

# **AUGUST 2015 TOP 20 RANKER**

BY WEBCAST METRICS®

## AUGUST DIGITAL AUDIO INSIGHTS & TRENDS

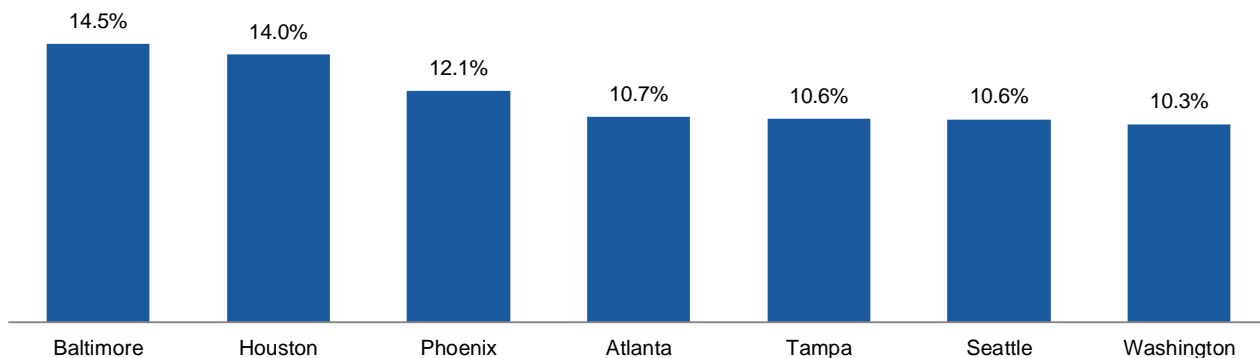
### Total Listening for All Measured Clients

All measured clients within the Domestic U.S. showed 4,116,715 Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and 3,416,586 AAS during the Monday-Sunday 6:00AM-Midnight daypart.

### Top Markets

Looking at the top 20 markets, Baltimore showed the largest listening gain with a 14.5 percent increase in AAS, followed by Houston, Phoenix, Atlanta, Tampa, Seattle and Washington.

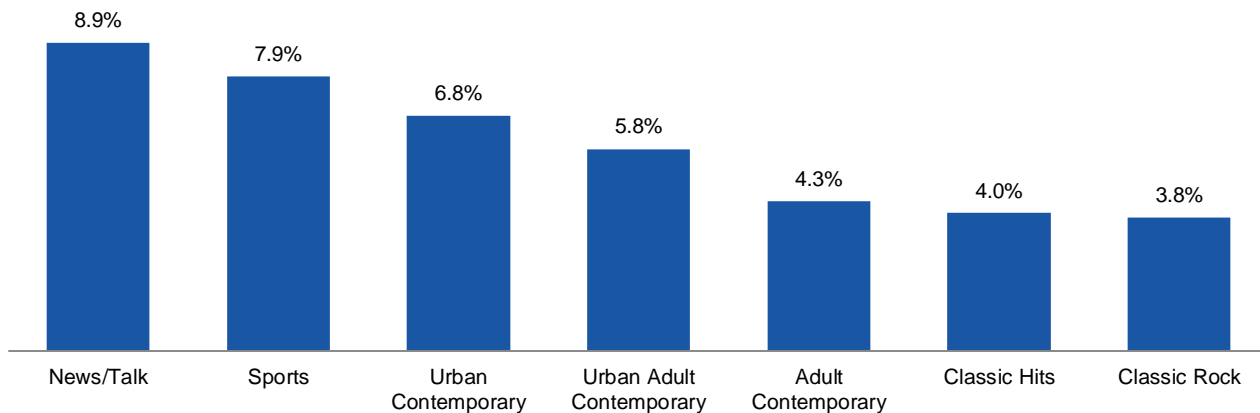
*(M-F 6A-8P, August 2015 vs. July 2015)*



### Top Formats

The News/Talk format showed the largest listening gains with an 8.9 percent increase in AAS, followed by Sports, Urban Contemporary, Urban Adult Contemporary, Adult Contemporary, Classic Hits and Classic Rock.

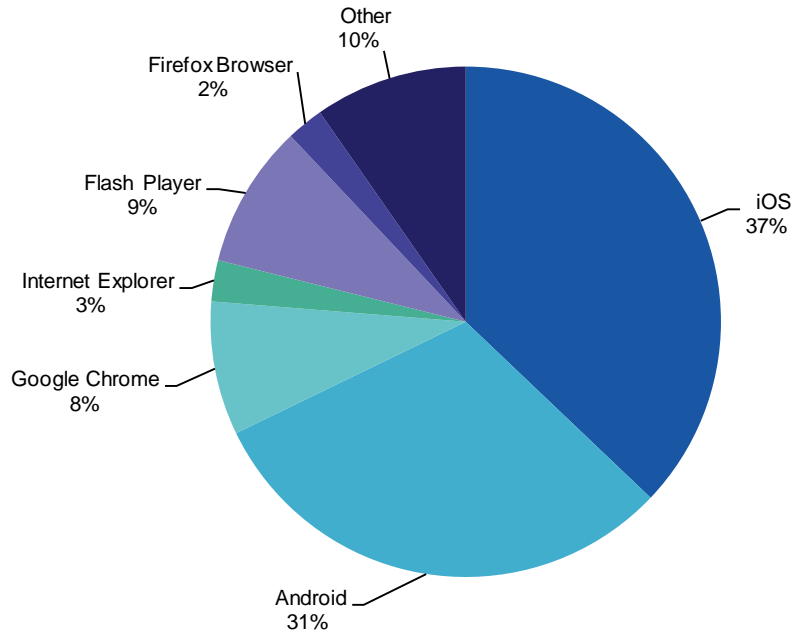
*(M-F 6A-8P, August 2015 vs. July 2015)*



### Top Devices

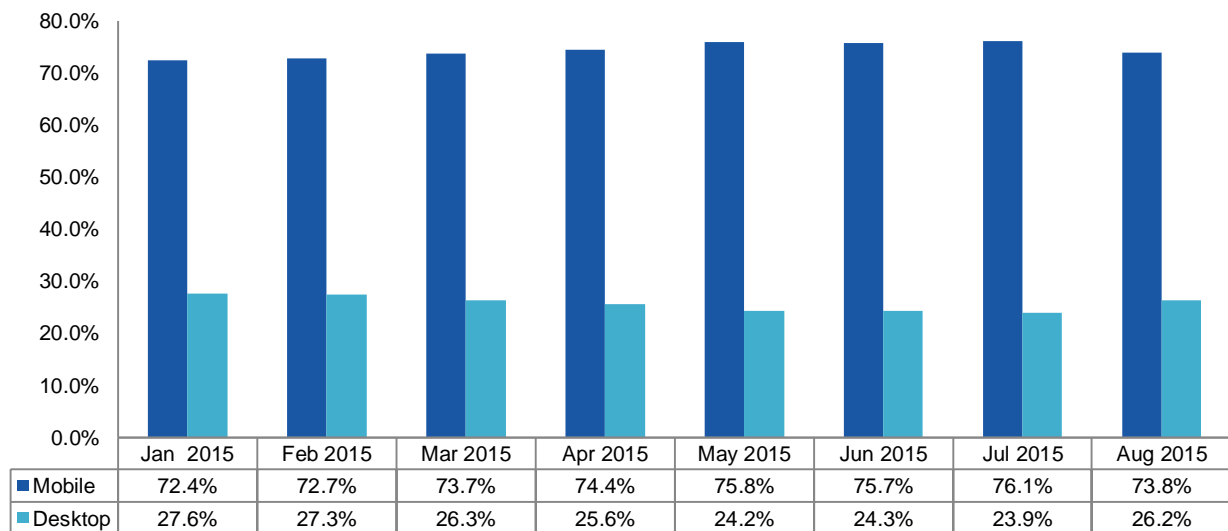
iOS led with 37 percent of listening taking place on an iOS device, followed by Android at 31 percent, Flash Player at 9 percent, and Google Chrome at 8 percent.

(M-F 6A-8P)



### Mobile vs. Desktop Breakout

Mobile listening represented 73.8 percent of total listening in August 2015, compared to 26.2 percent on desktop. Trending for the first eight months of 2015 is charted below.



## AUGUST DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for August 2015. 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](http://www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf)

If you have any further questions, please contact: [Measurement@TritonDigital.com](mailto:Measurement@TritonDigital.com)

See August rankings below:



## AUGUST DOMESTIC RANKER (based on AAS)

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

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,308,639	1,083,038,806	0.62
2	Spotify Corporate	965,179	668,102,594	0.42
3	iHeartMedia <sup>1</sup>	371,772	155,797,078	0.69
4	Cumulus Streaming Network	55,613	22,844,372	0.70
5	CBS Radio Inc.	54,562	18,602,123	0.84
6	Slacker, Inc.	51,616	37,559,170	0.40
7	NPR Member Stations	44,934	17,565,963	0.72
8	ESPN Radio Corporate	25,696	13,381,930	0.56
9	Univision	20,937	10,576,211	0.58
10	EMF Corporate	19,060	5,748,844	0.95
11	idobi Radio	16,474	2,251,644	1.93
12	Townsquare Media	12,653	2,311,825	1.56
13	Salem Communications	12,272	4,288,323	0.81
14	Greater Media Corporate	12,098	4,485,249	0.78
15	Hubbard Broadcasting	9,778	2,786,043	0.99
16	AccuRadio	9,448	1,413,399	1.91
17	New York Public Radio	7,854	2,056,732	1.05
18	Emmis Communications	7,784	3,619,192	0.62
19	Bonneville Corporate	7,025	2,424,867	0.83
20	Beasley Broadcasting Corporate	6,552	2,305,512	0.82

**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

<sup>1</sup> iHeartMedia includes TheBlaze Radio Network

# AUGUST ALL STREAMS RANKER (based on AAS)

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

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	iHeartMedia <sup>1</sup>	375,509	157,583,125	0.69
2	Prisa Radio	86,341	34,272,128	0.71
3	Cumulus Streaming Network	57,245	23,379,155	0.70
4	CBS Radio Inc.	55,005	18,764,257	0.84
5	Slacker, Inc.	54,989	39,258,797	0.41
6	NPR Member Stations	49,337	19,236,956	0.72
7	ESPN Radio Corporate	26,858	13,887,545	0.56
8	Karnaval.com	22,695	9,673,614	0.63
9	Univision	22,158	11,069,019	0.58
10	EMF Corporate	21,025	6,348,922	0.95
11	idobi Radio	20,599	2,870,694	1.89
12	AccuRadio	16,422	2,781,699	1.64
13	Townsquare Media	13,444	2,549,464	1.50
14	Sky Radio B.V.	13,227	2,000,943	1.53
15	Greater Media Corporate	12,599	4,655,351	0.78
16	Salem Communications	12,524	4,369,685	0.82
17	Hubbard Broadcasting	10,420	3,040,764	0.97
18	New York Public Radio	8,593	2,324,745	1.02
19	Radio Monte da Gavea	8,484	1,832,246	1.31
20	977Music.com Corporate	8,308	2,688,868	0.86

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<sup>1</sup> iHeartMedia includes TheBlaze Radio Network

## AUGUST DOMESTIC RANKER (based on AAS)

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

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	1,951,171	1,798,716,662	0.60
2	Spotify Corporate	870,236	1,145,780,841	0.42
3	iHeartMedia <sup>1</sup>	265,033	225,322,148	0.64
4	Slacker, Inc.	43,970	64,400,020	0.38
5	CBS Radio Inc.	35,682	23,659,507	0.82
6	Cumulus Streaming Network	35,431	28,226,594	0.69
7	NPR Member Stations	34,154	25,954,667	0.71
8	ESPN Radio Corporate	16,764	15,440,644	0.60
9	idobi Radio	16,663	4,342,871	1.97
10	Univision	14,142	13,581,520	0.58
11	EMF Corporate	12,635	7,770,451	0.89
12	Salem Communications	7,961	5,288,541	0.81
13	Townsquare Media	7,763	2,822,407	1.49
14	Greater Media Corporate	7,470	5,406,143	0.76
15	AccuRadio	6,160	1,839,686	1.81
16	Hubbard Broadcasting	5,910	3,244,217	0.98
17	New York Public Radio	5,752	2,890,985	1.05
18	Emmis Communications	5,247	4,956,423	0.58
19	Bonneville Corporate	4,483	3,062,689	0.80
20	Beasley Broadcasting Corporate	4,145	2,908,761	0.78

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## AUGUST ALL STREAMS RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	iHeartMedia <sup>1</sup>	268,691	228,582,215	0.64
2	Prisa Radio	58,348	45,323,242	0.69
3	Slacker, Inc.	47,004	67,377,535	0.39
4	NPR Member Stations	38,090	28,788,140	0.71
5	Cumulus Streaming Network	36,794	29,061,315	0.69
6	CBS Radio Inc.	36,062	23,921,908	0.82
7	idobi Radio	20,831	5,492,034	1.94
8	ESPN Radio Corporate	17,608	16,112,289	0.60
9	Karnaval.com	16,982	14,935,338	0.59
10	Univision	14,885	14,141,368	0.58
11	EMF Corporate	14,119	8,704,929	0.88
12	AccuRadio	11,795	4,039,660	1.55
13	Sky Radio B.V.	10,112	3,072,895	1.50
14	Townsquare Media	8,390	3,211,781	1.41
15	Salem Communications	8,178	5,419,007	0.82
16	Greater Media Corporate	7,845	5,655,007	0.76
17	977Music.com Corporate	7,063	4,546,750	0.83
18	Hubbard Broadcasting	6,489	3,691,003	0.94
19	New York Public Radio	6,399	3,333,365	1.01
20	Radio Monte da Gavea	5,351	2,334,310	1.24

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