

AUGUST 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital

Insights & Trends

Monthly Insights

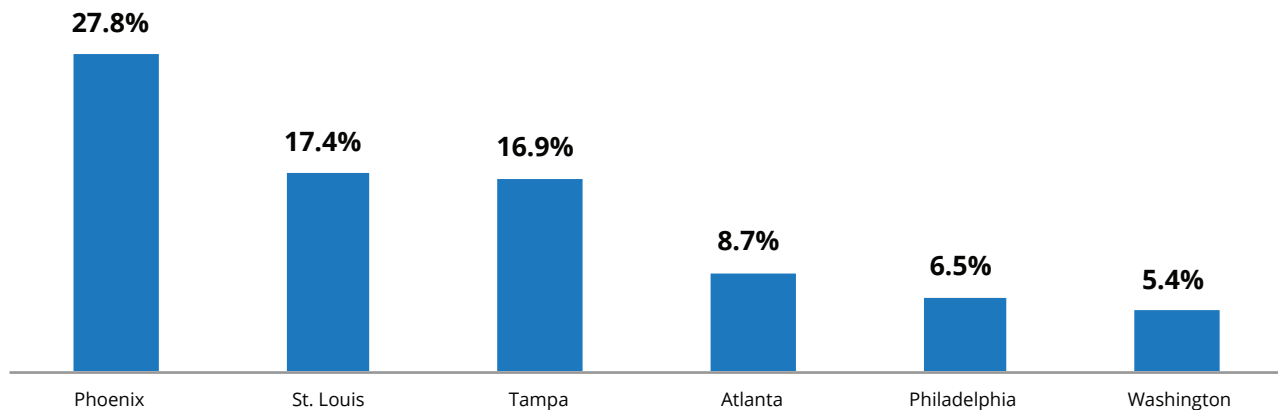
Compared to August 2013, August 2014 Average Active Sessions (AAS) grew in both the M-F 6A-8P daypart (14.1%) and the M-SU 6A-Midnight daypart (14.6%).

14.1%

**INCREASE IN AAS AUGUST 2014
VS. AUGUST 2013 (M-F 6A-8P)**

Listening by Market

Looking at the top 20 markets, Phoenix showed the largest listening gain with a 27.8% increase in AAS (M-F 6A-8P), followed by St. Louis, Tampa, Atlanta, Philadelphia and Washington.



The gain in Phoenix could be attributed to the two storms that hit Phoenix on August 12th and August 19th causing flash flooding and power outages across the valley. Motorists were stranded on the highways and mandatory evacuations were issued to certain areas.

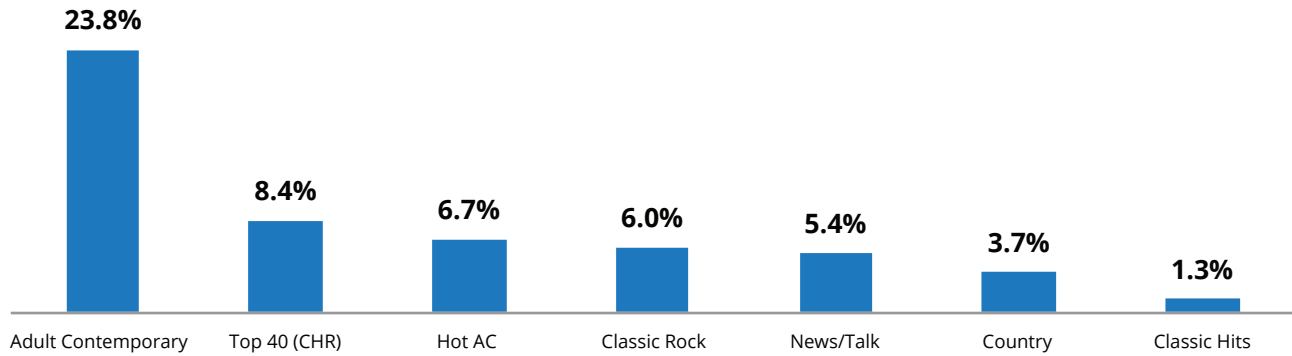
The gain in St. Louis could be attributed to the shooting of Michael Brown. On August 9th, a police officer shot and killed Michael Brown, an unarmed 18-year-old teenager in Ferguson, MO, a suburb of St. Louis, sparking anarchy in the region. Protests turned violent during the ensuing week. On August 16th, Missouri Governor Jay Nixon declared a state of emergency and imposed a curfew from midnight to five a.m. in Ferguson.

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

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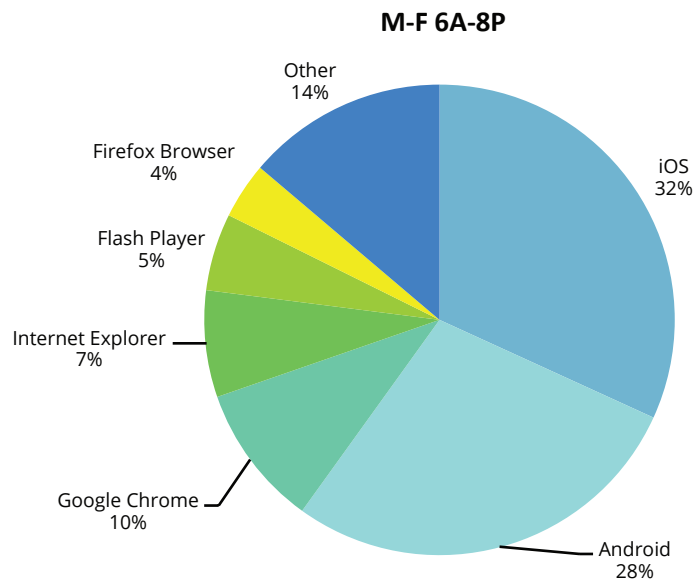
Listening by Format

The Adult Contemporary format showed the largest listening gains with a 23.8% increase in AAS (M-F 6A-8P), followed by Top 40 (CHR), Hot AC, Classic Rock, News/Talk, Country, and Classic Hits.



Audio Consumption

During the M-F 6A-8P daypart, 32% of listening took place on an iOS device, followed by Android (28%), and Google Chrome (10%).



**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.*

August Digital Audio Top 20 Ranker



Learn More

Contact a Triton representative today.

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



Methodology

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

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.”



Join Our Email List

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

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 August rankings below:

AUGUST 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	434,770	194,104,283	0.65
1	Pandora Corporate	2,169,007	1,040,948,870	0.60
2	iHeartMedia ^{∞ 1}	332,263	160,363,755	0.60
3	Slacker, Inc.	57,356	36,047,868	0.46
4	Cumulus Streaming Network [∞]	54,970	19,546,771	0.81
5	CBS Radio Inc.	54,400	28,210,041	0.56
6	NPR Member Stations	48,218	15,153,705	0.89
7	ESPN Radio Corporate	24,842	11,709,443	0.62
8	Cox Radio Inc. [∞]	24,501	7,976,405	0.89
9	EMF Corporate	21,615	4,729,276	1.31
10	Univision [∞]	17,747	9,498,408	0.54
11	idobi Radio	17,469	2,381,745	1.93
12	Greater Media Corporate [∞]	13,628	3,844,149	1.02
13	Townsquare Media [∞]	12,238	2,466,528	1.43
14	Salem Communications [∞]	10,476	3,386,914	0.88
15	Hubbard Broadcasting [∞]	8,613	2,145,636	1.16
16	New York Public Radio	8,023	2,338,453	0.96
17	AccuRadio [∞]	6,786	926,648	2.11
18	Beasley Broadcasting Corporate [∞]	5,529	1,913,629	0.84
19	Prisa Radio	4,780	2,772,374	0.50
20	Radio One [∞]	4,368	813,260	1.55

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

¹ iHeartMedia includes TheBlaze Radio Network

AUGUST 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	462,406	202,482,750	0.66
1	iHeartMedia [∞] ²	339,915	163,112,093	0.60
2	Prisa Radio	87,721	35,068,309	0.71
3	Slacker, Inc.	62,627	38,512,869	0.47
4	Cumulus Streaming Network [∞]	56,534	19,985,017	0.81
5	CBS Radio Inc.	54,786	28,441,268	0.56
6	NPR Member Stations	52,559	16,817,000	0.87
7	Karnaval.com	29,603	11,322,755	0.69
8	EMF Corporate	29,333	6,038,186	1.39
9	ESPN Radio Corporate	25,772	12,162,726	0.62
10	Cox Radio Inc. [∞]	24,599	8,012,482	0.88
11	idobi Radio	21,939	3,089,252	1.87
12	Univision [∞]	18,973	9,837,019	0.56
13	Greater Media Corporate [∞]	14,265	4,026,702	1.02
14	Sky Radio B.V.	13,792	1,960,842	1.62
15	AccuRadio [∞]	13,309	1,979,262	1.87
16	Townsquare Media [∞]	12,895	2,627,442	1.41
17	Salem Communications [∞]	10,702	3,454,621	0.88
18	977Music.com Corporate [∞]	10,437	3,701,305	0.79
19	Hubbard Broadcasting [∞]	9,286	2,433,041	1.10
20	New York Public Radio	8,704	2,751,505	0.89

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² iHeartMedia includes TheBlaze Radio Network

AUGUST 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	301,186	274,471,942	0.60
1	Pandora Corporate	1,855,115	1,741,668,823	0.59
2	iHeartMedia [∞] ¹	235,028	230,677,342	0.56
3	Slacker, Inc.	48,954	62,364,470	0.43
4	NPR Member Stations	36,980	22,222,746	0.89
5	CBS Radio Inc.	35,391	34,430,931	0.57
6	Cumulus Streaming Network [∞]	35,388	24,741,535	0.78
7	idobi Radio	17,499	4,539,630	1.98
8	Cox Radio Inc. [∞]	15,922	10,555,381	0.83
9	ESPN Radio Corporate	15,882	14,834,819	0.59
10	EMF Corporate	14,488	6,669,572	1.19
11	Univision [∞]	12,190	12,885,849	0.52
12	Greater Media Corporate [∞]	8,516	4,750,011	0.99
13	Townsquare Media [∞]	7,561	3,043,196	1.36
14	Salem Communications [∞]	6,825	4,265,618	0.87
15	New York Public Radio	6,046	3,328,503	0.98
16	Hubbard Broadcasting [∞]	5,145	2,510,716	1.12
17	AccuRadio [∞]	4,486	1,236,577	1.99
18	Beasley Broadcasting Corporate [∞]	3,698	2,675,008	0.76
19	Prisa Radio	3,237	3,597,694	0.49
20	Summit Media, LLC	2,638	1,608,223	0.90

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Digital Audio	323,040	287,866,879	0.62
1	iHeartMedia [∞] ²	240,622	234,878,215	0.56
2	Prisa Radio	60,120	47,281,655	0.69
3	Slacker, Inc.	53,660	66,581,887	0.45
4	NPR Member Stations	40,897	25,079,769	0.88
5	Cumulus Streaming Network [∞]	36,718	25,440,812	0.79
6	CBS Radio Inc.	35,721	34,789,350	0.56
7	Karnaval.com	22,049	17,333,563	0.65
8	idobi Radio	21,951	5,822,864	1.94
9	EMF Corporate	19,597	8,341,657	1.28
10	ESPN Radio Corporate	16,574	15,488,917	0.59
11	Cox Radio Inc. [∞]	15,996	10,607,953	0.83
12	Univision [∞]	12,918	13,283,457	0.54
13	Sky Radio B.V.	10,349	2,935,099	1.61
14	AccuRadio [∞]	9,787	2,933,867	1.78
15	Greater Media Corporate [∞]	8,999	5,026,183	0.98
16	977Music.com Corporate [∞]	8,815	6,264,801	0.76
17	Townsquare Media [∞]	8,076	3,305,404	1.34
18	Salem Communications [∞]	7,023	4,378,195	0.87
19	New York Public Radio	6,641	3,994,359	0.89
20	Hubbard Broadcasting [∞]	5,771	3,033,712	1.04

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