

2026

audio buyer's guide glossary.

01	Audio Fundamentals	pg 3
02	Ad Formats & Delivery	pg 4
03	Audience, Data & Targeting	pg 5
04	Audience & Listening Metrics	pg 6
05	Ad Delivery & Measurement.....	pg 8
06	Buying & Pricing.....	pg 9

Compiled by the IAB Australia Audio
Advertising Council for the Audio Buyer's
Guide 2025.

find out more
about the IAB
Australia Audio
Advertising Council



How this Glossary is Organised

Key terms, grouped into six categories. Within each category, terms are ordered alphabetically. Use the contents below to jump straight to a category, or the

[← back to contents](#)

link at the bottom of each page to return here.

01 | Audio Fundamentals

Aggregator	A platform or app, such as Apple Podcasts, Spotify or YouTube Music, that collects and organises podcasts so users can find and listen to them easily.
Bitrate	The amount of data processed over a given time, which affects the quality and size of an audio file. Higher bitrates give better audio quality.
Digital Audio	Any audio streamed or downloaded on a device connected to the internet. The technical difference between streaming and downloading is almost invisible to the listener, but it affects how advertising campaigns are planned, bought and measured.
Episode	A single instalment of a podcast series, similar to an episode of a TV show. Episodes vary in length, frequency and structure depending on the show.
Episode Notes / Show Notes	A written summary of an episode's content, including links to resources, guest information and key timestamps.
Feed / RSS Feed	A web feed that automatically delivers updates from a podcast series. Podcast apps use RSS feeds to download the latest episodes.
Podcast	On-demand audio content longer than 10 minutes that can be downloaded and listened to via the internet. Podcasts are usually offered by subscription, with new episodes delivered automatically to subscribers.
Progressive Download	Many podcast apps have a 'play now' function that feels like streaming to the user. Technically, the content (including the ad) is still delivered by progressive download: it downloads while the user listens.
Streaming	Listening to audio content in real time over the internet without downloading the file. Streaming allows episodes to play instantly.
Subscription	When a listener opts in to receive new podcast episodes automatically in their preferred podcast app.

02 | Ad Formats & Delivery

Ad Markers	Points chosen in a podcast episode where ads are dynamically inserted.
Companion Banner	A display banner that appears in the app at the same time as the audio ad, for the same advertiser. It only appears if the user has the app open while the ad plays.
Dynamic Ad Insertion (DAI)	Streaming: intercepting traditional radio broadcast streams and inserting audio ads into ad breaks as they play. Podcasts: inserting ads into podcasts at the time of download. DAI is a form of ad serving. See also Embedded Ads
Dynamic Audio Creative (DCO Audio)	Data-driven, personalised audio ads that change parts of the script based on real-time data such as time, day, weather and location.
Embedded Ads	Also known as 'baked-in' ads. Ads built into the original podcast file at production. Every listener hears the same ad regardless of when they download the episode, and the publisher cannot update or replace it without re-editing the audio file. See also Dynamic Ad Insertion (DAI)
Pre-Roll / Mid-Roll / Post-Roll Ad	Ad spots placed at different points in an episode: before it starts (pre-roll), in the middle (mid-roll) or after it ends (post-roll).
Voice Activated Ads	Audio ads that let listeners respond by voice to complete a call to action, such as having information emailed or texted to them, or opening a website. The listener needs a microphone connected to the playback device.

03 | Audience, Data & Targeting

1st Party Data (1PD)

Data collected directly by media owners from their audiences, for example via login or sign-up, competition entries and content browsing.

2nd Party Data (2PD)

1st party data collected by a partner company or client and shared with media owners.

3rd Party Data (3PD)

Aggregated data from various external sources.

Addressable Advertising

Digital ad inventory that carries an identifier, such as a cookie, device ID or hashed email (HEM), that can be used to target advertising.

Android Advertising ID (AAID)

Google's (Android) device ID. See also Device ID (DID)

Cookie

A small file that a website stores in a web browser to keep track of user behaviour. Cookies were originally designed to improve the user experience, for example by recognising whether a user had visited a site before.

Device ID (DID)

A unique identifier assigned to a mobile device and used for advertising in apps, where cookies are not available. Device IDs can be matched with existing user data (e.g. age or gender) without directly identifying individuals. On Apple iOS this is the IDFA; on Google Android it is the AAID.

Identifier for Advertising (IDFA)

Apple's (iOS) device ID. See also Device ID (DID)

04 | Audience & Listening Metrics

Active Signed Up User	An active user (last 30 days) who has completed the onboarding process by providing their date of birth and gender.
Active Stream (AS)	Listening to content for 60 seconds or longer.
Active Users (AU)	Users who open the app, grouped by how often they do so: Daily Active Users (DAU), Weekly Active Users (WAU) and Monthly Active Users (MAU).
Average Active Sessions Per Day (AASD)	Average number of active streams per day for a selected period.
Average Connected Streams	The average number of connected, active audio streams, for dynamically delivered content and advertising. Data must be filtered to exclude invalid traffic and is reported as the average minute within the reported daypart.
Average Monthly Listener	Average number of unique users who have listened at least once within a 28-day period.
Average Time Spent Listening (ATSL)	Average time users have spent listening per active session, for sessions over one minute.
Average Weekly Listener	Average number of unique users who have listened at least once within a 7-day period.
Bounce Rate (Audio)	Percentage of streaming sessions that last less than 60 seconds.
Daily Active Listeners (DAL)	The number of listeners who listen to a stream each day.

04 | Audience & Listening Metrics (cont.)

Listener	Podcasts: a single person or user who listens to content, either immediately or later. Streaming: a single person or user who streams a live radio stream or music channel. See also Unique Listeners
Monthly Active User (MAU)	The average number of users who open the app at least once a month. See also Active Users (AU)
Plays	A user presses play on content and listens for more than one second. See also Session Starts (SS)
Reach	The total number of people who interact with content. For streaming, this is the number of unique IP addresses that listened to a station for at least one minute in a day.
Session Starts (SS)	A user presses play on content and listens for more than one second. See also Plays
Time Spent Listening (TSL)	See Average Time Spent Listening (ATSL)
Total Listening Hours (TLH)	Total number of listening hours across all users.
Unique Listeners	Number of unique active devices listening, determined by a combination of IP address and user agent (device).
User Sessions	A single app-use event covering a period of continuous or ongoing activity by a user in the app or player. Sessions are generally used to calculate reach metrics.

05 | Ad Delivery & Measurement

Audible Ad Impression	An audio ad impression that excludes ads audible for less than two continuous seconds. Any part of the ad can meet the two-second threshold. See also Impression
Client Confirmed Ad Play	An ad play confirmed by a tracking beacon sent from the client (the listening app or device) when the file plays. It shows how much of the ad was played, reported at first quartile (25%), midpoint (50%), third quartile (75%) and complete (100%).
Completion Rate	The percentage of an ad that a listener engages with. See also Listen Through Rate (LTR)
Delivered Ad Impression (Podcast)	An ad counted as delivered, as determined by server logs, when either all bytes of the ad file were sent or the bytes of the podcast file containing the ad were downloaded.
Download (DL)	Unique file requests that are downloaded, including complete and partial progressive downloads, in line with the IAB Tech Lab's Podcast Measurement Technical Guidelines. To count as a legitimate download, spiders and bots must be removed, and at least one minute (60 seconds) of podcast content must be downloaded by a unique IP address and user agent within a 24-hour period.
Impression	A single counted delivery of an ad. In podcasts, ads are served in pre-roll, mid-roll or post-roll positions. CPM is calculated on impressions. See also Audible Ad Impression
Listen Through Rate (LTR)	The percentage of an audio ad that a listener engages with. See also Completion Rate

06 | Buying & Pricing

Cost Per Click (CPC)

Total advertising spend divided by the total number of clicks on the ad. If a campaign is bought on a CPC basis, the advertiser is billed per click.

Cost Per Lead (CPL)

Total advertising spend divided by the total number of leads attributed to the ad. If a campaign is bought on a CPL basis, the advertiser is billed per lead.

Cost Per Mille / Thousand (CPM)

The cost of delivering 1,000 ad impressions: total advertising spend divided by total impressions delivered, multiplied by 1,000. Advertisers buying on a CPM basis are charged for every 1,000 impressions served.

Unreserved Fixed Rate (UFR)

A programmatic deal type where the buyer and seller agree a fixed price, with no guaranteed volume of inventory.

The logo is centered within a large, light orange circle. The text 'iab.' is in white, with the 'i' having a black dot. Below it, 'australia' is in black, and 'audio advertising' is in white.

iab.
australia
audio advertising