



mediaXchange

FUTURES OF NEWS

MetricsXchange

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NEWS MEDIA
ALLIANCE

MetricsXchange

MetricsXchange is the first of its kind digital benchmarking tool allowing members to compare digital metrics (revenue, audience and custom analytics) against their peers. Peer data is displayed anonymously.

Unique Characteristics

- Consistently defined and calculated metrics
- Low-weight asynchronous Listener™ tags
- Easy deployment
- Cool user interface
- Administrative access control
- No cost to members

Metrics Provided

- Advertising Performance
- Audience Analytics
- User Behavior
- Calculated Metrics and Ratios
- Base Dimensions
- All of these metrics compared to peers

User Interface Access Control

metricsXchange

Welcome, Marigrace
[My Account](#) | [Logout](#)

- Digital Advertising
- Overview
- Impressions
- Digital Ad Revenue
- Digital Ad Yield
- + Audience
- Analytics
- Overview

Mather Economics LLC: Power Users

MY PUBLICATION

TIME

COMPSET

Demo Client

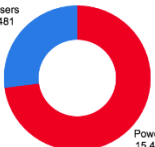
Last 30 Days

All

MY POWER USERS:
% OF TOTAL PAGE VIEWS

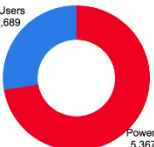
72.99%

Other Users
5,723,481



Power User
15,464,227

Other Users
2,033,689

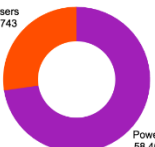


Power User
5,367,919

COMPSET POWER USERS:
% OF TOTAL IMPRESSIONS

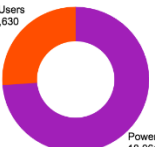
73.91%

Other Users
21,899,743



Power User
58,409,763

Other Users
6,375,630



Power User
18,061,487

MY POWER USERS:
PAGE VIEWS PER VISIT

3.183

COMPSET POWER USERS:
PAGE VIEWS PER VISIT

3.351

MY POWER USERS:
TIME PER VISIT

00:09:15

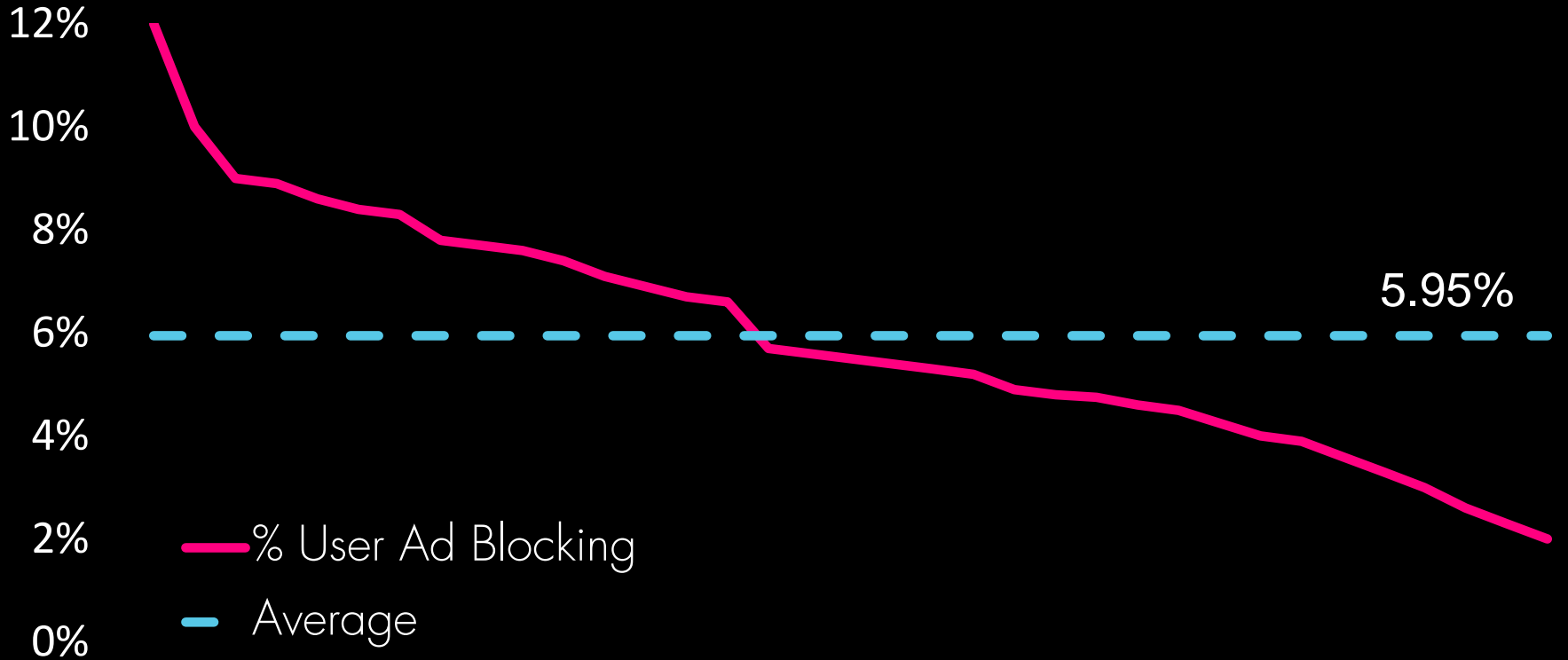
MY POWER USERS VS ALL MY USERS: TIME PER VISIT

00:04:45

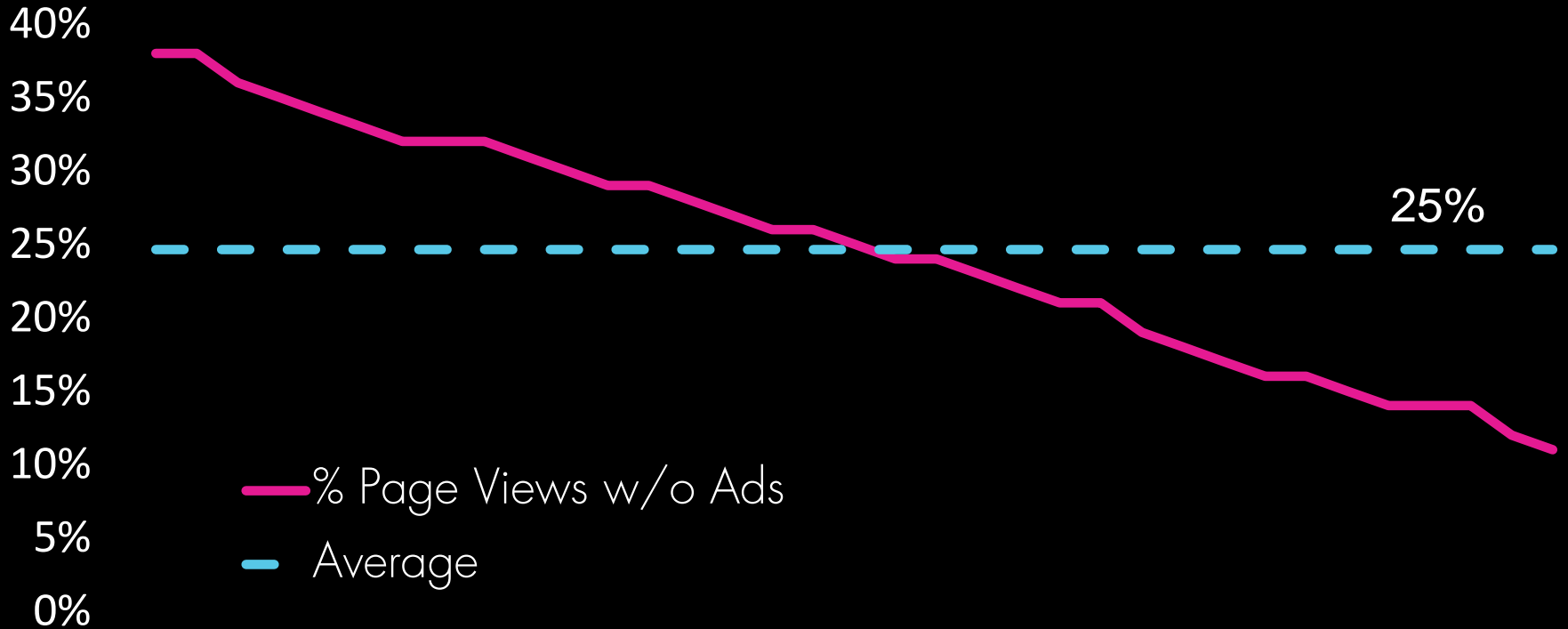
00:09:15

powered by mather.

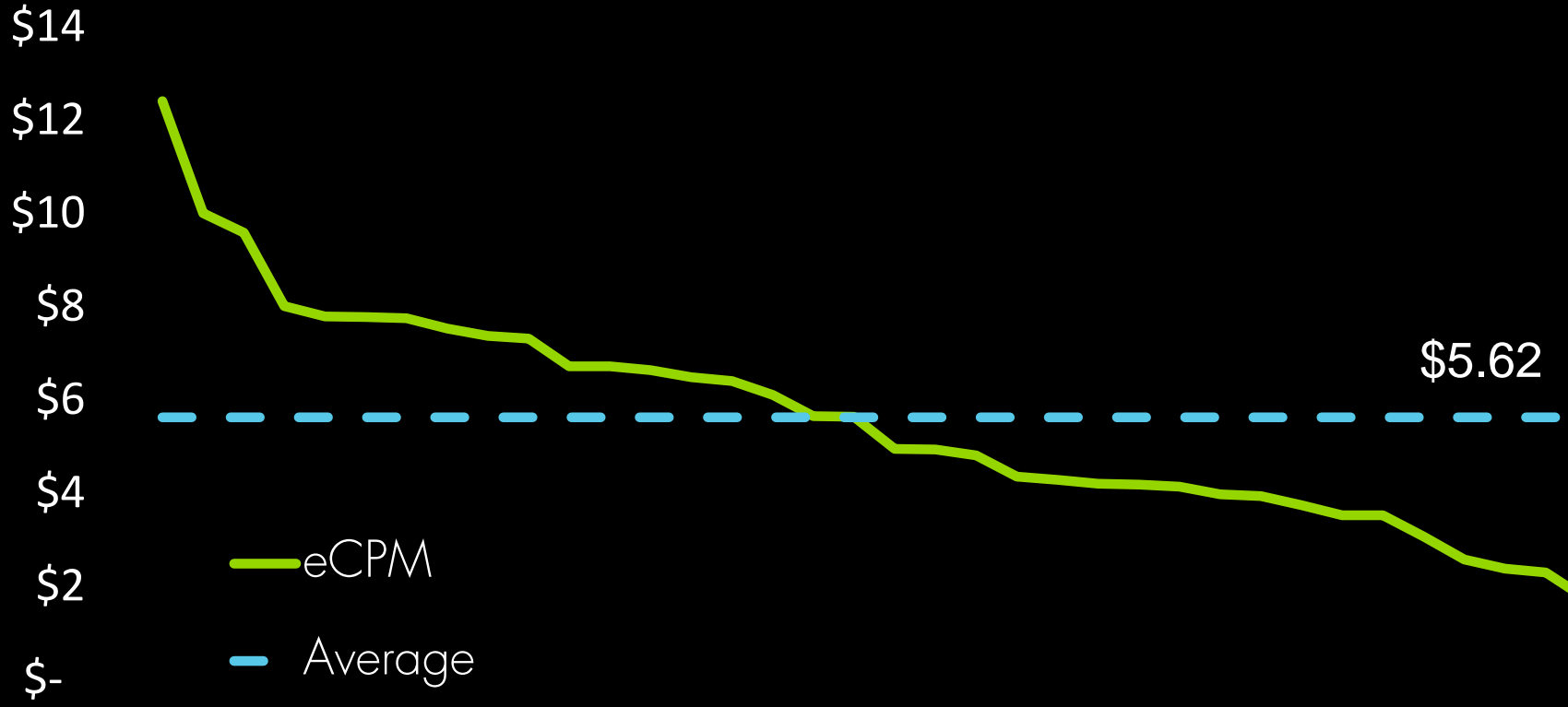
Industry Variance: User Ad Blocking



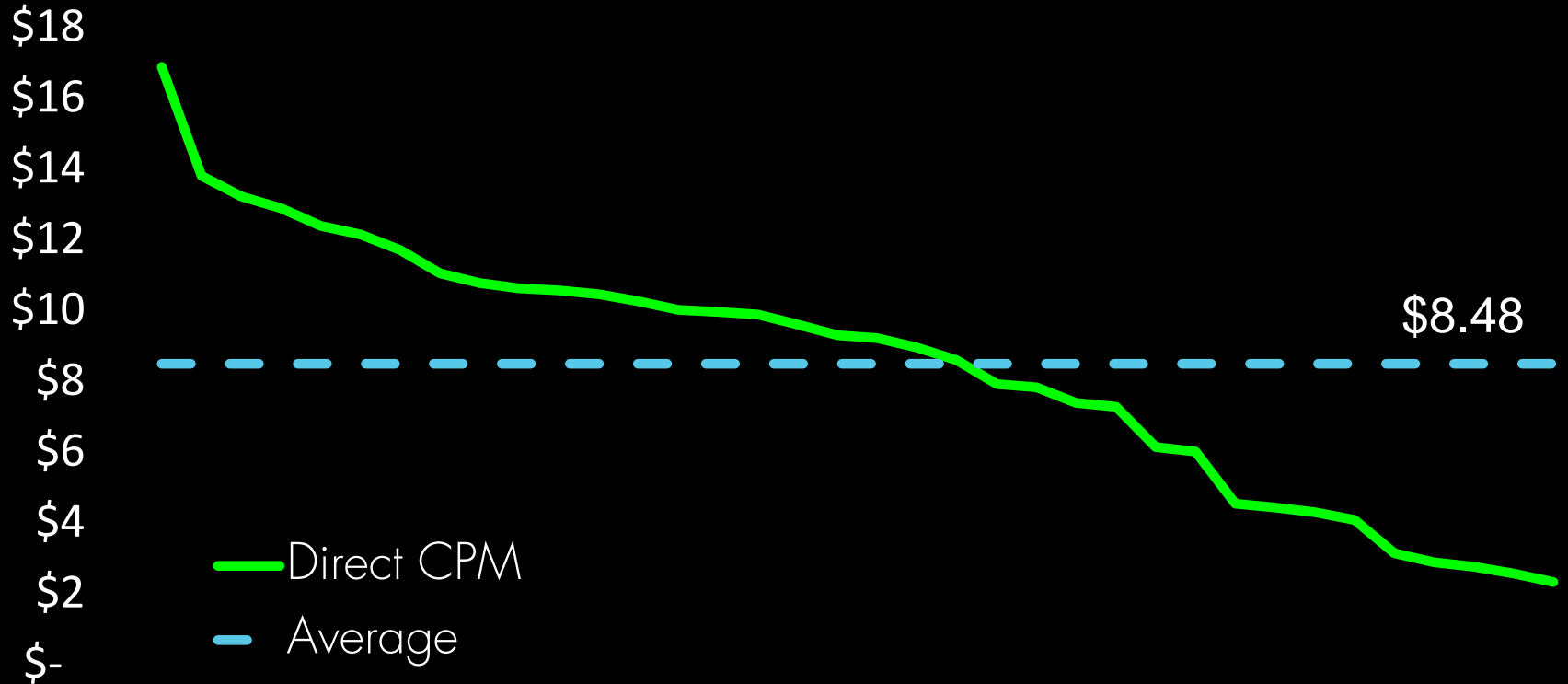
Industry Variance: Page Ad Blocking



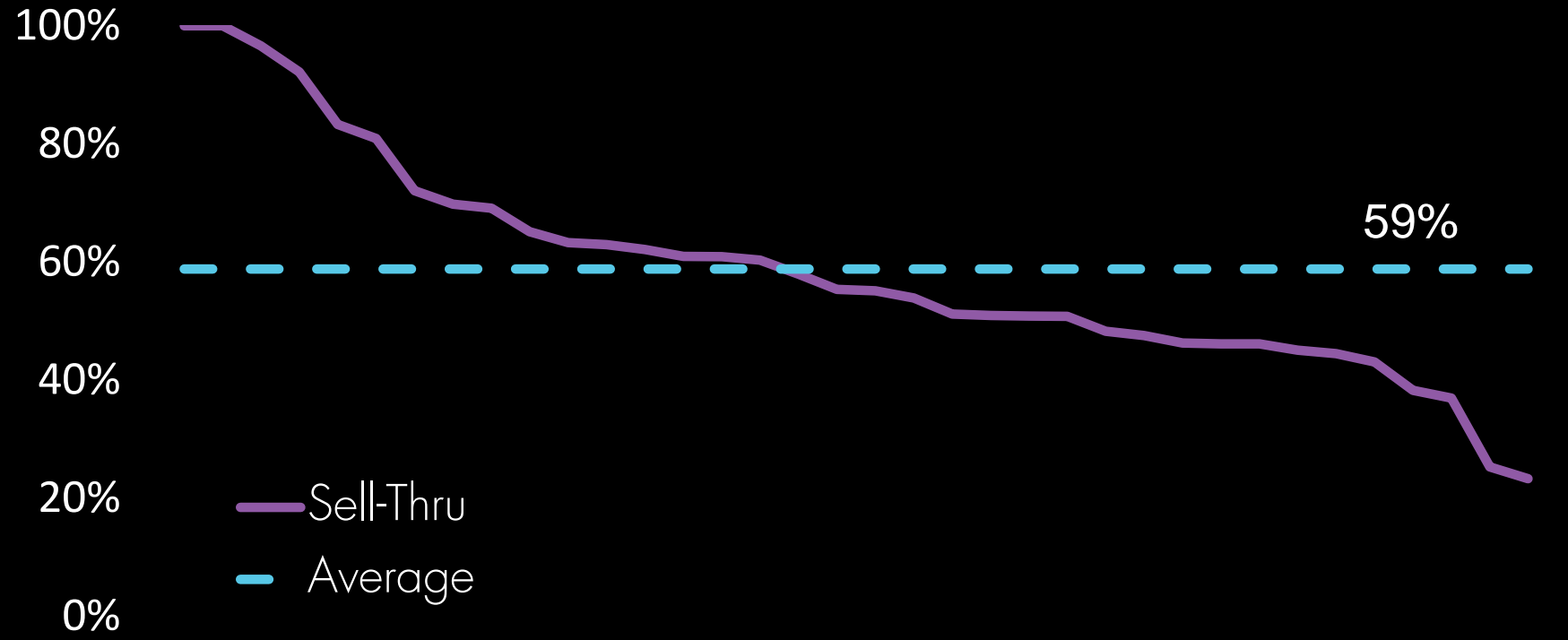
Industry Variance: eCPM



Industry Variance: Direct CPM

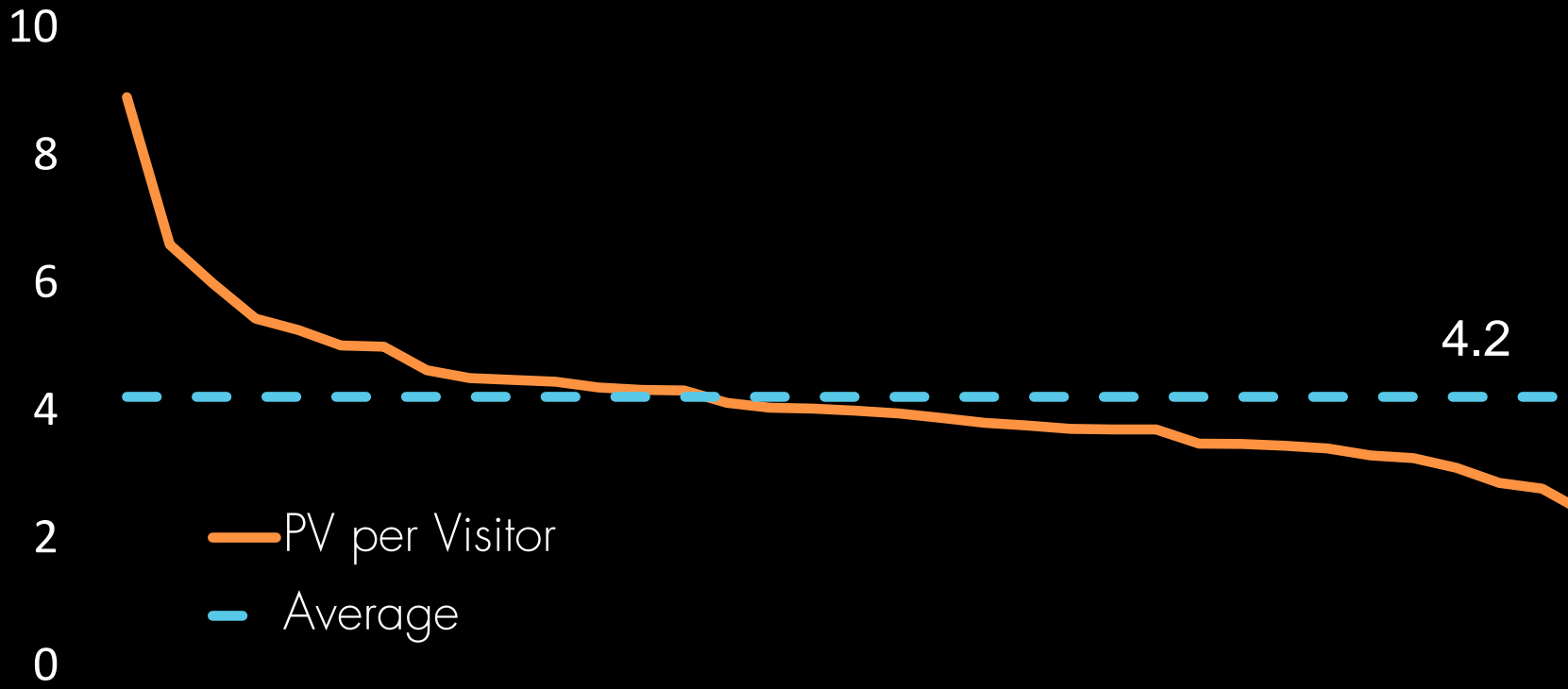


Industry Variance: Sell-Thru*



*excludes house inventory

Industry Variance: PV per Visitor



Listener Digital Data

- Designed for the publishing industry
- Connects advertising revenue and site traffic data by user and content
- Enables cross-functional analytics to grow revenue:
 - Advertising, Audience, and Content

Onboarding

- 2 types of onboarding
 - Current listener clients
 - New metricsXchange participants
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- #NewsMaLoon

Questions?