

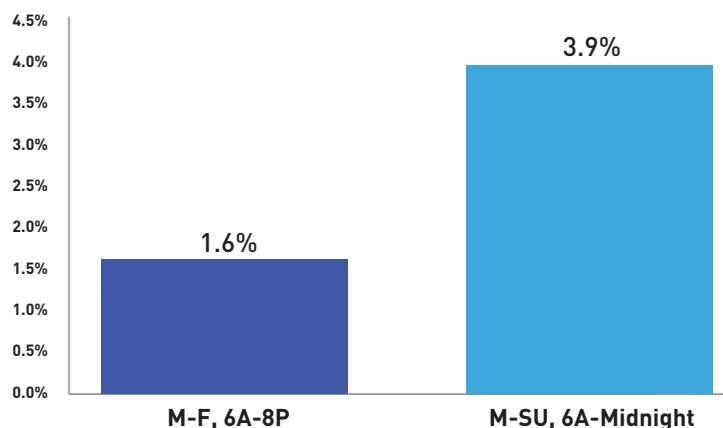
APRIL 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital
June 9, 2014

Insights & Trends

Online Listening Continues to Rise

Compared to March, April Average Active Sessions (AAS) showed a modest increase in both the Monday-Friday 6A-8P daypart and the Monday-Sunday 6A-Midnight daypart.



Positive Growth Since the Start of the Year

Taking a look back, overall listening has increased significantly year-to-date.

11.9%

INCREASE IN AAS SINCE JANUARY 2014 (M-F 6A-8P)

13.6%

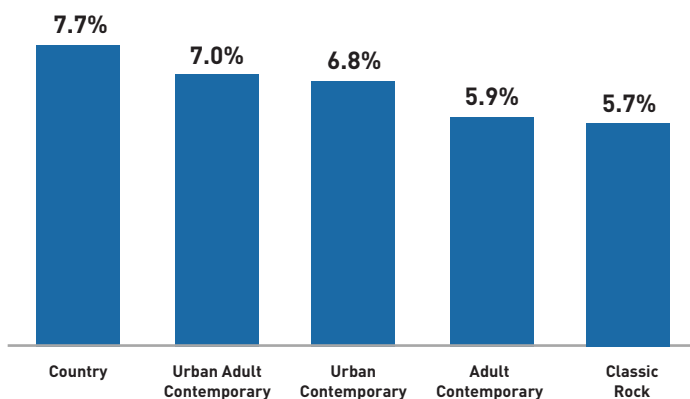
INCREASE IN AAS SINCE JANUARY 2014 (M-SU 6A-MID)

Growth by Format

Compared to the month prior, the Country format showed the largest gains with a 7.7% increase in AAS (M-SU 6A-Mid).

Growth by Market

Los Angeles showed the largest gains with an 8.0% increase in AAS (M-SU 6A-Mid), followed by Minneapolis/St. Paul (7.7%), Philadelphia (5.1%), and Washington D.C. (5.1%).

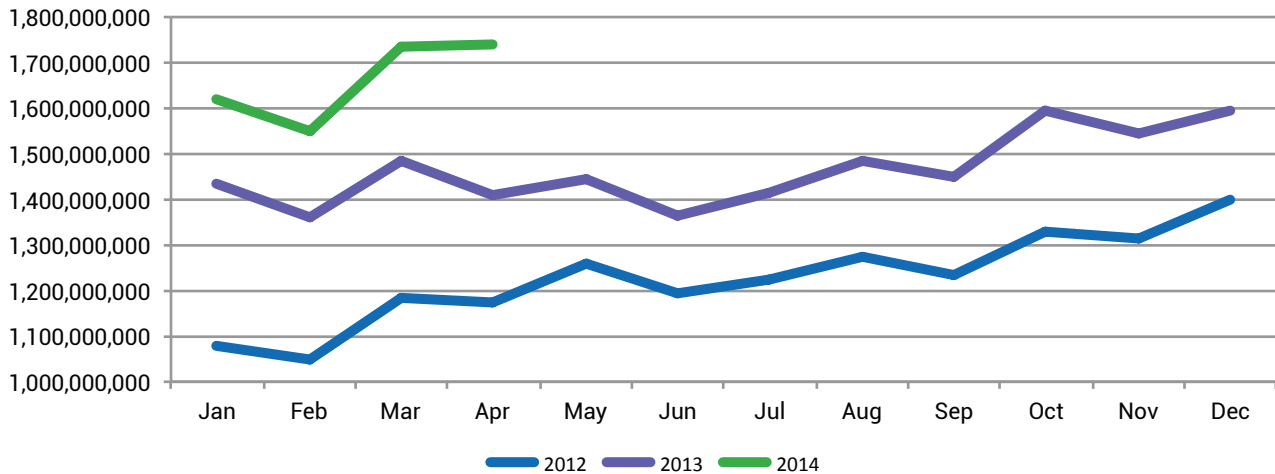


Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

Insights & Trends

Year-Over-Year Growth

Total Listening Hours (All Days, All Times) shows consistent year-over-year growth with each month following similar listening patterns.

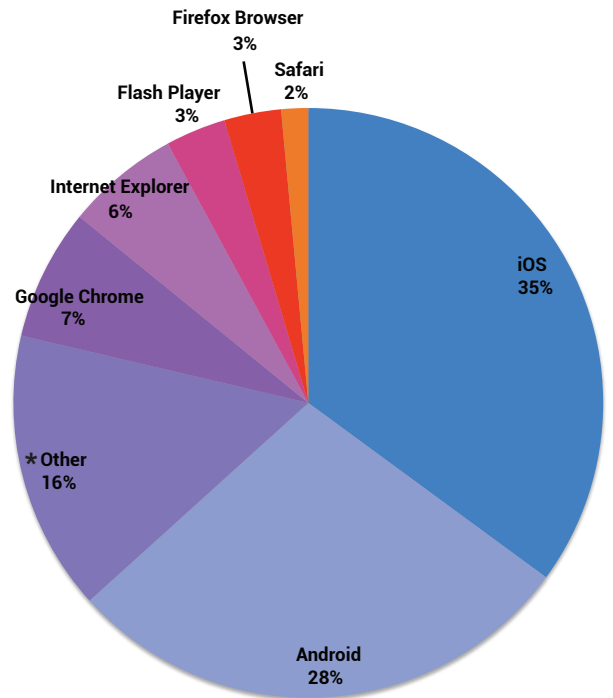


April Listening Growth

Total listening grew 24% when comparing April 2014 to April 2013. It is important to note that Pandora began capping mobile listening at 40 hours per month in March 2013, which had an impact on April 2013 listening.

April Audio Consumption

Looking at this month's listening by device, type and browser, it's clear mobile continues to play an important role in the growth of streaming audio. More than 60% of the Average Active Sessions (M-SU 6A-Mid) came from mobile devices, with 35% of that listening taking place on iOS and 28% taking place on Android.



*The category 'Other' consists of devices, types and browsers that are less than 2% of total audio consumption and audio consumption that cannot be classified.

Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

April Digital Audio Top 20 Ranker



Learn More

Contact a Triton representative today.



Methodology

For more information on measurement collection and limitations, download our Description of Methodology.



Join Our Email List

Join our mailing list and get the Top 20 Rankers on a monthly basis.

Triton Digital has released its monthly digital audio Top 20 Ranker for April 2014. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform.

Webcast Metrics® uses a proprietary platform to track audience data and convert it to audience metrics that can be easily understood by stations, publishers and advertisers. Audience rankings are done on the basis of “Average Active Sessions”, with “Session Starts” and “Average Time Spent Listening” also displayed. Average Active Sessions (AAS) is defined as “Total Listening Hours (TLH) divided by hours in the reported time period.” TLH is defined as the total number of hours that the station/publisher has streamed during sessions with duration of at least one minute in total within the reported time period. Session Starts (SS) is defined as “the number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period.” Average Time Spent Listening (ATSL) is defined as “the average number of hours for each session with a duration of at least one minute in total within the reported time period. Calculated as total time spent listening divided by active sessions.”

Rankers are divided into “Domestic” and “All Streams.” The “Domestic” Ranker quantifies listening done inside the U.S. based on log-based information provided by the station, this report is not MRC accredited. The “All Streams” Ranker merely verifies the quantity of streams without qualifying where they are being consumed, and is MRC accredited.

For more information on measurement collection and limitations, please view the Triton Description of Methodology available at:
www.tritondigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf

If you have any further questions, please contact:
measurement@tritondigital.com

See April rankings below:

APRIL DOMESTIC RANKER (based on AAS)

DAYPART 6:00am to 8:00pm, Monday through Friday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Digital Audio	460,819	203,872,182	0.68
1	Pandora Corporate	2,207,189	1,129,759,215	0.59
2	Clear Channel Radio ∞	335,318	159,366,552	0.64
3	Slacker, Inc.	61,514	30,092,161	0.62
4	CBS Radio Inc.	60,072	20,874,802	0.86
5	Cumulus Streaming Network ∞	56,619	21,211,375	0.80
6	NPR Member Stations	51,298	17,321,642	0.87
7	EMF Corporate	25,569	5,357,889	1.43
8	Cox Radio Inc. ∞	25,068	9,132,605	0.83
9	ESPN Radio Corporate	23,311	9,911,247	0.71
10	Entercom Communications Corp. ∞	22,772	8,793,151	0.78
11	Univision ∞	19,448	11,457,213	0.52
12	idobi Radio	16,540	2,158,668	2.10
13	Greater Media Corporate ∞	14,699	4,185,786	1.06
14	Townsquare Media ∞	12,998	2,469,816	1.58
15	Salem Communications ∞	10,733	3,356,259	0.95
16	Hubbard Broadcasting ∞	9,618	2,431,402	1.19
17	New York Public Radio	9,305	2,716,582	1.00
18	AccuRadio ∞	6,693	954,060	2.12
19	Beasley Broadcasting Corporate ∞	5,749	2,171,191	0.80
20	TheBlaze Radio Network	5,697	2,163,614	0.80

Average Active Sessions (AAS): Total Listening Hours (TLH) divided by hours in the reported time period. TLH is defined as the total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total within the reported time period.

Session Starts (SS): The number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period.

Average Time Spent Listening (ATSL): The average number of hours for each session with a duration of at least one minute in total within the reported time period. Calculated as total time spent listening divided by active sessions.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

∞ These groups are part of Katz Digital Audio

APRIL ALL STREAMS RANKER (based on AAS)¹

DAYPART 6:00am to 8:00pm, Monday through Friday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Digital Audio	486,007	212,316,206	0.69
1	Clear Channel Radio ∞	338,110	161,105,605	0.64
2	Prisa Radio	92,462	39,887,747	0.69
3	Slacker, Inc.	67,318	32,809,008	0.62
4	CBS Radio Inc.	60,765	21,114,306	0.86
5	Cumulus Streaming Network ∞	58,153	21,663,695	0.81
6	NPR Member Stations	56,209	19,169,507	0.86
7	Karnaval.com	30,819	16,165,407	0.54
8	EMF Corporate	28,167	5,990,101	1.41
9	Cox Radio Inc. ∞	25,167	9,175,866	0.83
10	ESPN Radio Corporate	24,278	10,365,343	0.71
11	Entercom Communications Corp. ∞	23,279	8,969,432	0.78
12	idobi Radio	20,850	2,823,179	2.04
13	Univision ∞	20,589	11,789,782	0.53
14	Sky Radio B.V.	15,412	2,261,217	1.64
15	Greater Media Corporate ∞	15,361	4,396,864	1.05
16	AccuRadio ∞	13,639	2,063,194	1.91
17	Townsquare Media ∞	13,609	2,623,230	1.55
18	COPE	12,168	4,891,567	0.68
19	977Music.com Corporate ∞	11,302	4,312,332	0.77
20	Salem Communications ∞	10,948	3,424,773	0.95

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APRIL DOMESTIC RANKER (based on AAS)

DAYPART 6:00am to 12:00am, Monday through Sunday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Digital Audio	327,790	272,015,528	0.64
1	Pandora Corporate	1,935,764	1,759,723,208	0.59
2	Clear Channel Radio ∞	242,775	216,752,137	0.60
3	Slacker, Inc.	51,182	46,840,342	0.58
4	CBS Radio Inc.	40,883	26,077,100	0.83
5	NPR Member Stations	40,274	24,157,183	0.87
6	Cumulus Streaming Network ∞	38,682	26,105,771	0.79
7	EMF Corporate	17,877	7,278,143	1.30
8	Cox Radio Inc. ∞	17,177	11,306,241	0.81
9	idobi Radio	16,618	3,967,864	2.08
10	ESPN Radio Corporate	14,923	11,126,798	0.71
11	Entercom Communications Corp. ∞	14,917	10,373,155	0.76
12	Univision ∞	14,085	15,060,607	0.50
13	Greater Media Corporate ∞	9,725	5,105,474	1.01
14	Townsquare Media ∞	8,588	2,990,439	1.52
15	Salem Communications ∞	7,371	4,114,706	0.94
16	New York Public Radio	7,210	3,658,916	1.02
17	Hubbard Broadcasting ∞	6,140	2,807,252	1.16
18	AccuRadio ∞	4,643	1,199,968	2.06
19	Beasley Broadcasting Corporate ∞	4,002	2,899,246	0.74
20	TheBlaze Radio Network	3,756	2,493,101	0.80

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APRIL ALL STREAMS RANKER (based on AAS)¹

DAYPART 6:00am to 12:00am, Monday through Sunday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Digital Audio	349,015	285,173,800	0.65
1	Clear Channel Radio ∞	245,454	219,674,051	0.60
2	Prisa Radio	66,288	51,411,868	0.67
3	Slacker, Inc.	56,327	51,122,160	0.59
4	NPR Member Stations	44,741	27,106,617	0.86
5	CBS Radio Inc.	41,534	26,486,221	0.83
6	Cumulus Streaming Network ∞	40,010	26,796,492	0.79
7	Karnaval.com	24,244	22,597,215	0.54
8	idobi Radio	20,912	5,103,800	2.04
9	EMF Corporate	19,892	8,226,388	1.28
10	Cox Radio Inc. ∞	17,256	11,364,103	0.81
11	ESPN Radio Corporate	15,634	11,713,224	0.71
12	Entercom Communications Corp. ∞	15,312	10,615,032	0.77
13	Univision ∞	14,811	15,443,159	0.51
14	Sky Radio B.V.	11,739	3,137,465	1.64
15	AccuRadio ∞	10,347	2,870,838	1.85
16	Greater Media Corporate ∞	10,255	5,423,007	1.00
17	977Music.com Corporate ∞	9,682	6,779,733	0.74
18	Townsquare Media ∞	9,080	3,224,850	1.48
19	COPE	8,756	6,227,424	0.69
20	New York Public Radio	7,876	4,277,301	0.96

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