

MAY 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital

Insights & Trends

Monthly Insights

May Average Active Sessions (AAS) showed a slight decrease in both the M-F 6A-8P daypart (-1.2%) and the M-SU 6A-Midnight daypart (-1.6%) when compared to April 2014. This is consistent with 2013 trends.

Compared to a typical Monday, Memorial Day saw a 29.7% decrease in AAS in the M-F 6A-8P daypart and a 26.8% decrease in the M-SU 6A-Midnight daypart.

When looking at growth year-over-year, May 2014 has seen an 18.9% increase from May 2013 in the Monday-Friday 6A-8P daypart. This growth is being driven by Mobile, which is up 39.7% over the same period.

Positive Growth Since the Start of the Year

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

10.6%

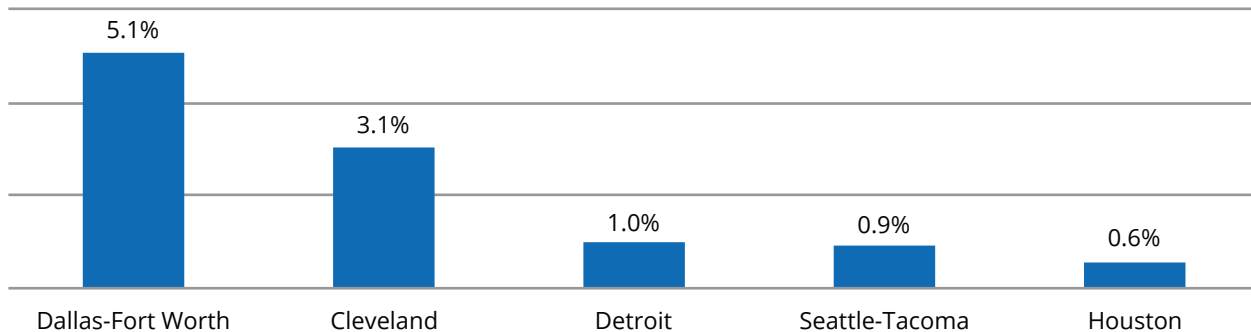
**INCREASE IN AAS SINCE
JANUARY 2014 (M-F 6A-8P)**

11.8%

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

Growth by Market

Within the top 20 markets, Dallas-Fort Worth showed the largest listening gains with a 5.1% increase in AAS from last month (M-F 6A-8P), followed by Cleveland (+3.1%) and Detroit (+1.0%).



Growth by Format

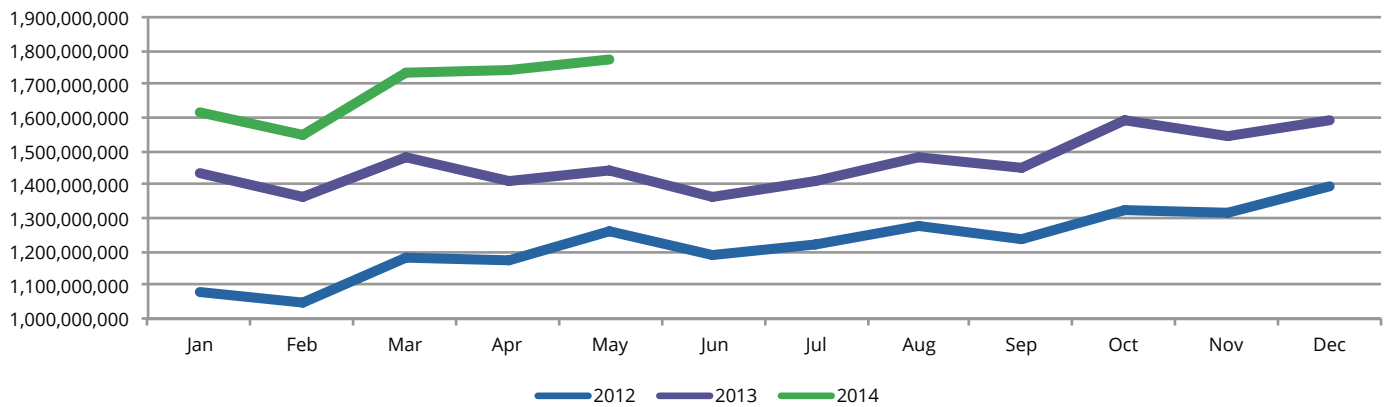
Compared to the month prior, the Sports format posted the only listening gain with a 3.9% increase in AAS (M-F 6A-8P). This is likely in part to the NFL Draft. The formats with the biggest drops were Urban Adult Contemporary (-9.1%), News/Talk (-6.8%), and Adult Contemporary (-5.4%).

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

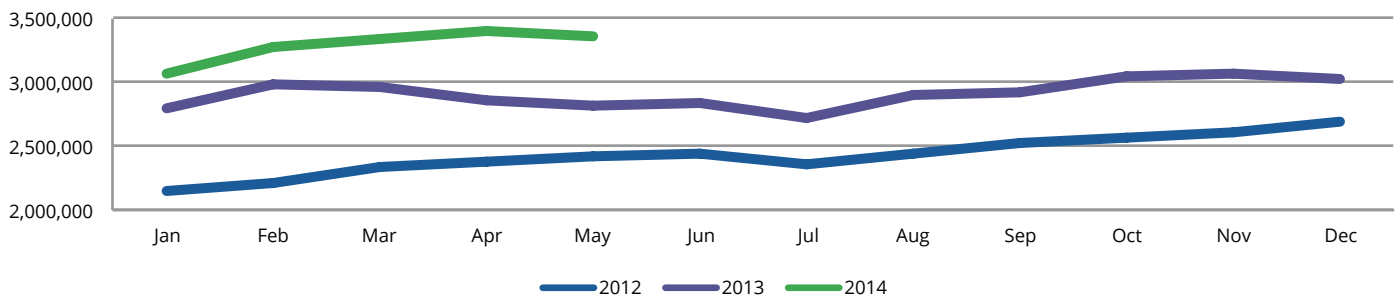
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Year-Over-Year Growth

Total Listening Hours (All Days, All Times) shows consistent year-over-year growth, with each month following a similar listening pattern as the previous years.



Average Active Sessions during the M-F 6A-8P daypart are also following a similar pattern as in previous years.

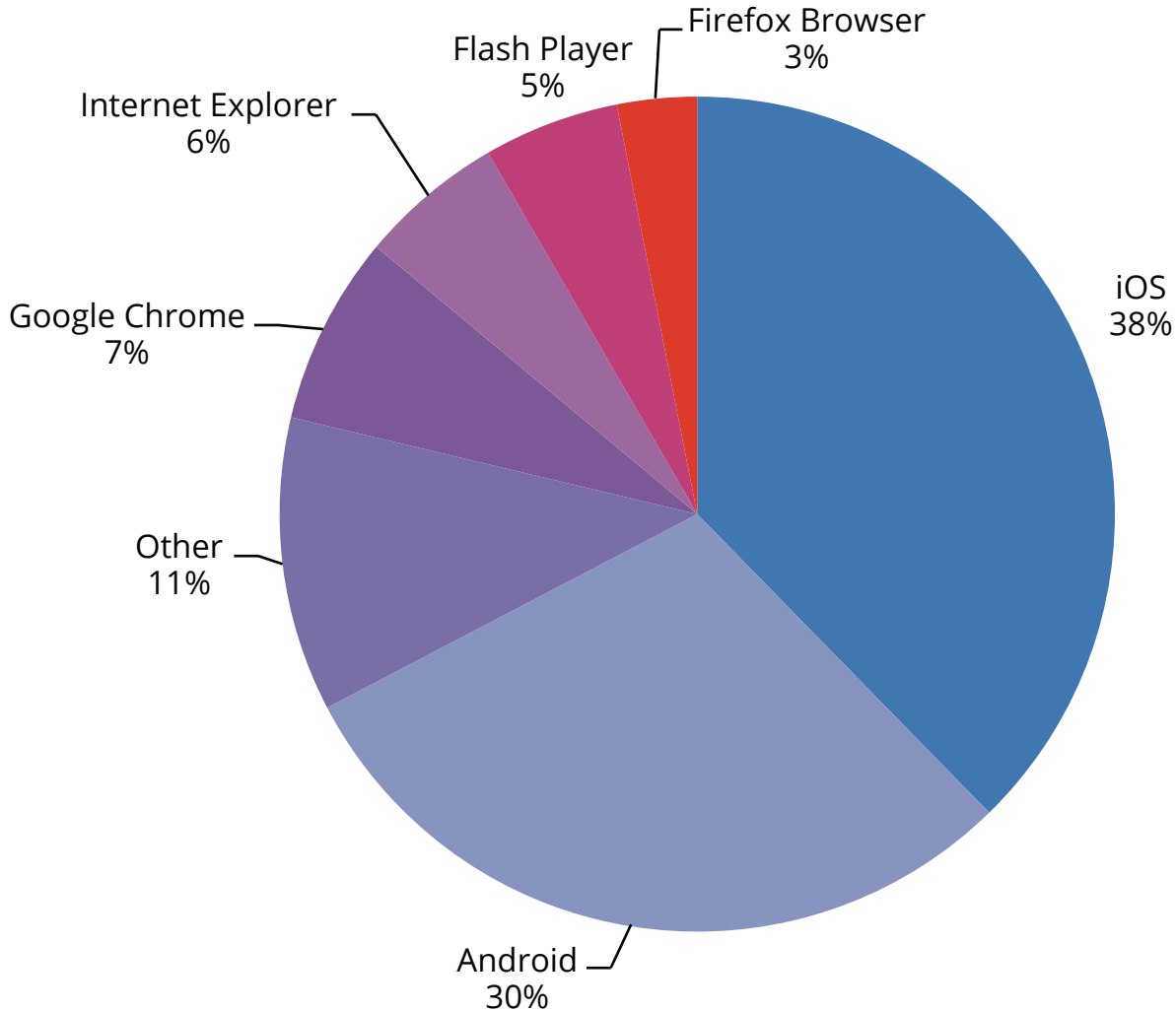


Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

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Consumption by Device

iOS and Android continue to dominate audio consumption when looking at May listening by device, type and browser. Mobile devices made up 68% (up from 63% in April) of the Average Active Sessions (M-SU 6A-Midnight), with 38% of that listening taking place on iOS and 30% 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.*

May 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 May 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 May rankings below:

MAY 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	459,709	206,911,849	0.67
1	Pandora Corporate	2,172,440	1,115,833,298	0.59
2	Clear Channel Radio ^{∞ 1}	336,779	163,072,516	0.62
3	CBS Radio Inc.	59,589	20,765,103	0.86
4	Slacker, Inc.	58,716	31,179,290	0.57
5	Cumulus Streaming Network [∞]	54,400	20,567,499	0.80
6	NPR Member Stations	49,232	16,395,745	0.88
7	ESPN Radio Corporate	25,369	10,841,719	0.71
8	EMF Corporate	24,501	4,983,083	1.47
9	Cox Radio Inc. [∞]	24,492	8,771,415	0.84
10	Entercom Communications Corp. [∞]	22,384	8,645,566	0.78
11	Univision [∞]	19,452	11,315,197	0.52
12	idobi Radio	16,684	2,282,216	2.01
13	Greater Media Corporate [∞]	14,057	4,084,873	1.04
14	Townsquare Media [∞]	12,697	2,478,229	1.54
15	Salem Communications [∞]	10,171	3,283,596	0.92
16	Hubbard Broadcasting [∞]	9,326	2,341,778	1.20
17	New York Public Radio	7,869	2,317,153	0.99
18	AccuRadio [∞]	6,851	975,190	2.12
19	Beasley Broadcasting Corporate [∞]	5,722	2,250,280	0.77
20	Prisa Radio	5,191	3,034,401	0.52

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 Clear Channel Radio includes TheBlaze Radio Network

MAY 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	485,762	215,675,170	0.68
1	Clear Channel Radio ^{∞ 2}	340,347	164,995,240	0.62
2	Prisa Radio	94,507	39,577,479	0.71
3	Slacker, Inc.	64,429	33,900,967	0.58
4	CBS Radio Inc.	60,063	20,969,934	0.86
5	Cumulus Streaming Network [∞]	56,027	21,024,132	0.80
6	NPR Member Stations	54,264	18,270,043	0.87
7	Karnaval.com	34,958	14,836,552	0.66
8	EMF Corporate	27,408	5,633,541	1.45
9	ESPN Radio Corporate	26,497	11,354,406	0.71
10	Cox Radio Inc. [∞]	24,589	8,807,622	0.84
11	Entercom Communications Corp. [∞]	22,931	8,835,343	0.78
12	idobi Radio	21,149	2,990,390	1.95
13	Univision [∞]	20,740	11,677,105	0.54
14	Sky Radio B.V.	15,302	2,246,386	1.65
15	Greater Media Corporate [∞]	14,736	4,288,713	1.04
16	AccuRadio [∞]	13,922	2,088,981	1.93
17	Townsquare Media [∞]	13,351	2,638,649	1.52
18	977Music.com Corporate [∞]	11,626	4,581,541	0.75
19	COPE	10,912	4,237,134	0.69
20	Salem Communications [∞]	10,400	3,353,314	0.92

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¹ May All Streams Ranker does not include Pandora Corporate

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² Clear Channel Radio includes TheBlaze Radio Network



MAY 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	324,055	285,086,860	0.63
1	Pandora Corporate	1,902,718	1,804,438,684	0.58
2	Clear Channel Radio [∞] ¹	242,079	229,738,079	0.58
3	Slacker, Inc.	49,397	50,815,973	0.54
4	CBS Radio Inc.	39,977	26,384,264	0.83
5	NPR Member Stations	38,401	23,516,306	0.88
6	Cumulus Streaming Network [∞]	36,655	25,688,223	0.78
7	EMF Corporate	16,709	6,914,162	1.32
8	idobi Radio	16,668	4,176,617	2.04
9	Cox Radio Inc. [∞]	16,610	11,126,437	0.82
10	ESPN Radio Corporate	16,147	12,759,914	0.70
11	Entercom Communications Corp. [∞]	14,384	10,261,098	0.77
12	Univision [∞]	13,898	15,208,402	0.50
13	Greater Media Corporate [∞]	9,155	5,017,581	1.00
14	Townsquare Media [∞]	8,218	3,054,333	1.47
15	Salem Communications [∞]	6,864	4,075,601	0.92
16	New York Public Radio	6,085	3,225,905	1.01
17	Hubbard Broadcasting [∞]	5,829	2,739,947	1.16
18	AccuRadio [∞]	4,654	1,257,875	2.03
19	Beasley Broadcasting Corporate [∞]	3,966	3,090,438	0.71
20	Prisa Radio	3,660	3,973,772	0.51

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MAY 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	345,935	299,208,073	0.64
1	Clear Channel Radio ^{∞ 2}	245,457	233,060,845	0.58
2	Prisa Radio	67,106	52,711,977	0.69
3	Slacker, Inc.	54,512	55,293,237	0.54
4	NPR Member Stations	42,946	26,619,973	0.87
5	CBS Radio Inc.	40,393	26,726,871	0.83
6	Cumulus Streaming Network [∞]	38,061	26,402,839	0.79
7	Karnaval.com	27,148	21,899,060	0.64
8	idobi Radio	21,085	5,414,467	2.00
9	EMF Corporate	18,978	7,917,432	1.31
10	ESPN Radio Corporate	17,024	13,566,644	0.69
11	Cox Radio Inc. [∞]	16,686	11,178,250	0.82
12	Entercom Communications Corp. [∞]	14,801	10,518,863	0.77
13	Univision [∞]	14,694	15,624,913	0.52
14	Sky Radio B.V.	11,548	3,245,655	1.63
15	AccuRadio [∞]	10,378	2,980,562	1.85
16	977Music.com Corporate [∞]	9,994	7,501,978	0.72
17	Greater Media Corporate [∞]	9,683	5,318,622	1.00
18	Townsquare Media [∞]	8,740	3,306,633	1.44
19	COPE	8,057	5,779,444	0.70
20	Salem Communications [∞]	7,065	4,187,688	0.92

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