

SEPTEMBER 2015 TOP 20 RANKER

BY WEBCAST METRICS®

SEPTEMBER DIGITAL AUDIO INSIGHTS & TRENDS

Total Listening for All Measured Clients

All measured clients within the Domestic U.S. showed 4,273,667 Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and 3,602,592 AAS during the Monday-Sunday 6:00AM-Midnight daypart.

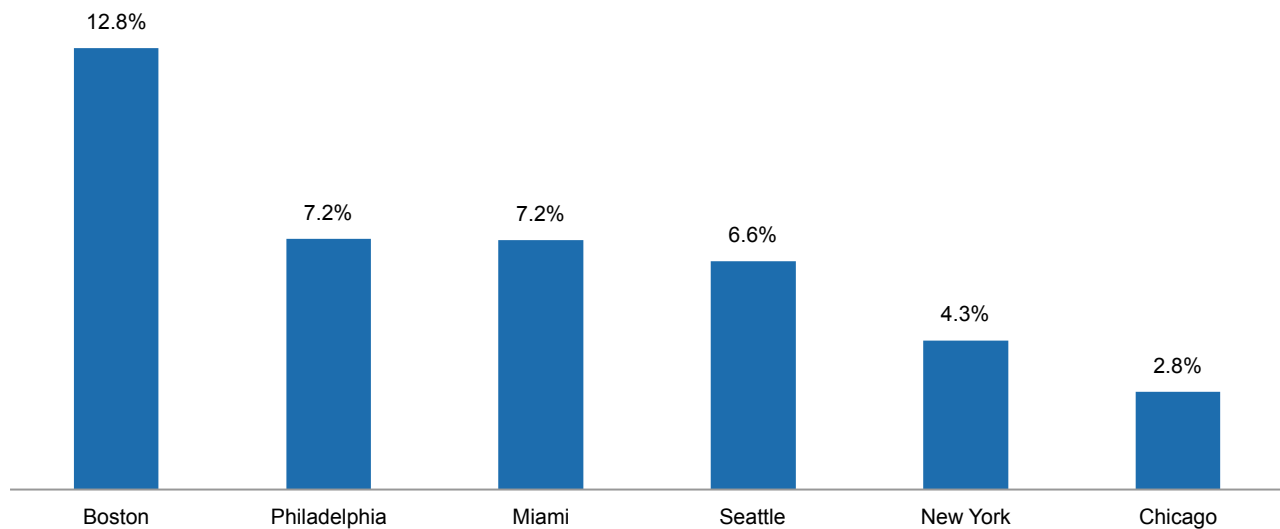
Taking a Closer Look

Overall streaming has seen steady growth when compared to the beginning of 2015. September 2015 Average Active Sessions (AAS) grew in both the Domestic M-F 6A-8P daypart (8.4 percent) and the Domestic M-SU 6A-Midnight daypart (8.5 percent).

Top Markets

Looking at the top 20 markets, Boston showed the largest listening gain with a 12.8 percent increase in AAS, followed by Philadelphia, Miami, Seattle, New York, and Chicago.

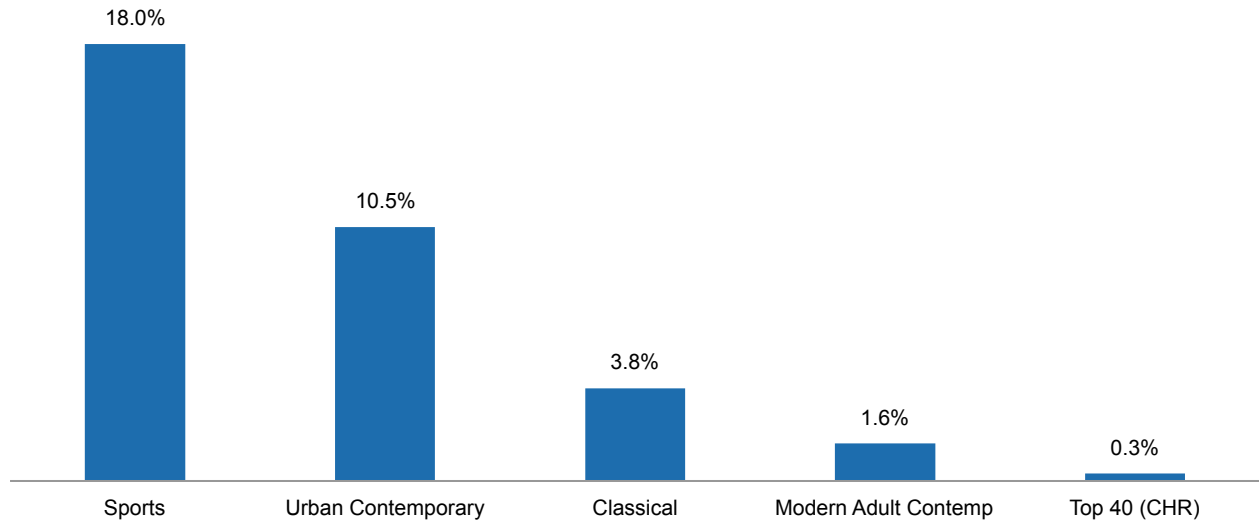
(M-F 6A-8P, September 2015 vs. August 2015)



Top Formats

The Sports format showed the largest listening gains with an 18.0 percent increase in AAS, followed by Urban Contemporary, Classical, Modern Adult Contemporary and Top 40 (CHR). The Sports format received a big boost with the return of the NFL this month.

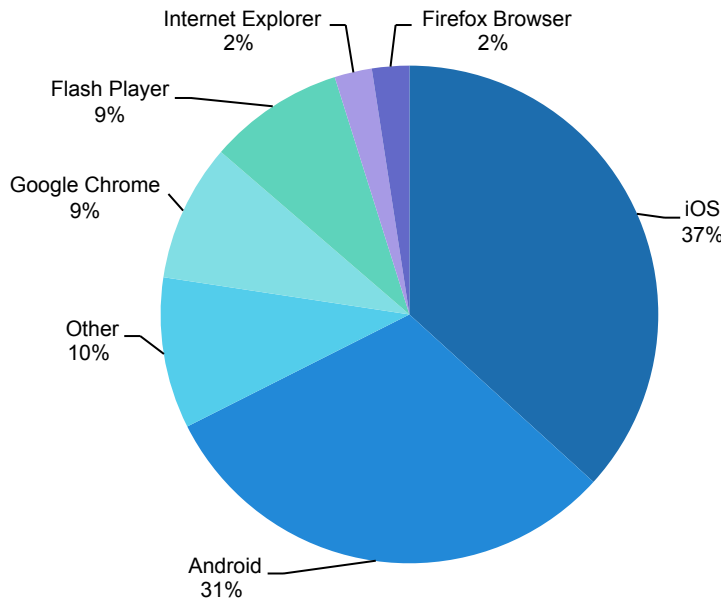
(M-F 6A-8P, September 2015 vs. August 2015)



Top Devices

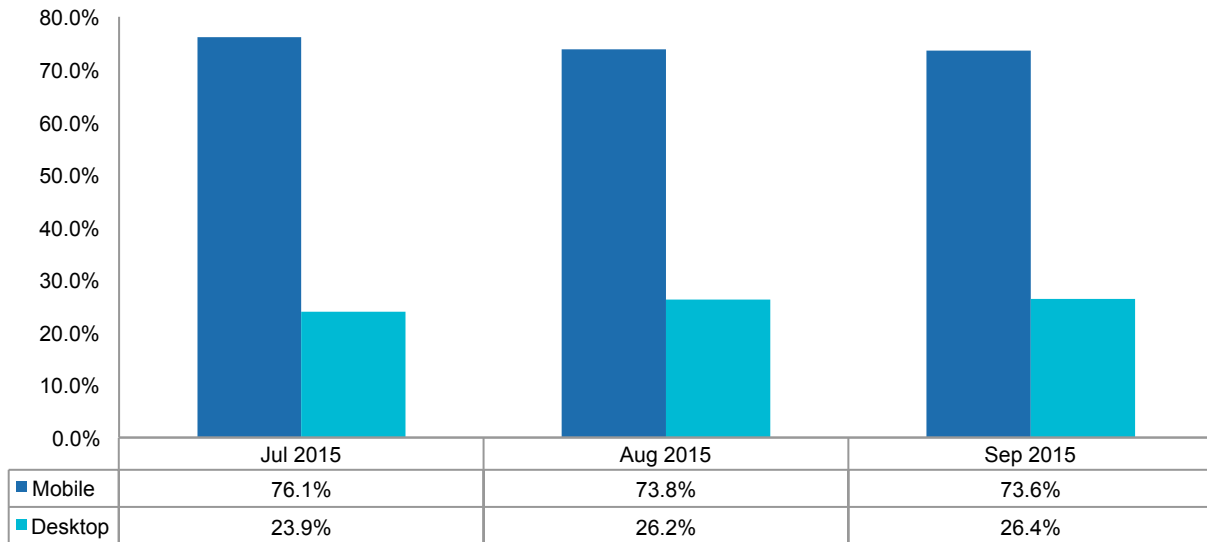
iOS led with 37 percent of listening taking place on an iOS device, followed by Android at 31 percent and Google Chrome and Flash at 9 percent.

(M-F 6A-8P)



3rd Quarter Mobile vs. Desktop Breakout

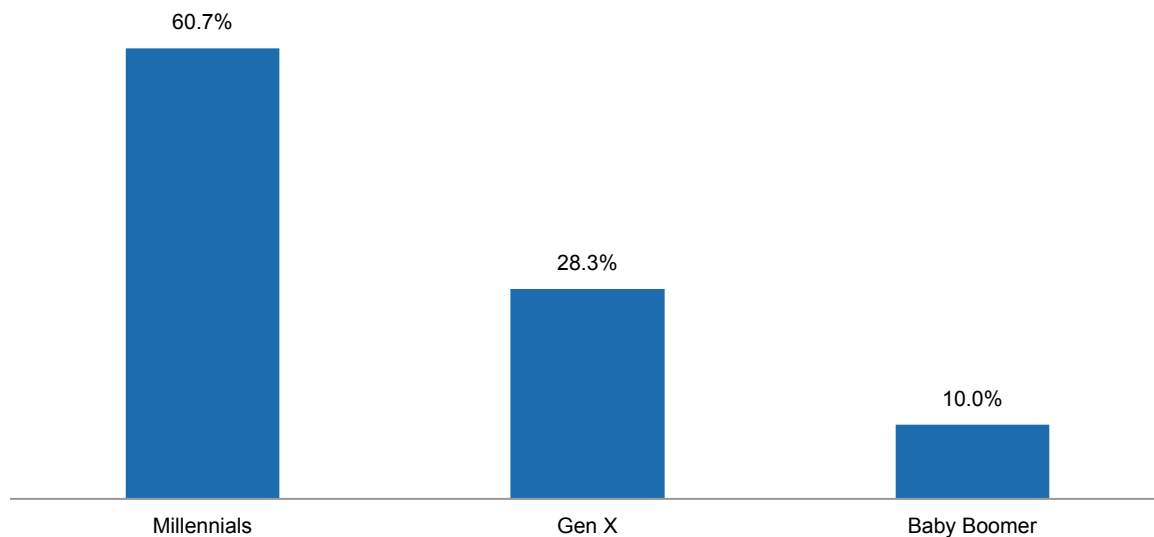
Mobile listening represented 73.6 percent of total listening in September 2015, compared to 26.4 percent on desktop. Mobile listening has come off of July's high as schools get back into session.



Listening by Age

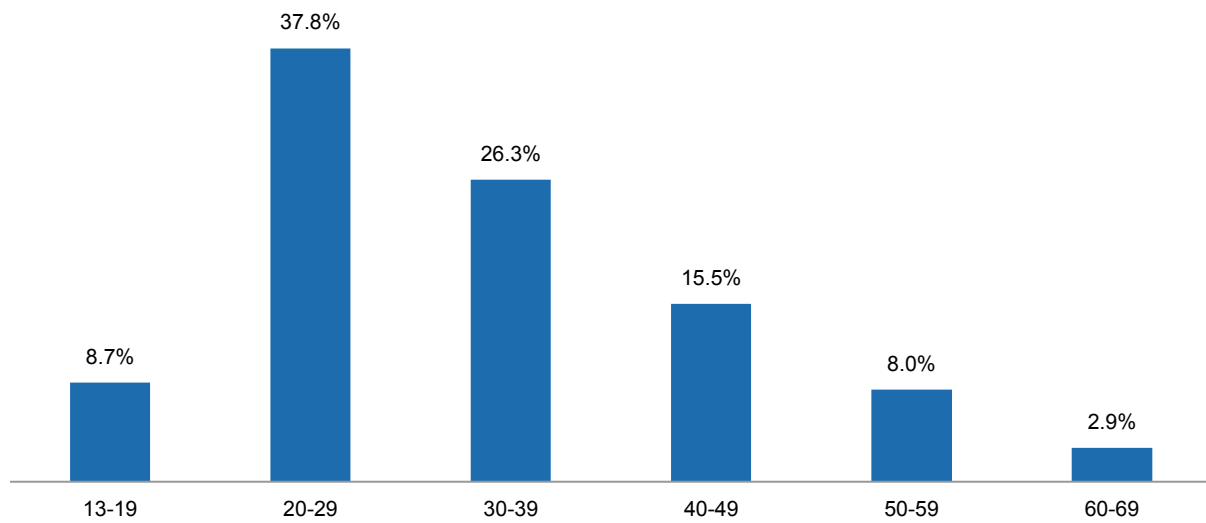
During the first nine months of 2015, Millennial listening has far outpaced listening of other generations. Millennials have accounted for 60.7 percent of all listening, followed by Generation X (28.3 percent) and Baby Boomers (10.0 percent).

(AAS, M-F 6A-8P, January 2015 through September 2015)



The two groups with the most online listening are ages 20-29 (37.8 percent) and 30-39 (26.3 percent).

(AAS, M-F 6A-8P, January 2015 through September 2015)



SEPTEMBER DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for September 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

If you have any further questions, please contact: Measurement@TritonDigital.com

Due to the inclusion of new publisher data, the July 2015 Domestic Rankers have been re-issued. See the September and July Domestic rankings below:

SEPTEMBER DOMESTIC RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,379,406	1,185,631,337	0.61
2	Spotify Corporate	1,016,593	783,802,677	0.40
3	iHeartMedia ¹	373,607	165,927,032	0.68
4	CBS Radio Inc.	59,258	20,789,515	0.85
5	Cumulus Streaming Network	56,588	24,361,917	0.70
6	Slacker, Inc.	51,931	41,773,795	0.38
7	NPR Member Stations	47,788	20,010,538	0.70
8	ESPN Radio Corporate	28,602	15,476,205	0.56
9	Entercom Communications Corp.	27,448	11,458,369	0.73
10	Univision	20,653	10,798,979	0.58
11	EMF Corporate	19,186	6,150,644	0.94
12	idobi Radio	16,383	2,333,640	1.93
13	Greater Media Corporate	12,684	5,085,433	0.76
14	Townsquare Media	12,285	2,451,309	1.49
15	Salem Communications	12,048	4,506,720	0.80
16	AccuRadio	9,880	1,641,533	1.80
17	Hubbard Broadcasting	9,771	3,014,487	0.96
18	Emmis Communications	8,974	4,223,789	0.64
19	New York Public Radio	8,274	2,297,789	1.04
20	Bonneville Corporate	7,858	3,353,238	0.71

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.

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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

¹ iHeartMedia includes TheBlaze Radio Network

SEPTEMBER 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	iHeartMedia ¹	377,643	167,827,287	0.68
2	Prisa Radio	94,638	38,533,603	0.72
3	CBS Radio Inc.	59,756	20,979,994	0.85
4	Cumulus Streaming Network	58,259	24,960,932	0.70
5	Slacker, Inc.	55,204	43,510,550	0.39
6	NPR Member Stations	52,359	21,786,473	0.71
7	ESPN Radio Corporate	29,885	16,048,749	0.57
8	Entercom Communications Corp.	28,193	11,733,586	0.73
9	Univision	21,889	11,298,527	0.59
10	EMF Corporate	21,154	6,800,991	0.93
11	idobi Radio	20,510	2,979,418	1.90
12	Karnaval.com	19,632	9,781,812	0.57
13	AccuRadio	17,484	3,174,818	1.60
14	Sky Radio B.V.	14,018	2,132,705	1.57
15	Greater Media Corporate	13,194	5,292,469	0.75
16	Townsquare Media	13,088	2,702,067	1.44
17	Salem Communications	12,303	4,593,776	0.80
18	Hubbard Broadcasting	10,401	3,279,757	0.94
19	New York Public Radio	9,046	2,588,177	1.01
20	Emmis Communications	9,010	4,243,264	0.64

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SEPTEMBER DOMESTIC RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,024,743	1,816,482,995	0.60
2	Spotify Corporate	937,006	1,237,325,098	0.41
3	iHeartMedia ¹	275,778	227,087,630	0.64
4	Slacker, Inc.	44,326	66,121,304	0.36
5	CBS Radio Inc.	40,615	25,665,753	0.83
6	Cumulus Streaming Network	38,448	29,845,277	0.68
7	NPR Member Stations	36,892	27,406,697	0.70
8	ESPN Radio Corporate	20,096	18,308,031	0.59
9	Entercom Communications Corp.	18,523	13,390,731	0.74
10	idobi Radio	16,521	4,167,419	1.96
11	Univision	14,553	13,134,803	0.59
12	EMF Corporate	13,298	7,915,361	0.89
13	Greater Media Corporate	8,304	5,979,963	0.74
14	Salem Communications	8,294	5,444,090	0.80
15	Townsquare Media	8,007	2,969,240	1.41
16	AccuRadio	6,726	2,015,921	1.75
17	Emmis Communications	6,412	5,555,612	0.61
18	New York Public Radio	6,233	3,035,759	1.05
19	Hubbard Broadcasting	6,230	3,427,027	0.94
20	Bonneville Corporate	5,500	4,287,138	0.68

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SEPTEMBER 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 ¹	279,719	230,330,925	0.64
2	Prisa Radio	66,624	48,802,361	0.71
3	Slacker, Inc.	47,241	68,890,492	0.37
4	CBS Radio Inc.	41,047	25,957,897	0.83
5	NPR Member Stations	41,021	30,244,820	0.70
6	Cumulus Streaming Network	39,878	30,744,007	0.69
7	ESPN Radio Corporate	21,084	19,067,720	0.59
8	idobi Radio	20,677	5,277,907	1.94
9	Entercom Communications Corp.	19,070	13,744,608	0.74
10	Univision	15,365	13,688,852	0.60
11	Karnaval.com	15,245	14,237,050	0.54
12	EMF Corporate	14,844	8,875,448	0.88
13	AccuRadio	12,969	4,311,244	1.54
14	Sky Radio B.V.	10,770	3,016,538	1.55
15	Greater Media Corporate	8,696	6,266,707	0.74
16	Townsquare Media	8,657	3,359,463	1.35
17	Salem Communications	8,523	5,579,218	0.80
18	977Music.com Corporate	6,982	4,175,293	0.86
19	New York Public Radio	6,917	3,483,590	1.01
20	Hubbard Broadcasting	6,806	3,858,445	0.92

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JULY DOMESTIC RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,242,568	1,171,774,675	0.61
2	Spotify Corporate	935,328	703,337,071	0.42
3	iHeartMedia ¹	355,202	161,120,492	0.69
4	Slacker, Inc.	52,469	41,228,888	0.41
5	CBS Radio Inc.	51,269	18,210,256	0.88
6	Cumulus Streaming Network	50,597	22,584,921	0.71
7	NPR Member Stations	45,164	18,666,603	0.74
8	ESPN Radio Corporate	30,774	16,727,341	0.59
9	Univision	19,956	13,011,772	0.49
10	EMF Corporate	16,849	5,846,675	0.91
11	idobi Radio	16,541	2,466,166	1.94
12	Townsquare Media	11,726	2,302,165	1.59
13	Salem Communications	11,001	4,214,956	0.81
14	Greater Media Corporate	10,789	4,321,926	0.79
15	Hubbard Broadcasting	9,129	2,771,598	1.01
16	AccuRadio	7,911	1,314,542	1.88
17	New York Public Radio	7,461	2,158,019	1.04
18	Emmis Communications	6,933	4,040,437	0.54
19	Beasley Broadcasting Corporate	6,090	2,353,746	0.81
20	Bonneville Corporate	5,938	2,263,966	0.83

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	1,931,236	1,799,095,937	0.59
2	Spotify Corporate	845,033	1,112,699,570	0.42
3	iHeartMedia ¹	264,196	220,549,015	0.66
4	Slacker, Inc.	45,374	65,163,916	0.39
5	CBS Radio Inc.	35,398	22,227,588	0.86
6	NPR Member Stations	35,167	25,635,479	0.74
7	Cumulus Streaming Network	34,273	26,993,237	0.69
8	ESPN Radio Corporate	21,094	18,682,587	0.62
9	idobi Radio	16,579	4,312,710	1.97
10	Univision	14,050	15,787,897	0.49
11	EMF Corporate	11,818	7,501,534	0.86
12	Townsquare Media	7,690	2,724,105	1.52
13	Salem Communications	7,575	5,024,949	0.81
14	Greater Media Corporate	7,066	5,048,066	0.77
15	Hubbard Broadcasting	5,951	3,161,038	1.00
16	New York Public Radio	5,630	2,837,387	1.04
17	AccuRadio	5,493	1,657,366	1.79
18	Emmis Communications	4,995	5,466,002	0.50
19	Beasley Broadcasting Corporate	4,102	2,867,814	0.78
20	Bonneville Corporate	4,043	2,792,441	0.79

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