

# **NOVEMBER 2015 TOP 20 RANKER**

BY WEBCAST METRICS®

## NOVEMBER DIGITAL AUDIO INSIGHTS & TRENDS

### Total Listening for All Measured Clients

All measured clients within the Domestic U.S. showed 4,372,548 Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and 3,613,254 AAS during the Monday-Sunday 6:00AM-Midnight daypart.

### Taking a Closer Look

Overall streaming was up when compared to November 2014. November 2015 AAS increased 14.6 percent during the Domestic M-F 6A-8P daypart and 14.4 percent during the Domestic M-SU 6A-Midnight daypart.

### The Thanksgiving Effect

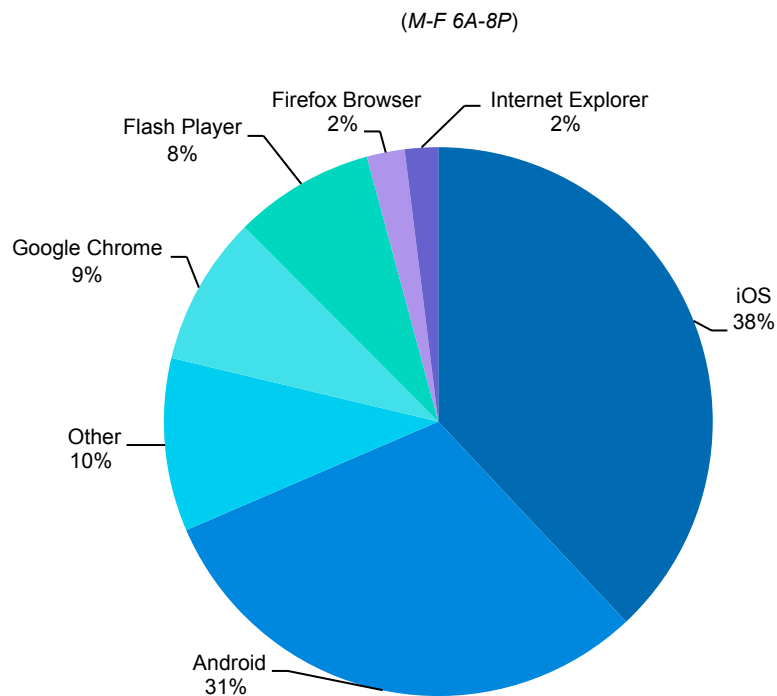
Overall AAS declined 12.5 percent during the week of Thanksgiving (M-F 6A-8P) when compared to the three weeks prior. Mobile listening declined 3.6 percent while desktop dropped by 24.1 percent. Pureplay listening was down 9.9 percent while broadcast streams declined by 29.4 percent.

Total AAS was down over 30 percent on the Thursday and Friday of Thanksgiving week when compared to the other Thursday's and Friday's during the month. The majority of the top formats were down 30-40 percent during the holiday week, with the Holiday format ramping up.

These listening patterns are consistent with 2014 trends.

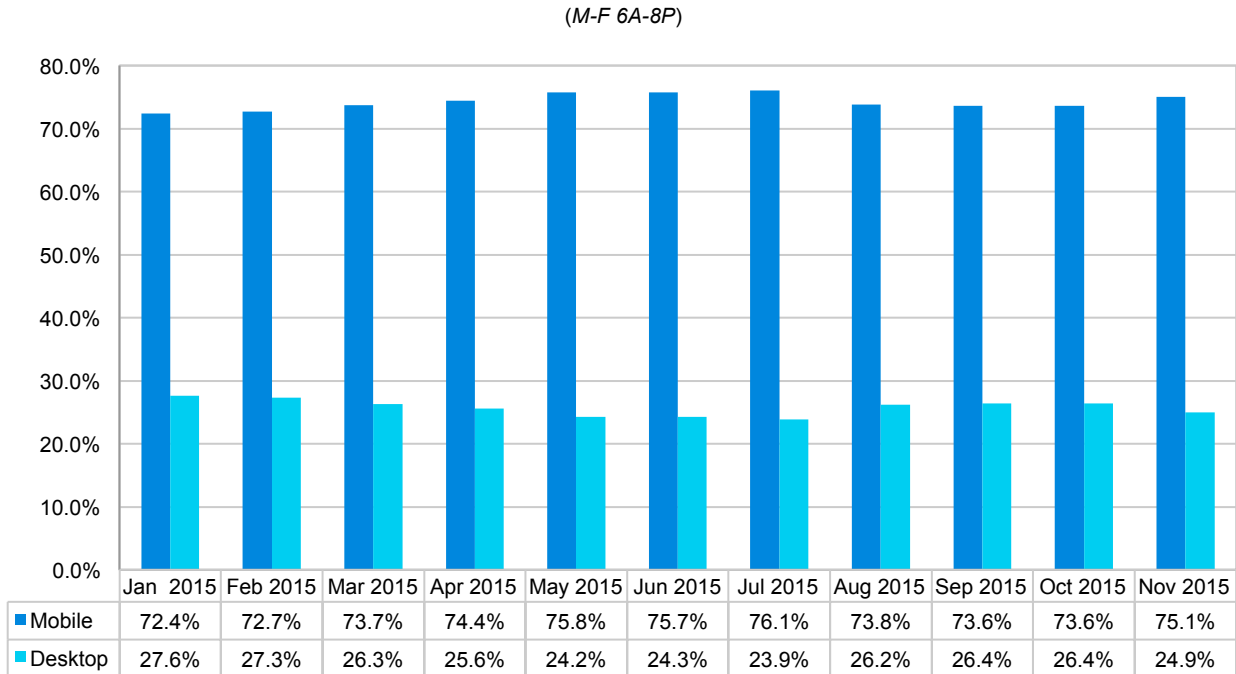
### Top Devices

38 percent of listening took place on an iOS device, followed by Android at 31 percent, Google Chrome at 9 percent and Flash Player at 8 percent.



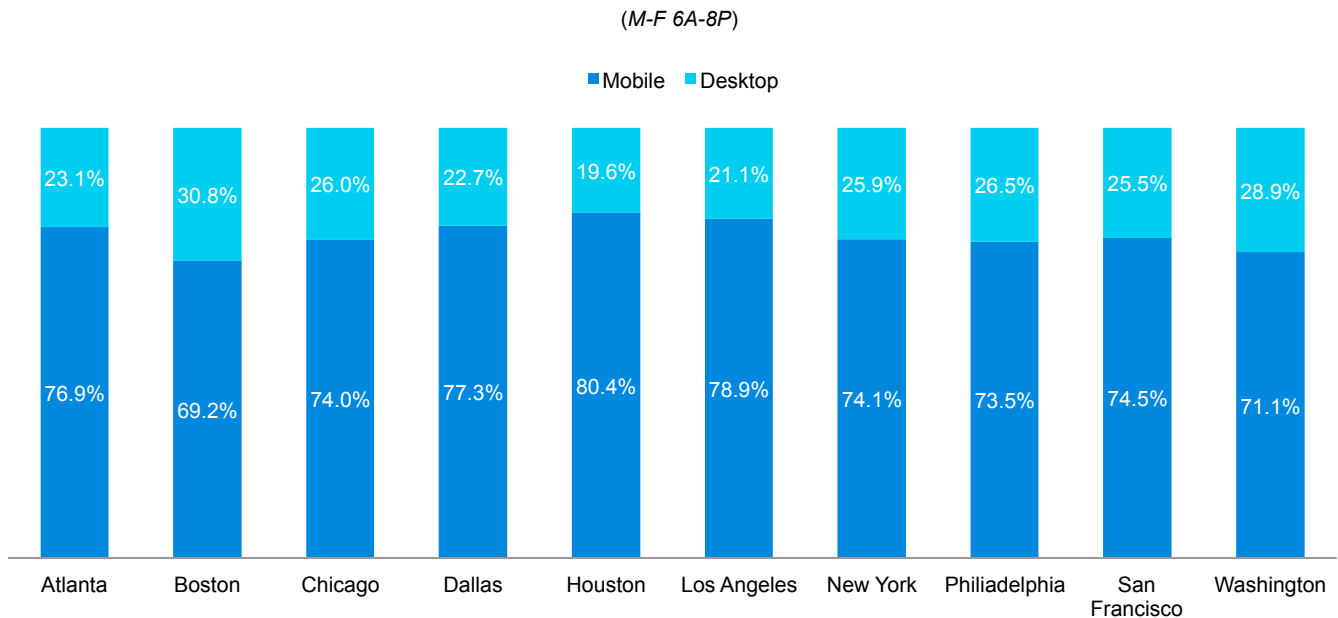
## Mobile Consumption

Mobile listening showed a slight decline between August and October before returning to typical listening levels in November, which saw 75.1 percent of all listening taking place on a mobile device. Compared to November 2014, mobile listening was up 46.6 percent. Trending for the first eleven months of 2015 is charted below.



## Top 10 Markets by Listening Device

The following chart shows the top 10 markets by AAS broken out by listening device.



## NOVEMBER DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for November 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 November rankings below:

# NOVEMBER 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	2,419,536	1,140,797,515	0.61
2	Spotify Corporate	1,081,682	798,155,340	0.39
3	iHeartRadio <sup>1 2</sup>	392,194	167,736,834	0.67
4	Cumulus Streaming Network	56,353	20,632,787	0.78
5	CBS Radio Inc.	55,728	18,583,186	0.86
6	NPR Member Stations	48,370	18,595,251	0.73
7	ESPN Radio Corporate	25,940	13,181,470	0.57
8	Entercom Communications Corp.	25,838	10,546,754	0.71
9	EMF Corporate	21,314	4,301,812	1.41
10	Univision	19,599	9,671,387	0.59
11	Greater Media Corporate	11,865	4,349,366	0.79
12	Townsquare Media	11,851	2,544,590	1.33
13	Salem Communications	11,379	3,747,567	0.86
14	AccuRadio	10,868	1,911,411	1.63
15	idobi Radio	10,015	1,276,025	2.04
16	Hubbard Broadcasting	9,628	2,493,994	1.09
17	Emmis Communications	8,880	3,905,851	0.66
18	New York Public Radio	8,408	2,209,986	1.04
19	Bonneville Corporate	7,833	2,961,808	0.76
20	Beasley Broadcasting Corporate	6,135	2,176,248	0.81

**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> iHeartRadio was previously listed as iHeartMedia

<sup>2</sup> iHeartRadio includes TheBlaze Radio Network

# NOVEMBER ALL STREAMS RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	iHeartRadio <sup>1 2</sup>	396,673	169,805,128	0.67
2	Prisa Radio	97,457	34,809,745	0.77
3	Cumulus Streaming Network	58,022	21,224,050	0.78
4	CBS Radio Inc.	56,256	18,773,632	0.85
5	NPR Member Stations	53,273	20,382,636	0.73
6	EMF Corporate	30,022	5,013,301	1.66
7	ESPN Radio Corporate	27,172	13,677,509	0.58
8	Entercom Communications Corp.	26,614	10,825,129	0.71
9	Karnaval.com	20,855	9,611,634	0.58
10	Univision	20,694	10,087,485	0.60
11	AccuRadio	19,557	3,633,205	1.50
12	Sky Radio B.V.	15,117	2,165,095	1.59
13	Townsquare Media	12,648	2,793,816	1.29
14	idobi Radio	12,526	1,621,348	2.01
15	Greater Media Corporate	12,352	4,545,076	0.78
16	Salem Communications	11,587	3,816,956	0.86
17	Hubbard Broadcasting	10,303	2,746,007	1.05
18	New York Public Radio	9,212	2,503,836	1.00
19	Emmis Communications	8,925	3,928,920	0.65
20	Bonneville Corporate	7,967	3,015,134	0.76

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# NOVEMBER 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	2,012,620	1,780,344,290	0.60
2	Spotify Corporate	978,021	1,288,484,754	0.41
3	iHeartRadio <sup>1 2</sup>	285,109	235,872,047	0.64
4	CBS Radio Inc.	37,391	23,421,994	0.84
5	NPR Member Stations	37,109	26,582,462	0.72
6	Cumulus Streaming Network	37,044	25,669,392	0.76
7	ESPN Radio Corporate	17,846	16,352,222	0.58
8	Entercom Communications Corp.	16,989	12,648,496	0.72
9	EMF Corporate	14,472	5,870,723	1.29
10	Univision	13,309	11,907,549	0.60
11	idobi Radio	9,669	2,339,124	2.04
12	Salem Communications	7,671	4,590,485	0.87
13	Townsquare Media	7,492	3,106,268	1.27
14	Greater Media Corporate	7,490	5,135,862	0.77
15	AccuRadio	7,187	2,377,182	1.59
16	New York Public Radio	6,375	3,076,052	1.05
17	Emmis Communications	6,131	5,251,085	0.62
18	Hubbard Broadcasting	6,007	2,910,397	1.07
19	Bonneville Corporate	5,358	3,861,909	0.73
20	Beasley Broadcasting Corporate	3,980	2,648,355	0.79

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# NOVEMBER 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	iHeartRadio <sup>1 2</sup>	289,389	239,506,112	0.64
2	Prisa Radio	66,837	45,605,489	0.75
3	NPR Member Stations	41,494	29,513,297	0.73
4	Cumulus Streaming Network	38,456	26,614,777	0.76
5	CBS Radio Inc.	37,852	23,726,617	0.84
6	EMF Corporate	21,025	6,868,240	1.57
7	ESPN Radio Corporate	18,807	17,090,227	0.59
8	Entercom Communications Corp.	17,553	13,021,787	0.72
9	Karnaval.com	16,191	15,097,295	0.54
10	AccuRadio	14,223	5,013,157	1.45
11	Univision	13,992	12,371,816	0.60
12	idobi Radio	12,087	2,951,022	2.02
13	Sky Radio B.V.	11,518	3,179,053	1.57
14	Townsquare Media	8,138	3,508,139	1.21
15	Greater Media Corporate	7,859	5,413,230	0.77
16	Salem Communications	7,856	4,698,794	0.87
17	New York Public Radio	7,098	3,560,749	1.01
18	Hubbard Broadcasting	6,623	3,335,213	1.03
19	977Music.com Corporate	6,481	3,714,029	0.89
20	Emmis Communications	6,173	5,290,894	0.62

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