

webcast^{•••}metrics

TOP 20 RANKER

September 2016

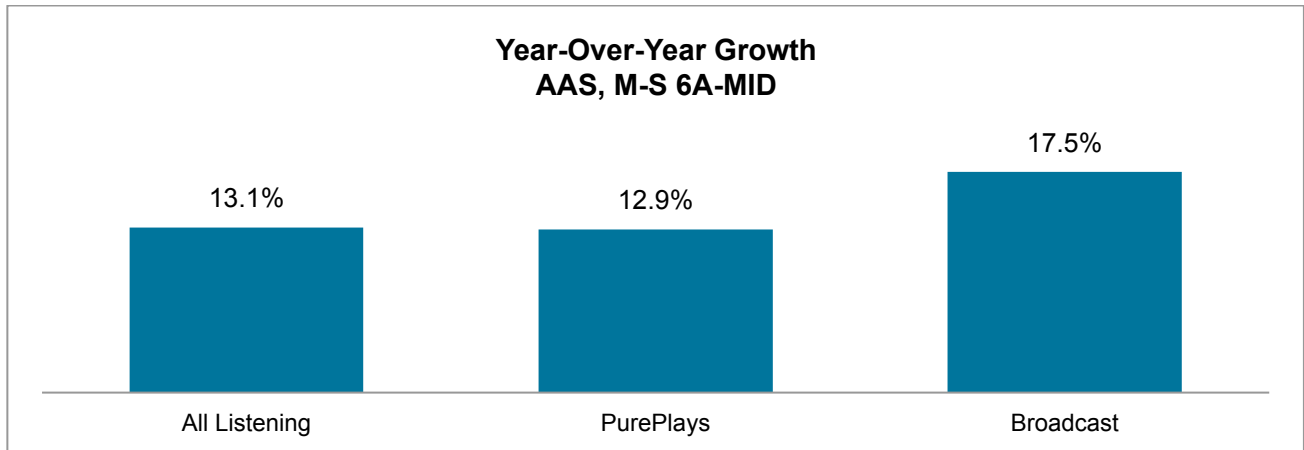
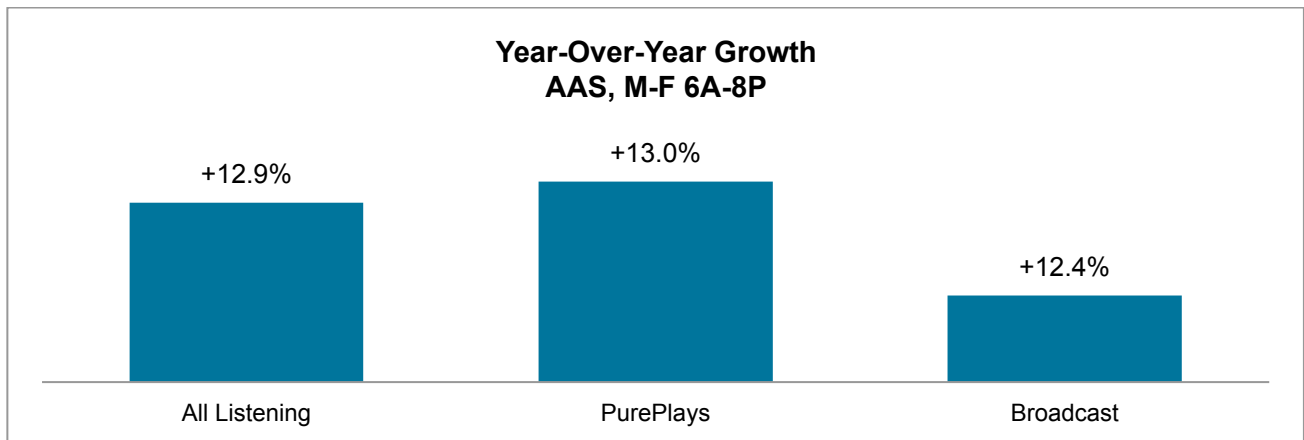
SEPTEMBER 2016: DIGITAL AUDIO INSIGHTS & TRENDS

Total Listening in September 2016

All measured clients within the Domestic U.S. reported a total of **4,824,772** Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and **4,073,728** AAS during the Monday-Sunday 6:00AM-Midnight daypart.

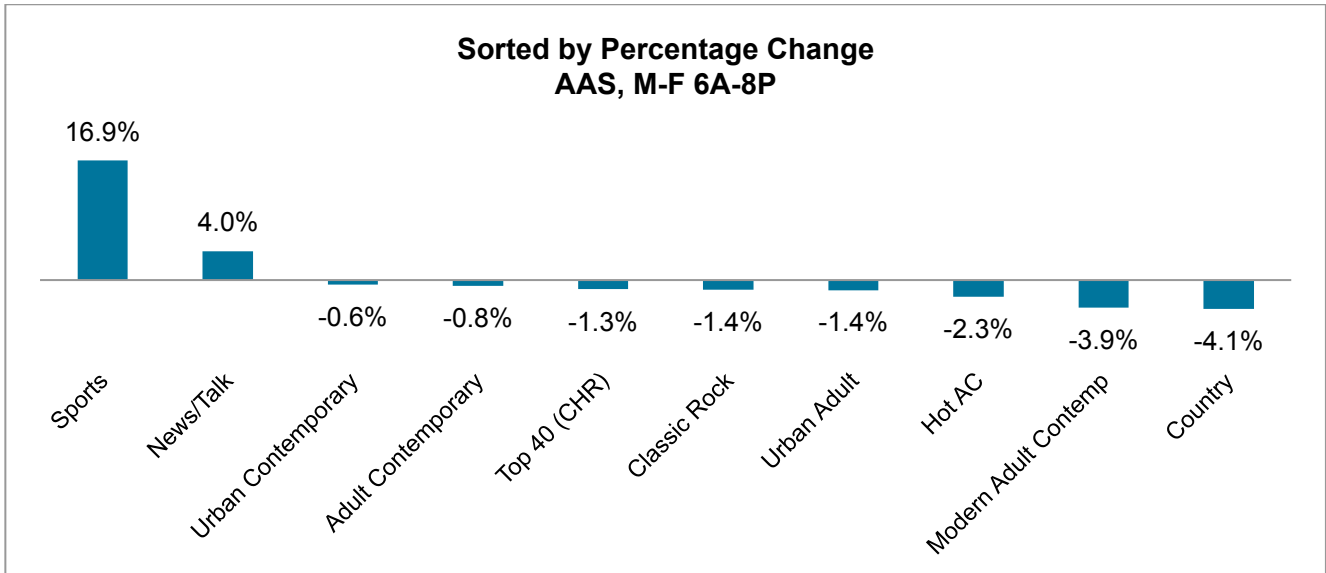
Year-Over-Year Listening (September 2016 vs. September 2015)

Overall streaming has seen steady growth when compared to September 2015. Both Pureplays and AM/FM Broadcasters showed positive growth during the Monday-Friday 6:00AM-8:00PM daypart and the Monday-Sunday 6:00AM-Midnight daypart.

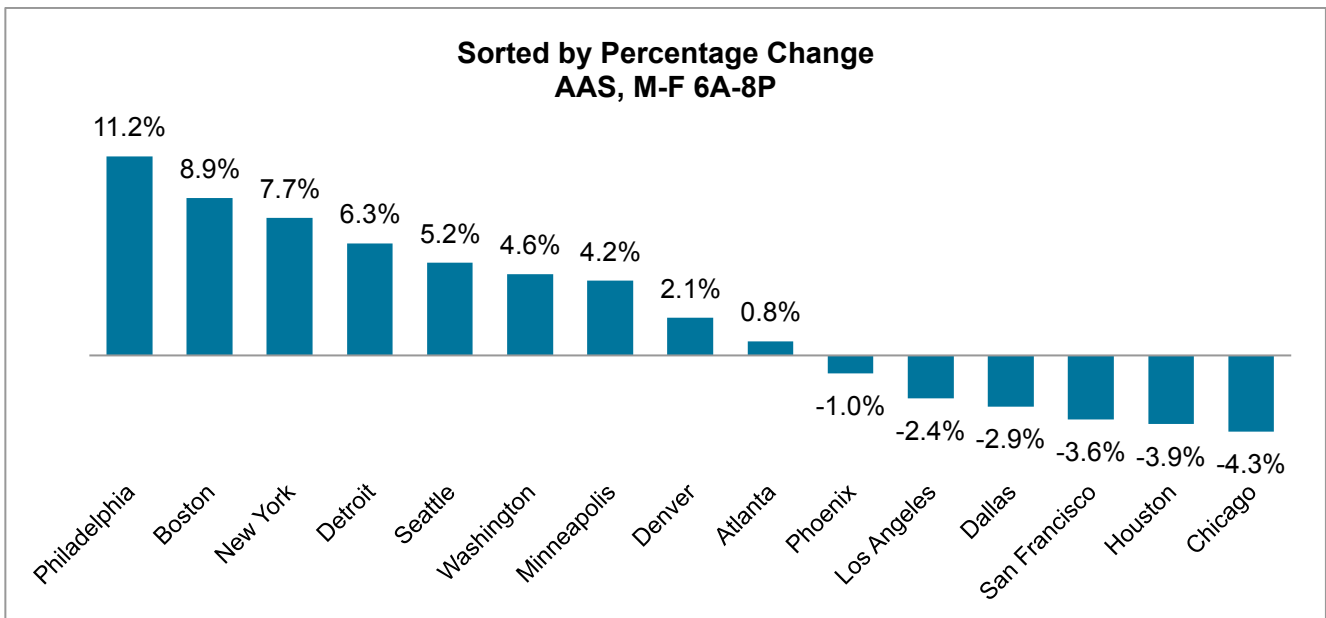


Top 10 Formats (September 2016 vs. August 2016)

The Sports format showed the largest listening gains with a 16.9 percent increase in AAS, followed by News/Talk at 4.0 percent. The Sports format received a big boost with the return of the NFL this month.

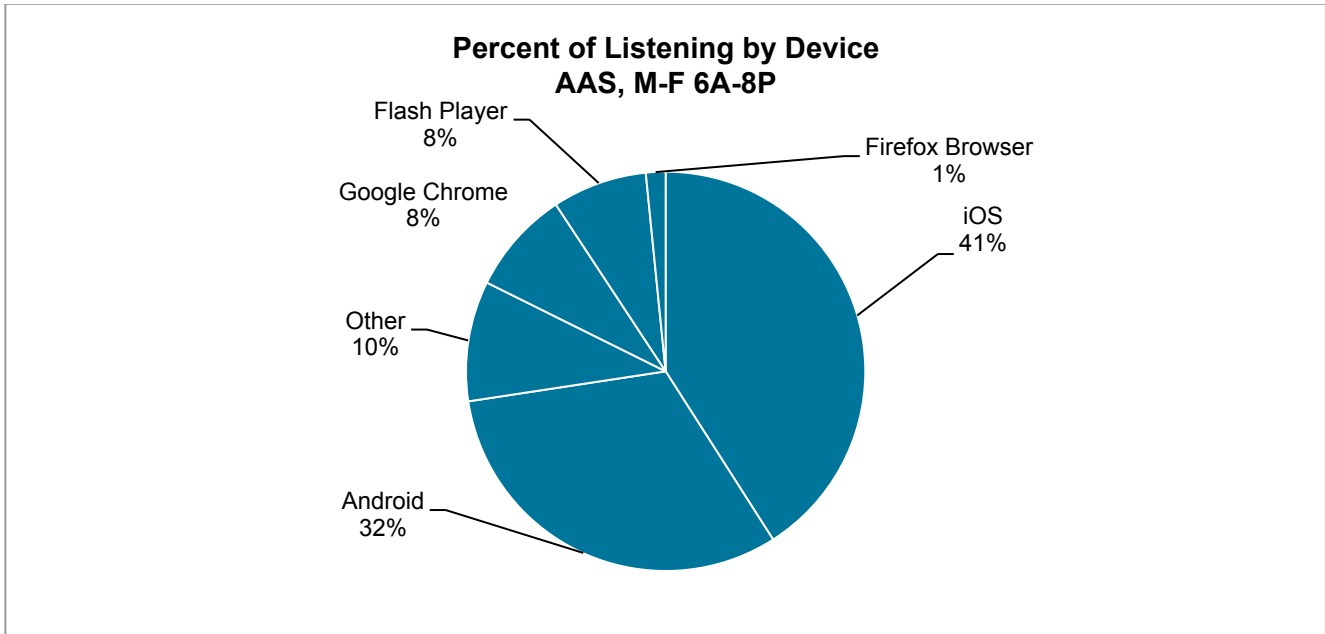


Top 15 Markets (September 2016 vs. August 2016)



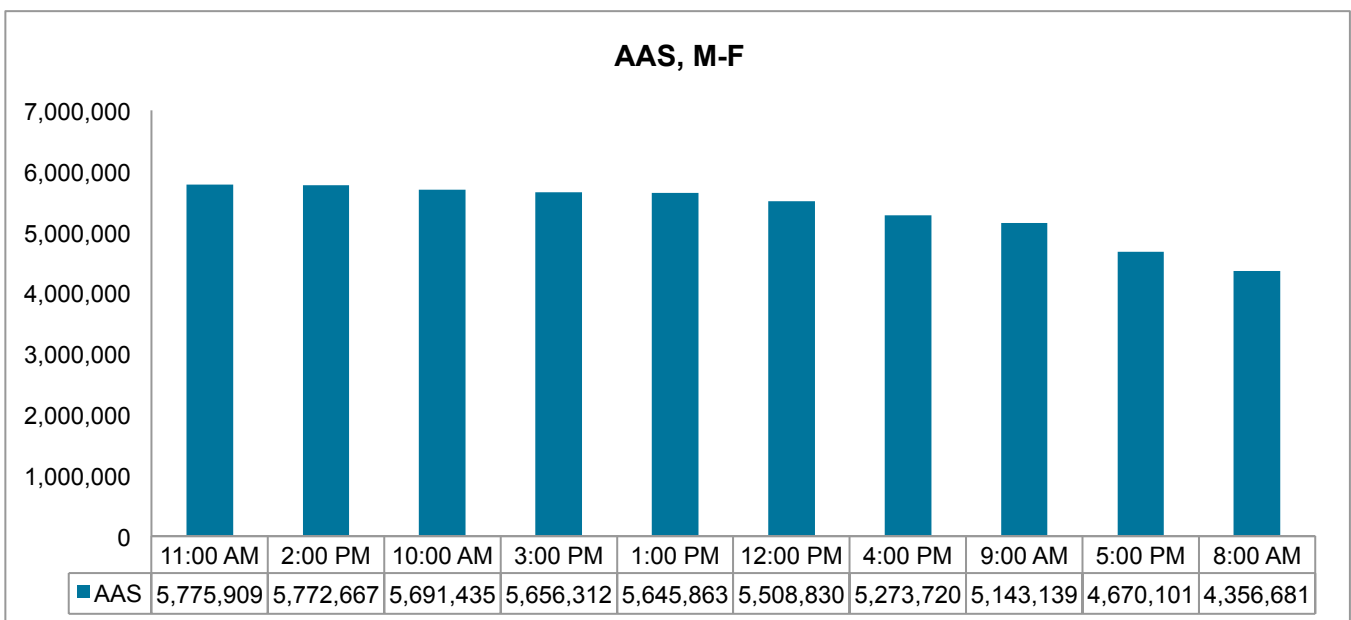
Top Devices in September 2016

41% of listening took place on an iOS device, followed by Android at 32%, Google Chrome at 8% and Flash Player at 8%. During the same period last year, 37% of listening took place on an iOS device, followed by Android at 31%, Google Chrome at 9% and Flash Player at 9%.

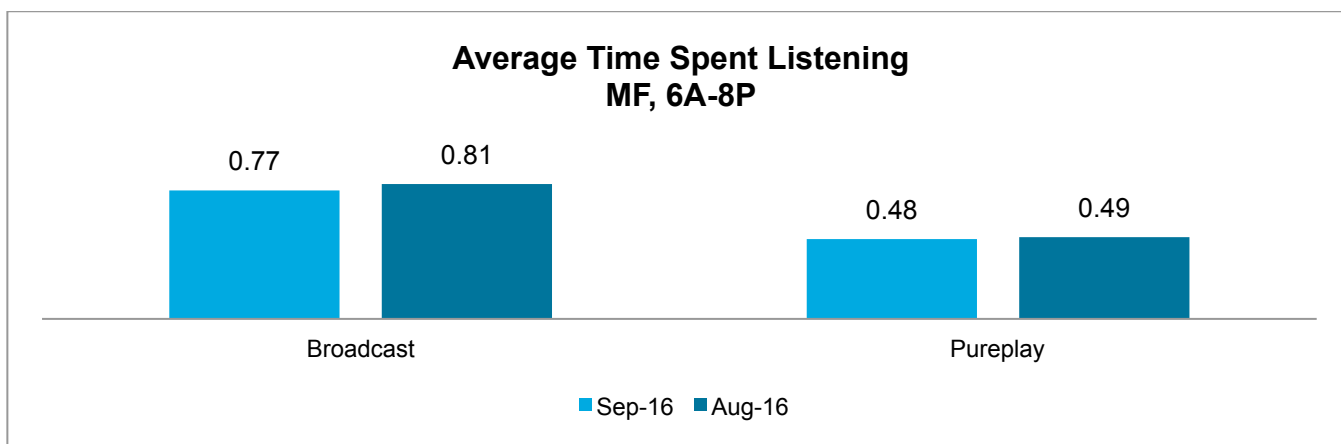
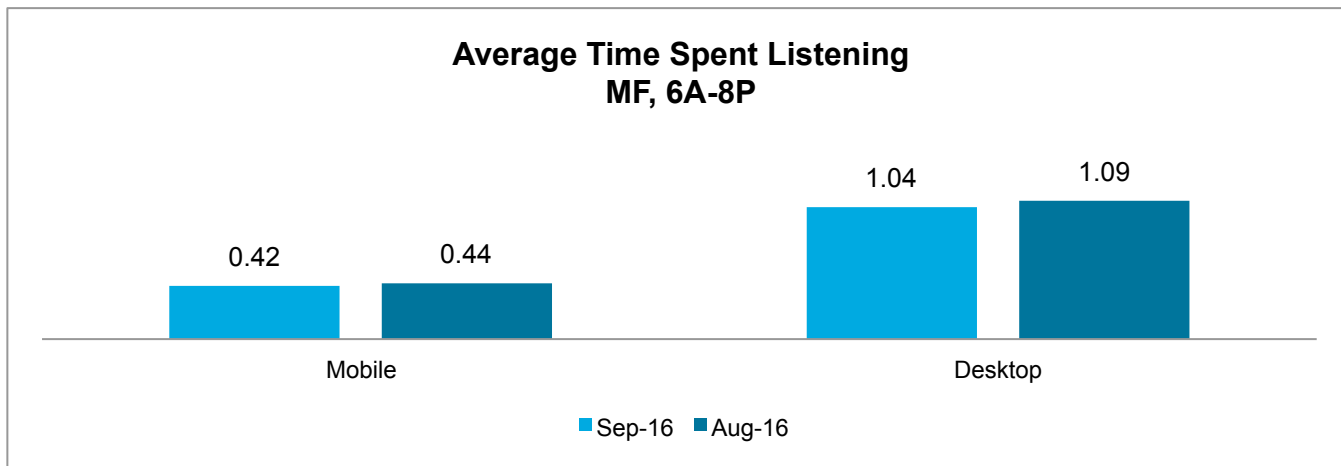


*The category 'Other' consists of devices, types and browsers that are less than 2% of total audio consumption and audio consumption that cannot be classified

Top Listening Hours in September



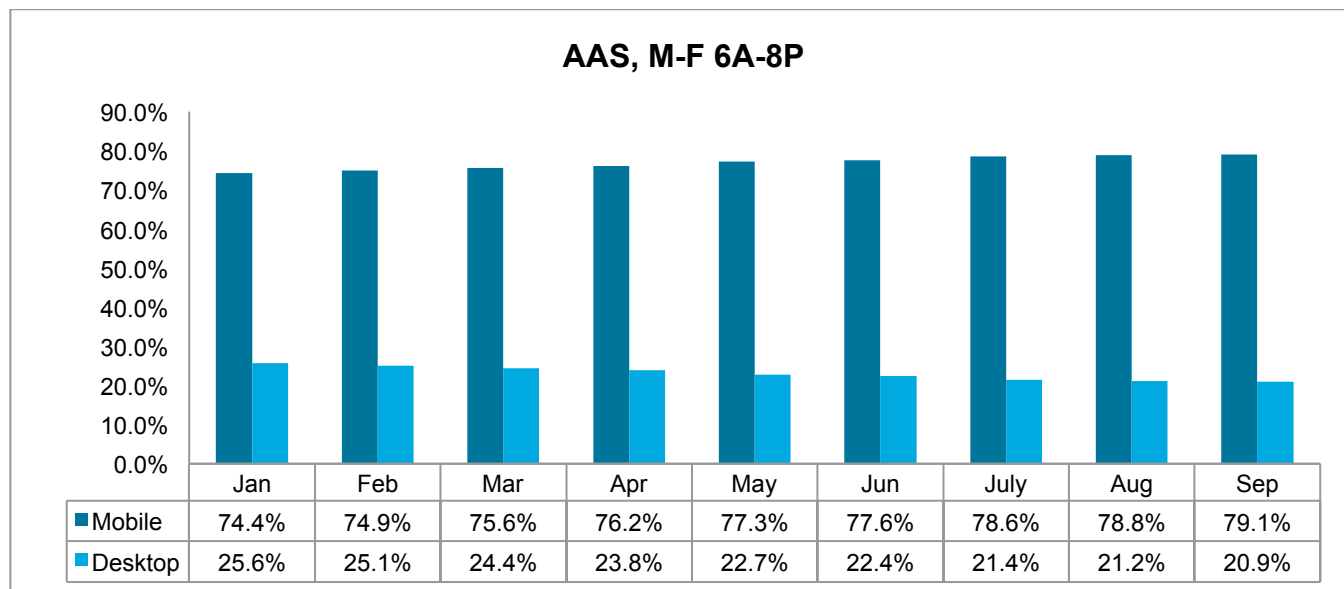
Average Time Spent Listening for September 2016 vs. August 2016



ATSL = The average number of hours for each session with a duration of at least one minute in total and any duration within the reported time period.

Year-to-Date Mobile vs. Desktop Breakout

Mobile listening represented 79.1 percent of total listening in September 2016, compared to 20.9 percent on desktop. Mobile listening has increased 4.7 percent since the beginning of 2016.



Digital Audio Trends and Insights represent all clients measured by Triton.

SEPTEMBER DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for September 2016. 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 September 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
	iHeartMedia Network ¹	1,091,902	462,394,757	0.71
1	Pandora Corporate	2,445,613	1,310,282,524	0.57
2	Spotify Corporate	1,471,155	1,234,475,229	0.36
3	iHeartRadio	411,287	188,858,652	0.66
4	Cumulus Streaming Network	59,736	24,068,994	0.74
5	CBS Radio Inc.	52,717	20,188,686	0.78
6	NPR Member Stations ²	52,369	20,112,922	0.77
7	ESPN Radio Corporate	24,182	10,153,074	0.72
8	Entercom Communications Corp.	24,028	10,780,449	0.68
9	Univision	22,997	12,889,328	0.54
10	EMF Corporate	18,768	5,155,489	1.09
11	AccuRadio	16,482	2,761,729	1.79
12	Greater Media Corporate	14,479	5,543,589	0.79
13	Townsquare Media	13,789	3,047,366	1.35
14	Salem Communications	13,071	4,985,435	0.78
15	Hubbard Broadcasting	11,145	2,740,608	1.21
16	New York Public Radio	10,430	3,474,647	0.88
17	Radio One	10,401	4,157,345	0.75
18	Emmis Communications	10,328	4,473,151	0.70
19	Bonneville Corporate	8,555	3,076,456	0.84
20	Beasley Broadcasting Corporate	6,485	2,284,820	0.85

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.

Total Listening Hours (TLH): Total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total and any duration within the reported time period.

Active Sessions (AS): Number of sessions that were active, with a duration of at least one minute in total and any duration within the reported time period.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

1 iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

2 Publisher experienced minor and varied data issues through the period

In accordance with the Media Rating Council's Invalid Traffic Guidelines, the Triton Streaming Audio Ranker discloses gross received traffic versus net measured traffic. This is represented in Total Listening Hours (TLH) and Active Sessions (AS). The difference between gross received traffic and net measured traffic represents traffic that is excluded from processing as part of the measurement process, as noted below:

Gross Total Listening Hours: 1,447,217,375

Net Total Listening Hours: 1,446,988,857

Gross Active Sessions: 2,916,208,228

Net Active Sessions: 2,915,930,518

% Filtered Total Listening Hours: 99.98%

% Filtered Active Sessions: 99.99%

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
	iHeartMedia Network ¹	1,107,959	469,452,260	0.71
1	iHeartRadio	415,978	191,197,384	0.66
2	Prisa Radio	101,539	35,663,788	0.83
3	Cumulus Streaming Network	61,404	24,585,703	0.75
4	NPR Member Stations ²	58,370	22,160,392	0.78
5	CBS Radio Inc.	53,212	20,375,948	0.78
6	AccuRadio	27,262	4,911,518	1.62
7	ESPN Radio Corporate	25,163	10,576,121	0.72
8	Entercom Communications Corp.	24,635	11,034,417	0.68
9	Univision	24,443	13,575,277	0.55
10	EMF Corporate	21,103	5,838,086	1.08
11	Greater Media Corporate	15,051	5,741,297	0.79
12	Karnaval.com	14,754	8,354,638	0.51
13	Townsquare Media	14,566	3,227,231	1.35
14	Sky Radio B.V.	14,165	2,009,955	1.65
15	Salem Communications	13,286	5,059,154	0.78
16	New York Public Radio	11,315	3,798,444	0.87
17	Hubbard Broadcasting	11,253	2,797,475	1.20
18	Radio One	10,481	4,187,540	0.75
19	Emmis Communications	10,407	4,515,030	0.70
20	Grupo Acir	9,619	3,166,114	0.92

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² Publisher experienced minor and varied data issues through the period

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Gross Total Listening Hours: 289,192,664

Net Total Listening Hours: 288,904,998

Gross Active Sessions: 393,238,229

Net Active Sessions: 392,880,059

% Filtered Total Listening Hours: 99.90%

% Filtered Active Sessions: 99.91%



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
	iHeartMedia Network ¹	746,943	572,210,304	0.69
1	Pandora Corporate	2,073,177	1,970,552,067	0.56
2	Spotify Corporate	1,342,250	1,934,179,354	0.37
3	iHeartRadio	305,096	254,509,310	0.63
4	NPR Member Stations ²	40,313	27,112,997	0.77
5	Cumulus Streaming Network	40,253	28,979,199	0.73
6	CBS Radio Inc.	36,473	24,767,227	0.77
7	ESPN Radio Corporate	16,366	12,174,359	0.71
8	Entercom Communications Corp.	16,251	12,816,640	0.68
9	Univision	15,775	15,193,304	0.56
10	EMF Corporate	12,765	6,585,420	1.02
11	AccuRadio	11,032	3,284,873	1.77
12	Greater Media Corporate	9,540	6,542,423	0.77
13	Townsquare Media	9,002	3,628,698	1.30
14	Salem Communications	8,825	5,890,053	0.78
15	New York Public Radio	7,855	4,561,940	0.89
16	Emmis Communications	7,221	5,757,248	0.66
17	Hubbard Broadcasting	7,185	3,123,536	1.20
18	Radio One	6,797	4,944,457	0.73
19	Bonneville Corporate	5,954	3,903,804	0.81
20	Beasley Broadcasting Corporate	4,319	2,739,988	0.83

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Gross Total Listening Hours: 2,147,637,321

Net Total Listening Hours: 2,147,281,996

Gross Active Sessions: 4,396,619,779

Net Active Sessions: 4,396,172,413

% Filtered Total Listening Hours: 99.98%

% Filtered Active Sessions: 99.99%

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
	iHeartMedia Network ¹	760,205	582,845,708	0.69
1	iHeartRadio	309,551	258,554,861	0.63
2	Prisa Radio	71,023	45,680,102	0.80
3	NPR Member Stations ²	45,702	30,354,192	0.78
4	Cumulus Streaming Network	41,672	29,741,402	0.74
5	CBS Radio Inc.	36,903	25,053,942	0.77
6	AccuRadio	19,821	6,467,073	1.57
7	ESPN Radio Corporate	17,125	12,754,420	0.71
8	Entercom Communications Corp.	16,744	13,180,300	0.68
9	Univision	16,712	15,937,753	0.56
10	EMF Corporate	14,536	7,551,928	1.01
11	Karnaval.com	11,790	12,190,473	0.49
12	Sky Radio B.V.	10,780	2,845,704	1.61
13	Greater Media Corporate	9,990	6,824,608	0.78
14	Townsquare Media	9,600	3,887,383	1.29
15	Salem Communications	9,010	5,996,167	0.79
16	New York Public Radio	8,639	5,061,529	0.88
17	Emmis Communications	7,295	5,825,862	0.66
18	Hubbard Broadcasting	7,287	3,218,161	1.18
19	Radio One	6,861	4,990,129	0.73
20	Sistema Rio de Janeiro de Rádio	6,636	3,178,967	1.09

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Gross Total Listening Hours: 366,392,317

Net Total Listening Hours: 365,945,958

Gross Active Sessions: 515,462,737

Net Active Sessions: 514,894,596

% Filtered Total Listening Hours: 99.88%

% Filtered Active Sessions: 99.89%

