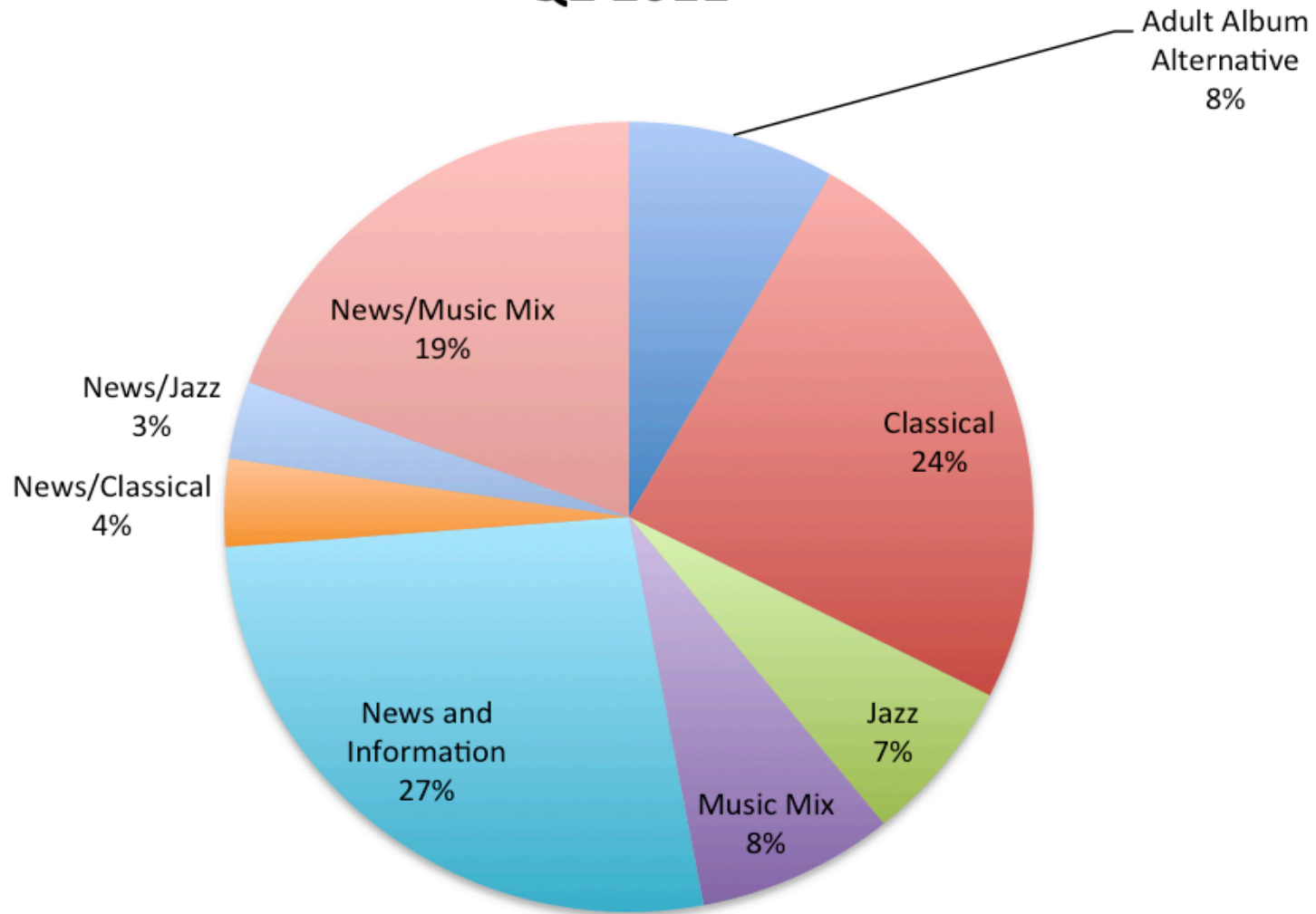


For sessions lasting starting between 6:00am and 12:00am, lasting for at least one minute, originating in the United States

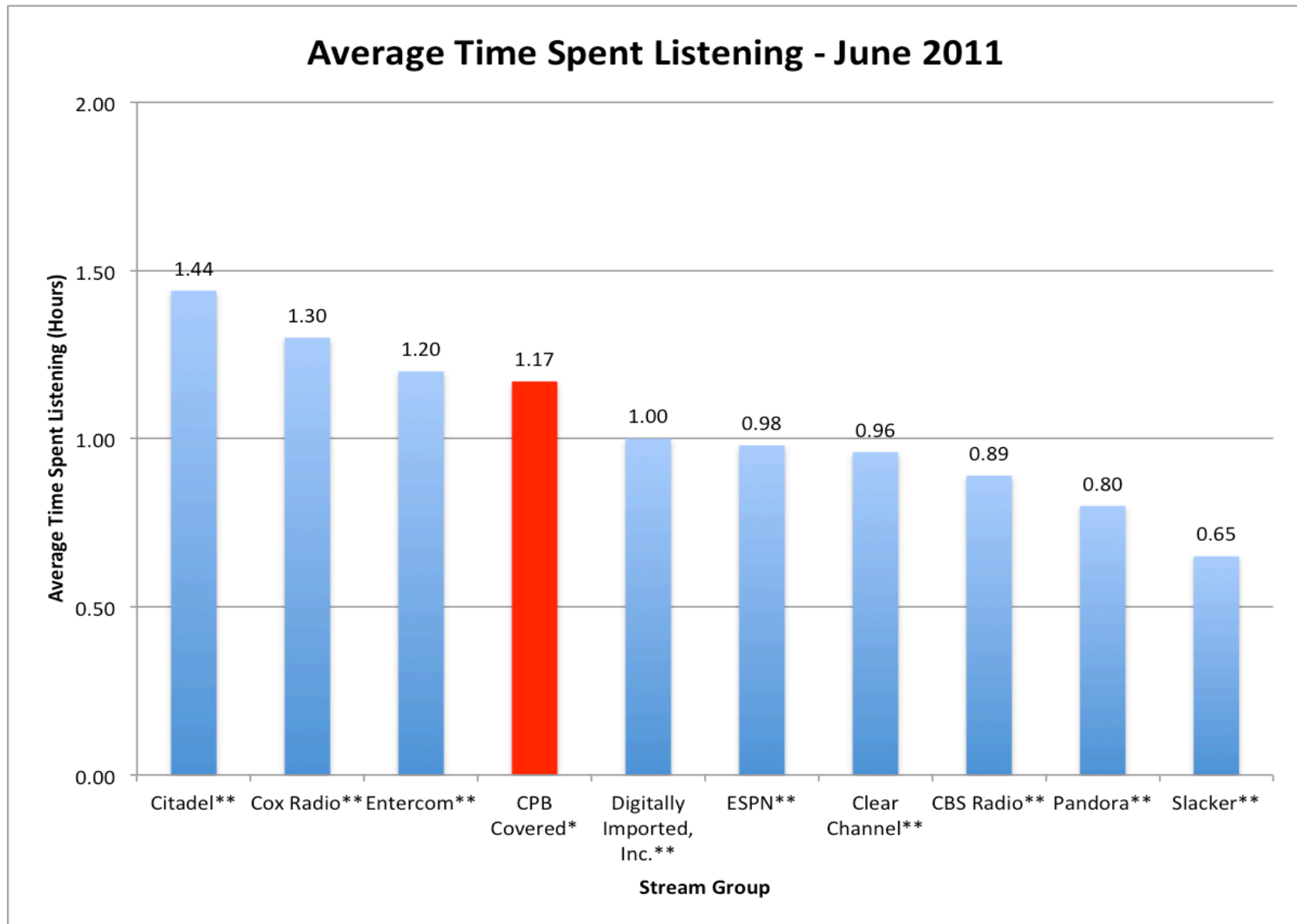
\* Source: NPR Digital Services, Q2 2011

\*\* Source: Triton Digital June 2011 Internet Audio Top 20 Domestic Ranker

## Average Active Sessions by Format Q2 2011



For sessions lasting starting between 6:00am and 12:00am, lasting for at least one minute, originating in the United States

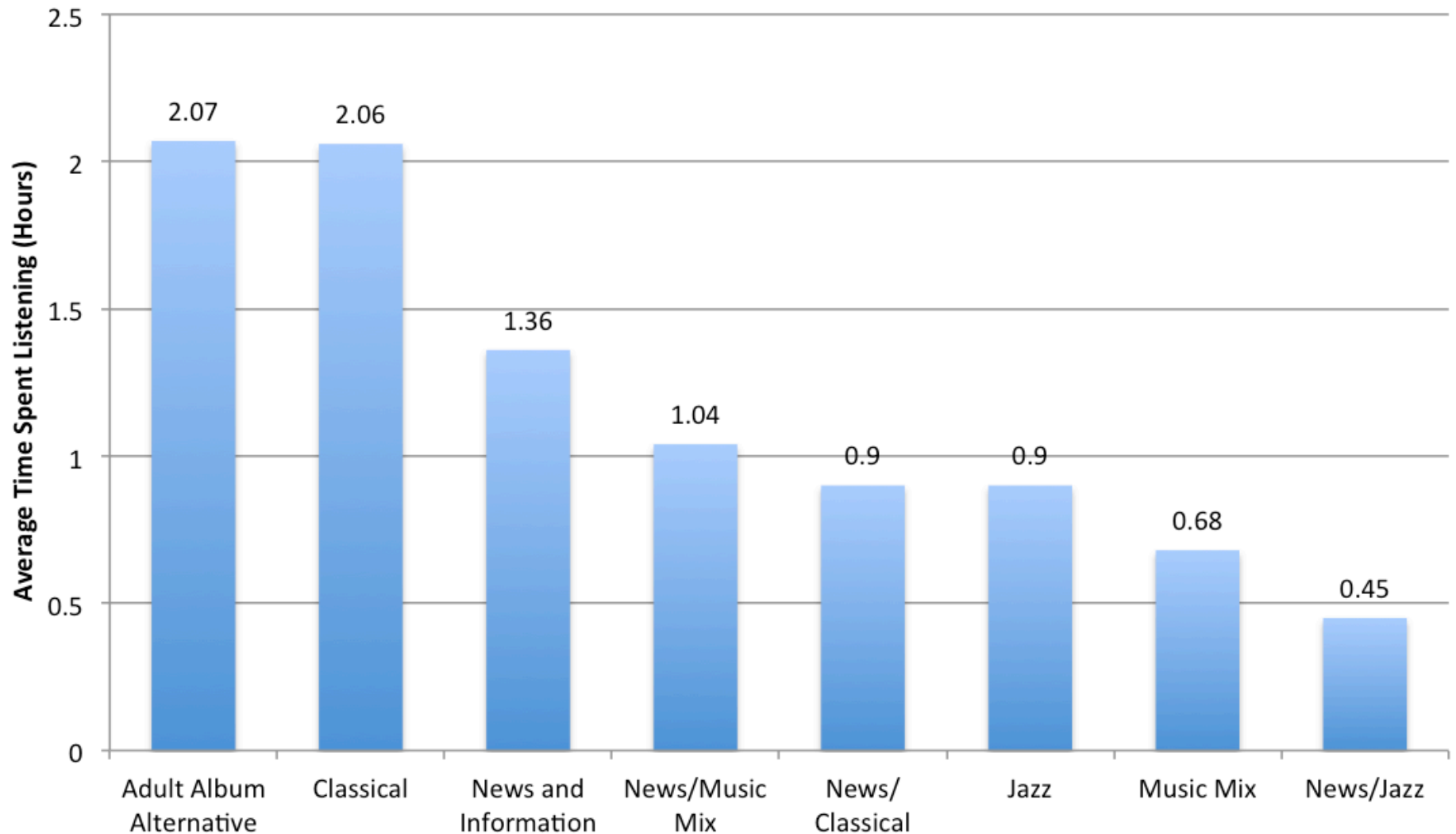


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\* Source: NPR Digital Services, Q2 2011

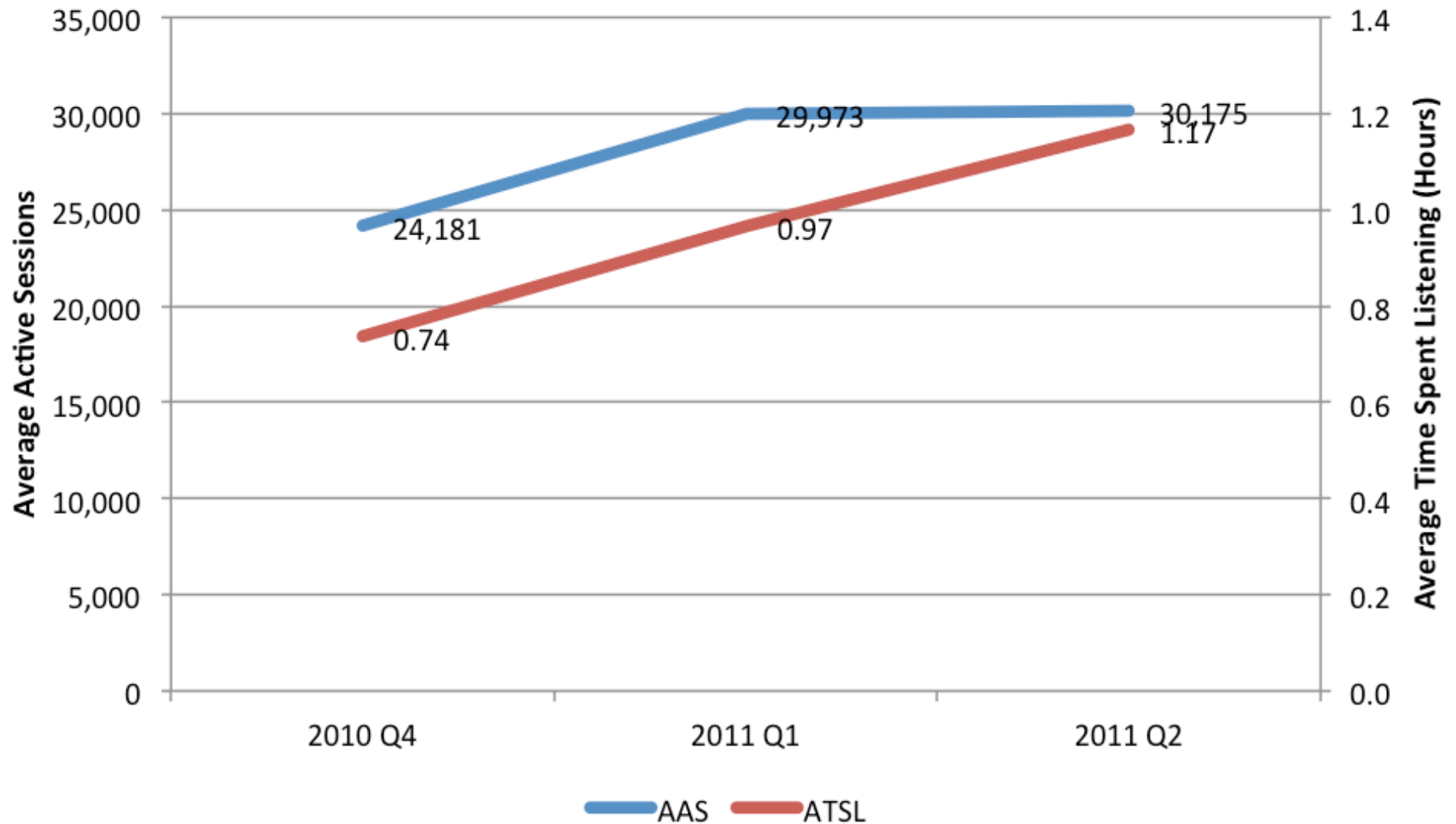
\*\* Source: Triton Digital June 2011 Internet Audio Top 20 Domestic Ranker

## Average Time Spent Listening by Format Q2 2011



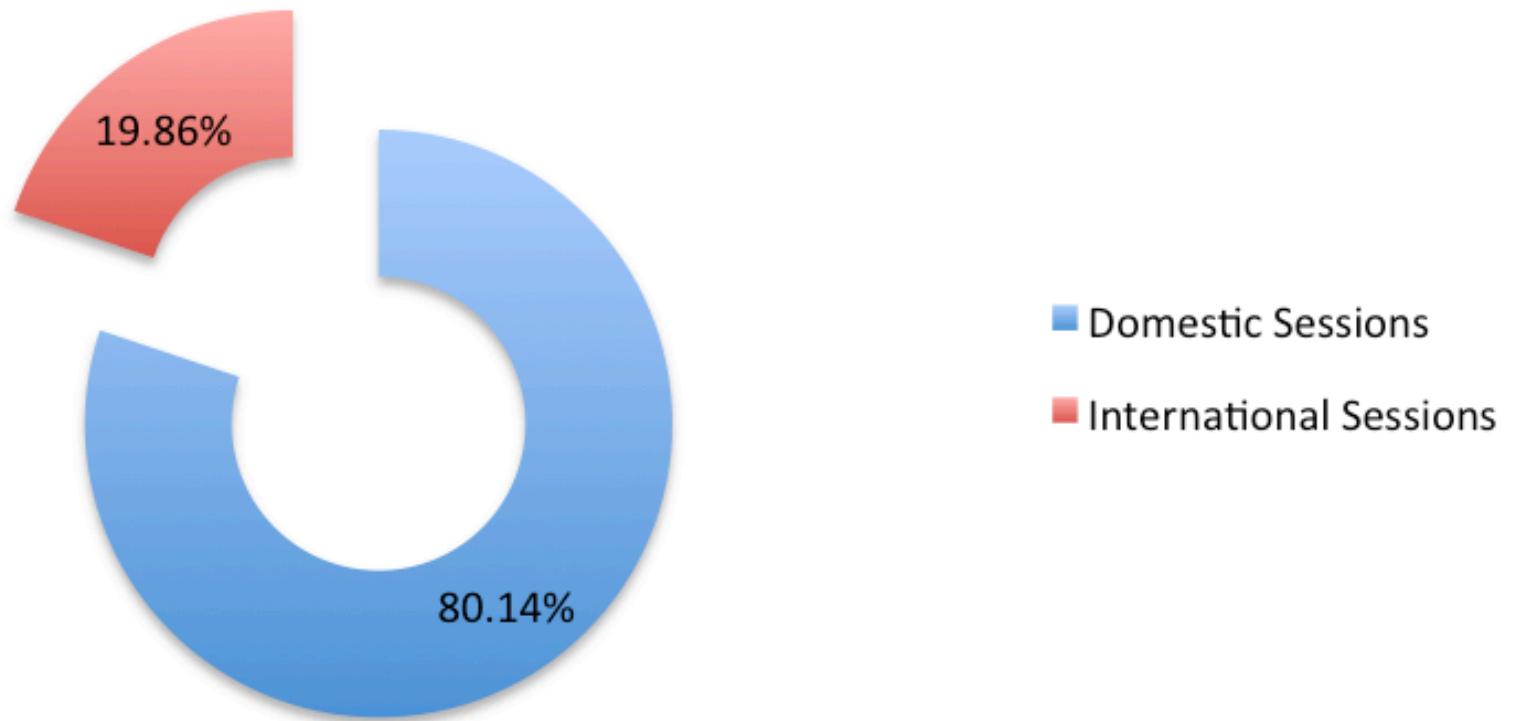
For sessions lasting starting between 6:00am and 12:00am, lasting for at least one minute, originating in the United States

## AAS/ATSL by Quarter

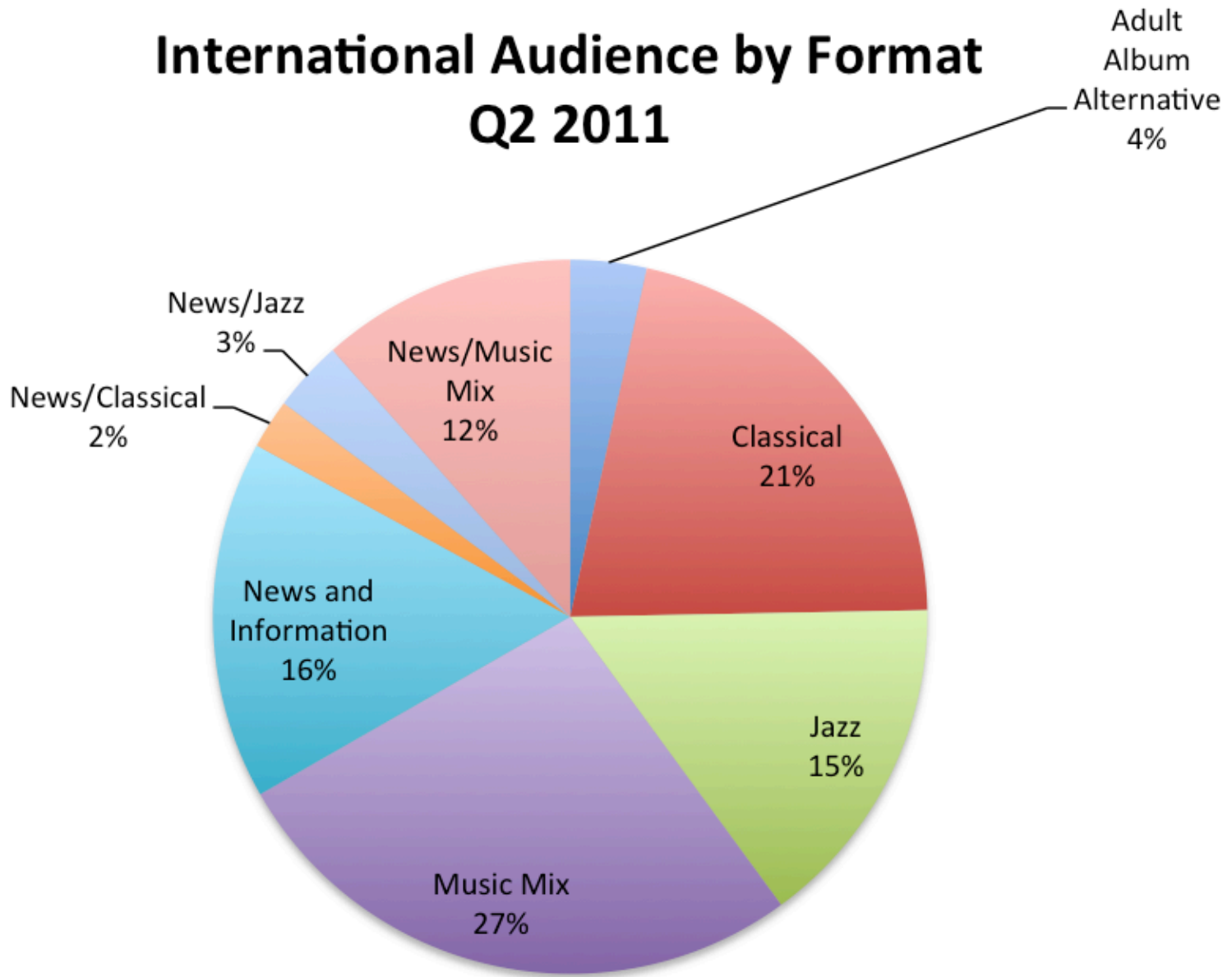


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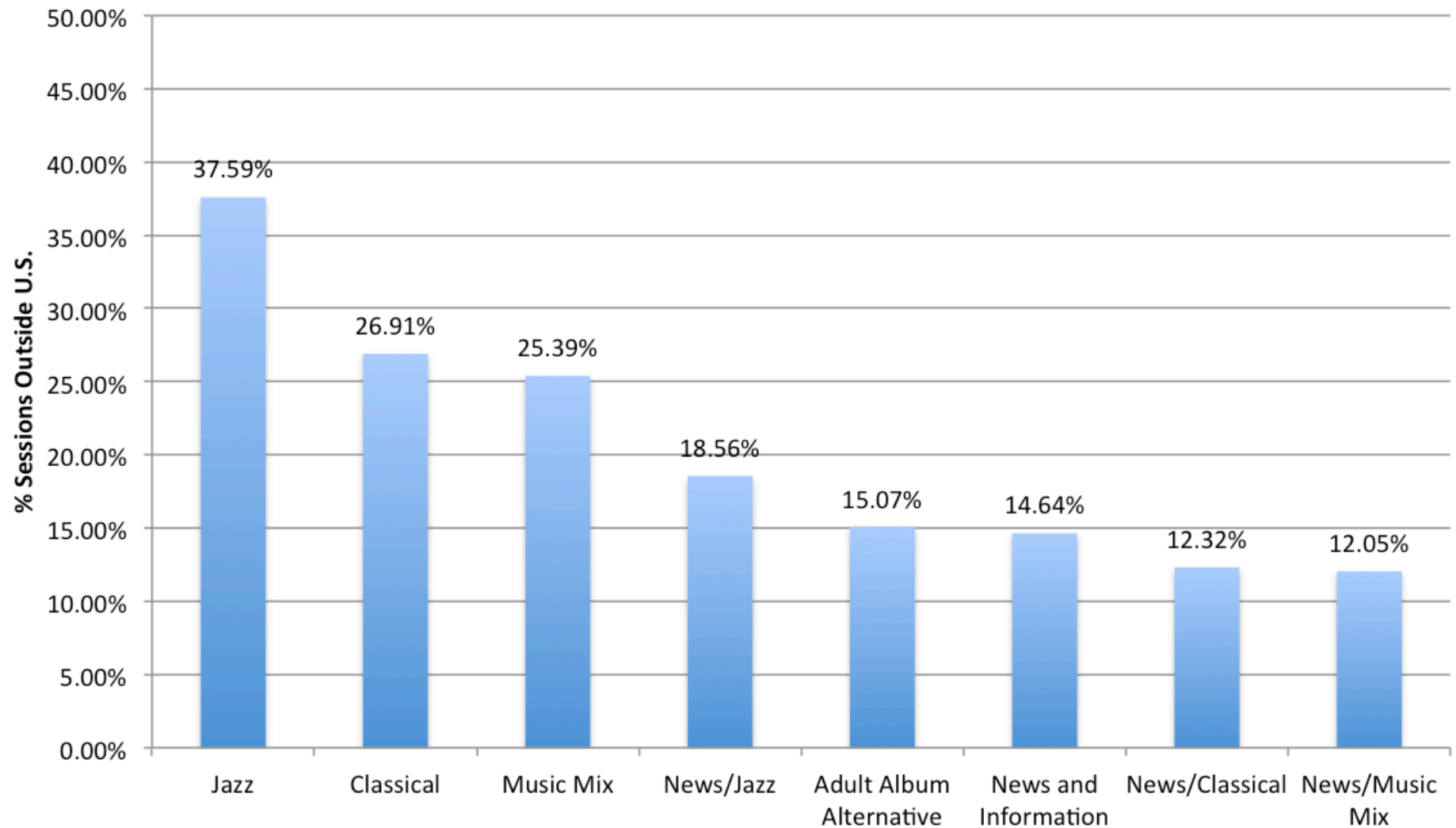
## International Audience Q2 2011



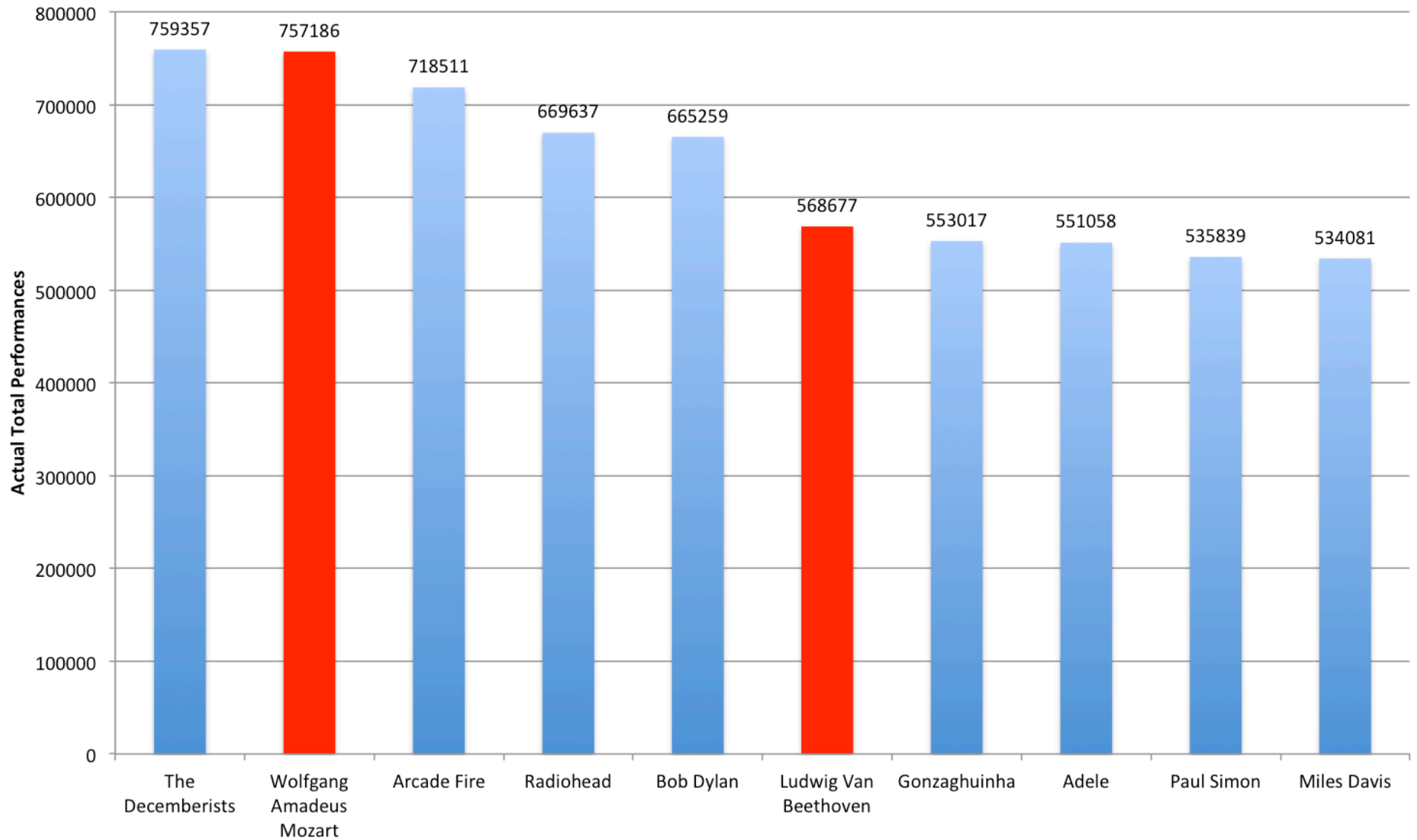
## International Audience by Format Q2 2011



## % International Audience by Format Q2 2011



### Most Performed Artists - Q3 2010 through Q2 2011



One performance = One transmission of one song to one listener

## SoundExchange collects royalties for *recording artists*

Wolfgang Amadeus Mozart



Died December 5, **1791**

Ludwig van Beethoven



Died March 26, **1827**

Date of earliest known sound recording  
**1860**

## Further Information and Contact

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**Q3 2011 (July 1 – September 30) reporting data due Friday, October 7, 2011**