



FOR IMMEDIATE RELEASE  
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## **Triton Digital Releases July Internet Audio Top 20 Rankers**

Boston, MA – September 8, 2011 – Triton Digital has released its monthly Internet audio Top 20 Ranker for July. The Ranker is a listing of the top-performing Internet 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. The "All Streams" Ranker merely verifies the quantity of streams without qualifying where they are being consumed.

For more information on measurement collection and limitations, please view the Triton Description of Methodology available at

<http://www.tritondigitalmedia.com/Media/Default/Rankers/Triton%20Digital%20Methodology.pdf>

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

See July rankings below:





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
	Katz Online Network~	230,537	55,484,261	1.20
1	Pandora Corporate +	598,679	207,634,427	0.83
2	CBS Radio Inc. °	131,252	41,510,458	0.92
3	Clear Channel Radio ∞	113,094	33,042,899	0.99
4	Citadel Broadcasting Company	47,318	8,882,452	1.52
5	Slacker, Inc.	38,375	14,388,854	0.77
6	Entercom Communications Corp. ∞	23,342	5,199,213	1.29
7	Cox Radio Inc. ∞	19,629	3,738,694	1.51
8	EMF Corporate	18,700	2,659,574	1.94
9	Cumulus Media, Inc. ∞	16,918	3,460,609	1.41
10	ESPN Radio Corporate —	15,318	5,791,238	0.77
11	Digitally Imported Inc. ∞	14,745	5,447,581	0.78
12	Radio One ∞	11,641	2,032,432	1.65
13	Greater Media Corporate ∞	9,075	1,760,520	1.49
14	Emmis Communications ∞	8,577	2,552,176	0.97
15	AccuRadio <sup>2</sup> ∞	8,277	814,802	2.90
16	Salem Communications	6,866	631,278	3.08
17	977Music.com Corporate	5,953	1,348,996	1.27
18	Hubbard Broadcasting	5,749	503,767	3.28
19	Townsquare Media ∞	5,455	1,079,875	1.46
20	Univision ∞	5,232	1,211,245	1.25

**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.

~Excludes the following groups: radioio.com, LLC, Boomer Radio, audiocandy mediagroup LLC, WOR Radio, 3WK LLC, SmoothJazz.com Corp., and Choice Radio Corporate.

+ During this period, the code that measures audience and time spent listening was inadvertently omitted by Pandora in some versions of their mobile applications. Therefore, not all of Pandora's mobile listening is captured in this report. This omission will affect June and July ranker data for Pandora.

—ESPN states that data collection for the month of July was impacted due to a change in service provider.

° AOL Radio and Yahoo LaunchCast are part of CBS Radio Inc.

∞ These groups are part of the Katz Online Network.

<sup>2</sup> Does not include mobile data.



JULY ALL STREAMS RANKER (based on AAS) <sup>1</sup>				
DAYPART 6:00am to 8:00pm, Monday through Friday				
	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Online Network	283,515	76,417,831	1.06
1	CBS Radio Inc. °	128,672	41,495,079	0.90
2	Digitally Imported Inc. ∞	76,312	*	*
3	Prisa Radio	46,758	22,771,275	0.59
4	977Music.com Corporate	45,434	*	*
5	Slacker, Inc.	39,417	15,128,854	0.76
6	1.fm Corporate ∞	22,917	*	0.93
7	Entercom Communications Corp. ∞	22,586	5,372,716	1.21
8	Cox Radio Inc. ∞	19,331	3,999,343	1.39
9	EMF Corporate	18,660	2,791,542	1.84
10	Cumulus Media, Inc. ∞	16,536	3,557,419	1.34
11	ESPN Radio Corporate —	14,814	5,743,599	0.75
12	AccuRadio <sup>2</sup> ∞	14,139	1,653,553	2.34
13	Radio One ∞	9,760	1,726,690	1.62
14	Emmis Communications ∞	9,079	3,016,514	0.87
15	Greater Media Corporate ∞	8,538	1,764,981	1.39
16	Dot 1 Media Corporation	7,175	2,391,556	0.85
17	Salem Communications	6,710	627,939	3.01
18	Univision ∞	5,671	1,340,640	1.22
19	Townsquare Media ∞	5,389	1,083,487	1.44
20	Hubbard Broadcasting	5,265	467,706	3.23

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<sup>1</sup> July All Streams Ranker does not include Clear Channel Radio, Citadel Broadcasting Company, and Pandora Corporate.

\* Triton Digital only records the real time listening statistics for these channels and therefore is not accurately able to determine the total amount of sessions listening to the stream-Requires optional Log or Pixel Tracking.

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JULY DOMESTIC RANKER (based on AAS)~				
DAYPART 6:00am to 12:00am, Monday through Sunday				
	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Online Network~	148,322	75,222,001	1.08
1	Pandora Corporate +	484,349	335,750,736	0.79
2	CBS Radio Inc. °	83,905	53,368,813	0.87
3	Clear Channel Radio ∞	72,593	45,845,637	0.87
4	Citadel Broadcasting Company	30,634	11,337,235	1.47
5	Slacker, Inc.	28,435	23,193,625	0.68
6	Entercom Communications Corp. ∞	14,749	6,698,724	1.21
7	Cox Radio Inc. ∞	12,599	4,928,648	1.40
8	EMF Corporate	12,328	3,767,078	1.74
9	Digitally Imported Inc. ∞	11,678	7,961,747	0.80
10	Cumulus Media, Inc. ∞	10,672	4,461,867	1.31
11	ESPN Radio Corporate —	9,313	6,978,304	0.74
12	Radio One ∞	7,208	2,569,153	1.54
13	Emmis Communications ∞	5,933	3,783,241	0.86
14	AccuRadio <sup>2</sup> ∞	5,874	1,119,963	2.88
15	Greater Media Corporate ∞	5,526	2,142,393	1.42
16	Salem Communications	4,630	759,392	3.32
17	977Music.com Corporate	4,300	1,951,585	1.21
18	Hubbard Broadcasting	3,574	594,492	3.30
19	Univision ∞	3,570	1,689,394	1.16
20	WNYC Radio	3,442	1,301,446	1.44

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JULY ALL STREAMS RANKER (based on AAS) <sup>1</sup>				
DAYPART 6:00am to 12:00am, Monday through Sunday				
	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Online Network	210,369	114,049,223	1.01
1	CBS Radio Inc. °	87,660	56,145,471	0.86
2	Digitally Imported Inc. ∞	61,576	*	*
3	977Music.com Corporate	38,615	*	*
4	Prisa Radio	30,757	29,857,561	0.56
5	Slacker, Inc.	29,316	24,413,210	0.66
6	1.fm Corporate ∞	18,875	*	*
7	Entercom Communications Corp. ∞	15,759	7,416,737	1.17
8	EMF Corporate	14,375	4,308,791	1.77
9	Cox Radio Inc. ∞	13,900	5,779,927	1.31
10	AccuRadio <sup>2</sup> ∞	11,545	2,652,614	2.31
11	Cumulus Media, Inc. ∞	11,229	4,858,709	1.27
12	ESPN Radio Corporate —	9,699	7,260,061	0.74
13	Radio One ∞	7,376	2,653,544	1.52
14	Emmis Communications ∞	6,892	4,728,876	0.80
15	Greater Media Corporate ∞	5,819	2,307,348	1.38
16	Dot 1 Media Corporation	5,552	3,638,782	0.83
17	Salem Communications	4,889	815,271	3.25
18	Univision ∞	4,043	1,910,776	1.16
19	WNYC Radio	3,841	1,555,004	1.34
20	Hubbard Broadcasting	3,656	614,575	3.25

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