
Top 20 Ranker

October 2017

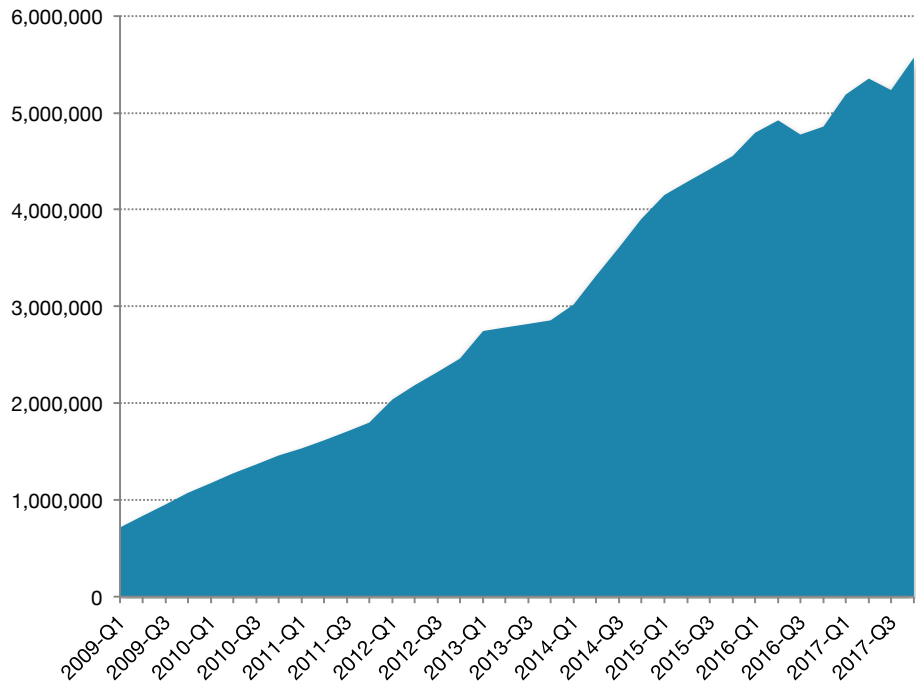
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes U.S. and International listening, as well as insights into listening trends.

October 2017

Digital Audio Insights & Trends

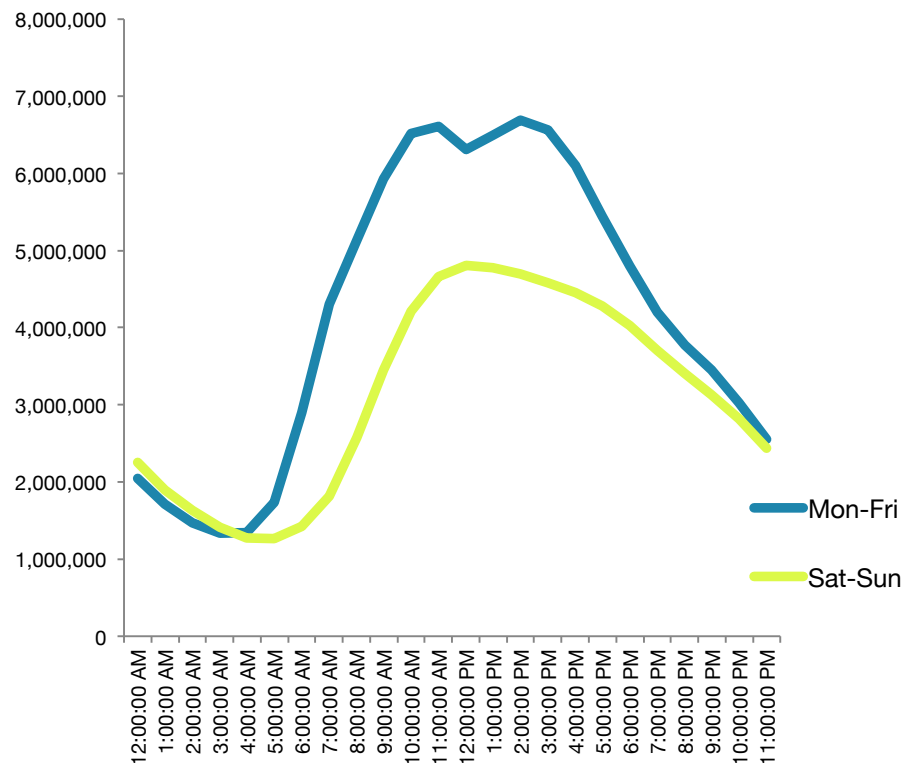
Total Weekday Listening Remains Steady at 5.57 Million in the U.S.

All measured clients within the U.S. reported a total of 5,571,802 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 4,633,299 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



Weekday Listening Shows Highest Peak at 2:00pm

Midweek listening shows peak AAS occurring at 2:00pm in October of 2017. Over the weekend, listening shows peak AAS at 12:00pm, before gradually declining throughout the afternoon.

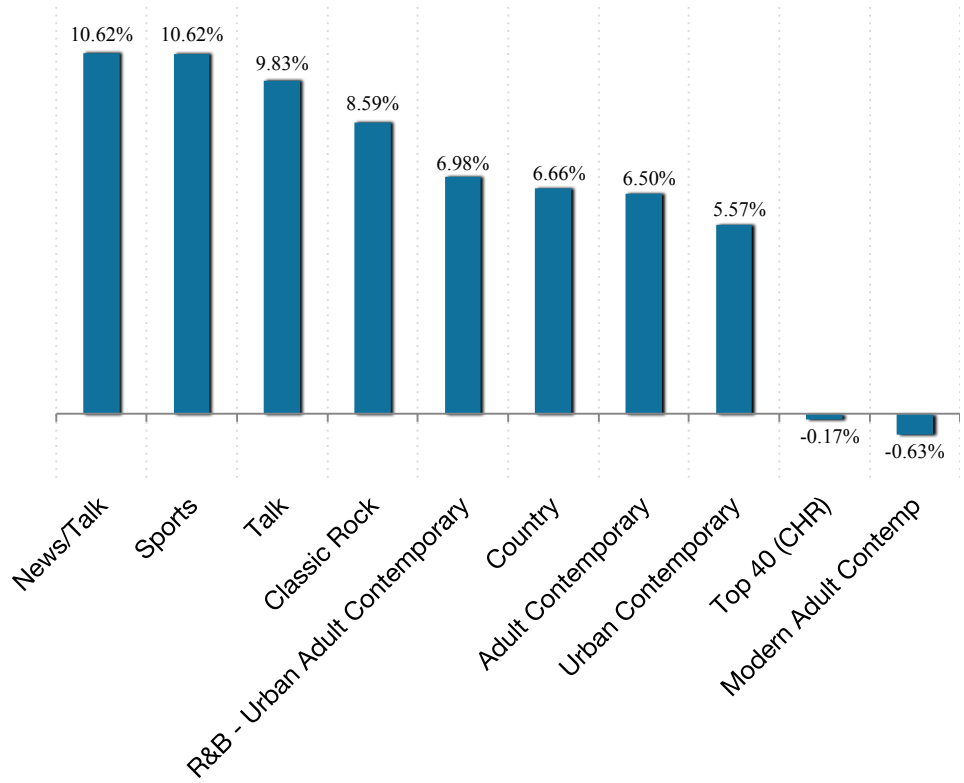


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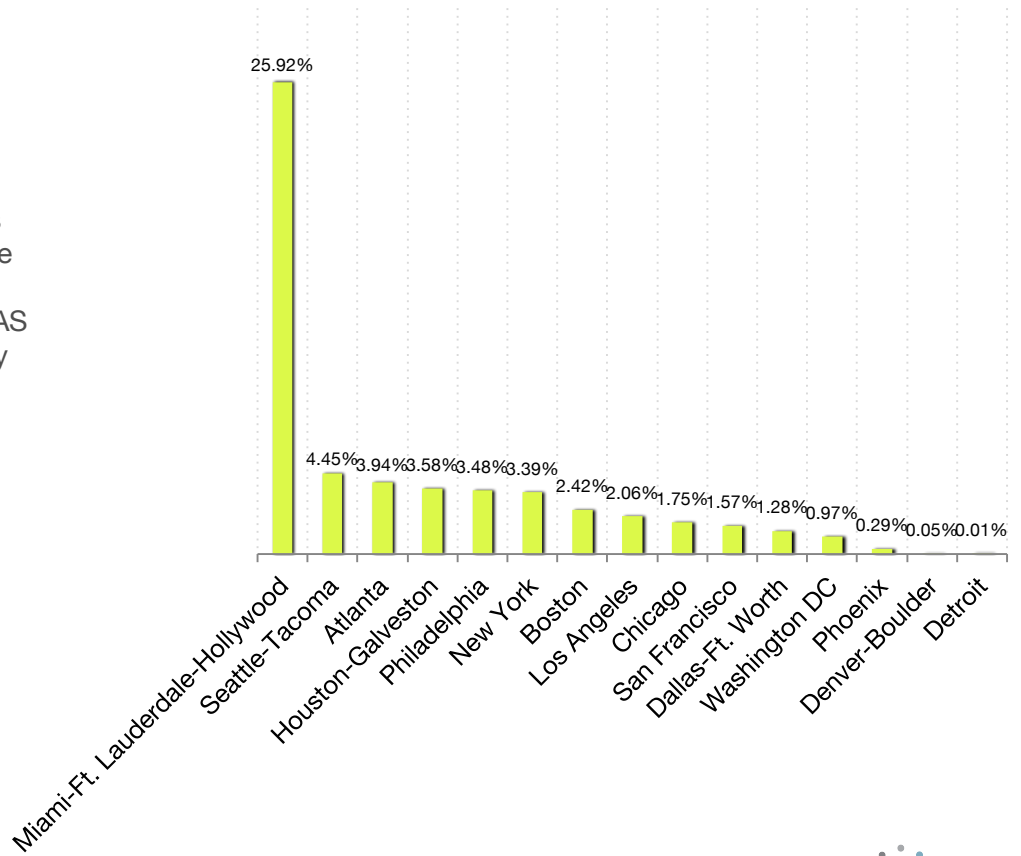
News/Talk Format Shows Largest Increase at 11%

When compared to September 2017, the News/Talk format showed the largest increase at 10.62% in AAS during the Monday through Friday, 6am-7pm daypart.



Miami Market Shows Largest Increase at 26%

Looking at the Top 15 markets as compared to September 2017, the Miami market showed the largest listening increase at 25.92% in AAS during the Monday through Friday 6am to 7pm daypart, followed by Seattle-Tacoma.



October 2017

Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for October 2017. 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 U.S. and International. The U.S. Ranker quantifies listening done inside the U.S. based on log-based information provided by the station, this report is not MRC accredited. The International 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: Ranker@TritonDigital.com

See the October rankings below:



OCTOBER US 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	1,079,538	499,690,878	0.65
1 Pandora Corporate	2,447,596	1,303,656,739	0.57
2 Spotify Corporate	2,200,898	1,758,525,980	0.38
3 iHeartRadio	385,103	211,195,793	0.55
4 Entercom Communications Corp.	75,869	33,672,697	0.68
5 NPR Member Stations ²	73,530	26,453,161	0.83
6 Cumulus Streaming Network	64,675	26,079,350	0.75
7 Beasley Broadcasting Corporate ³	24,456	11,063,836	0.67
8 ESPN Radio Corporate	22,826	11,363,259	0.61
9 Univision	22,724	14,314,029	0.49
10 AccuRadio	20,651	2,674,733	2.31
11 EMF Corporate	15,477	3,606,296	1.28
12 Hubbard Broadcasting	14,356	3,706,010	1.16
13 Salem Communications	13,962	5,627,751	0.74
14 New York Public Radio	11,623	3,898,876	0.89
15 Urban One	10,916	5,000,389	0.66
16 Emmis Communications	9,916	4,370,859	0.68
17 Bonneville Corporate	9,711	3,916,968	0.75
18 Entravision Communications Corporation	6,728	3,428,702	0.60
19 Prisa Radio	6,695	3,779,874	0.61
20 Saga Communications	4,793	1,582,231	0.90

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. Reported data includes listening from both ad-supported and/or ad-free services.

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

3 Beasley Broadcasting Corporate includes Greater Media Corporate

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: 1,668,896,048

Net Total Listening Hours: 1,658,382,412

Gross Active Sessions: 3,481,803,691

Net Active Sessions: 3,456,471,336

% Filtered Total Listening Hours: 99.37%

% Filtered Active Sessions: 99.27%





OCTOBER GLOBAL 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	1,091,136	506,019,351	0.65
1	iHeartRadio	389,622	214,661,912	0.55
2	Prisa Radio	115,892	43,277,531	0.81
3	NPR Member Stations ²	81,424	29,657,233	0.82
4	Entercom Communications Corp.	76,318	34,454,101	0.68
5	Cumulus Streaming Network	66,391	26,640,252	0.75
6	AccuRadio	36,021	4,891,045	2.16
7	Sky Radio B.V.	30,697	5,578,238	1.60
8	Beasley Broadcasting Corporate ³	24,889	11,199,725	0.68
9	ESPN Radio Corporate	23,781	11,793,576	0.61
10	Karnaval.com	22,801	11,111,871	0.61
11	Univision	22,740	14,320,400	0.49
12	Grupo Radio Centro	17,974	6,797,704	0.80
13	EMF Corporate	16,553	3,977,728	1.24
14	Hubbard Broadcasting	14,524	3,811,030	1.14
15	Salem Communications	14,159	5,701,406	0.74
16	New York Public Radio	12,628	4,287,311	0.88
17	Grupo Acir	11,911	3,565,012	1.01
18	CRP Radios	11,437	3,972,114	0.87
19	Urban One	10,969	5,021,074	0.66
20	Emmis Communications	9,989	4,406,990	0.68

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Gross Total Listening Hours: 282,209,325

Net Total Listening Hours: 275,253,162

Gross Active Sessions: 425,371,726

Net Active Sessions: 416,944,474

% Filtered Total Listening Hours: 97.54%

% Filtered Active Sessions: 98.02%



OCTOBER US 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	711,022	620,087,144	0.63
1 Pandora Corporate	2,012,181	1,980,514,115	0.56
2 Spotify Corporate	1,975,582	2,772,365,378	0.39
3 iHeartRadio	274,086	287,800,971	0.52
4 NPR Member Stations ²	54,879	35,344,630	0.84
5 Entercom Communications Corp.	51,657	40,968,120	0.70
6 Cumulus Streaming Network	41,996	31,101,739	0.74
7 ESPN Radio Corporate	17,807	17,016,041	0.58
8 Beasley Broadcasting Corporate ³	15,673	12,929,859	0.67
9 Univision	14,841	16,585,295	0.50
10 AccuRadio	13,596	3,220,549	2.30
11 EMF Corporate	10,524	4,766,172	1.20
12 Salem Communications	9,184	6,631,207	0.75
13 Hubbard Broadcasting	9,080	4,239,291	1.16
14 New York Public Radio	8,693	5,190,322	0.91
15 Urban One	6,930	5,823,644	0.65
16 Emmis Communications	6,688	5,530,905	0.66
17 Bonneville Corporate	6,590	4,850,111	0.75
18 Prisa Radio	4,585	4,678,917	0.60
19 Entravision Communications Corporation	4,084	3,758,704	0.60
20 Saga Communications	3,071	1,848,336	0.90

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Gross Total Listening Hours: 2,528,183,308

Net Total Listening Hours: 2,513,580,741

Gross Active Sessions: 5,296,754,653

Net Active Sessions: 5,264,266,720

% Filtered Total Listening Hours: 99.42%

% Filtered Active Sessions: 99.39%



OCTOBER GLOBAL 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	720,822	630,242,552	0.63
1	iHeartRadio	277,969	293,307,883	0.52
2	Prisa Radio	83,737	59,228,946	0.79
3	NPR Member Stations ²	62,161	40,650,946	0.83
4	Entercom Communications Corp.	52,025	41,895,270	0.69
5	Cumulus Streaming Network	43,456	31,974,448	0.74
6	AccuRadio	25,182	6,414,268	2.11
7	Sky Radio B.V.	22,559	7,644,393	1.59
8	ESPN Radio Corporate	18,611	17,711,643	0.58
9	Karnaval.com	17,079	16,552,768	0.56
10	Beasley Broadcasting Corporate ³	15,983	13,107,842	0.67
11	Univision	14,856	16,595,846	0.50
12	Grupo Radio Centro	11,995	8,645,998	0.76
13	EMF Corporate	11,400	5,330,605	1.16
14	CRP Radios	9,986	6,252,126	0.88
15	New York Public Radio	9,582	5,831,288	0.90
16	Salem Communications	9,356	6,743,178	0.75
17	Hubbard Broadcasting	9,240	4,419,136	1.14
18	Grupo Acir	7,734	4,407,705	0.96
19	Urban One	6,973	5,854,058	0.65
20	Emmis Communications	6,751	5,589,753	0.66

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Gross Total Listening Hours: 365,377,090

Net Total Listening Hours: 354,721,095

Gross Active Sessions: 568,872,486

Net Active Sessions: 555,753,469

% Filtered Total Listening Hours: 97.08%

% Filtered Active Sessions: 97.69%