

# Top 20 Ranker

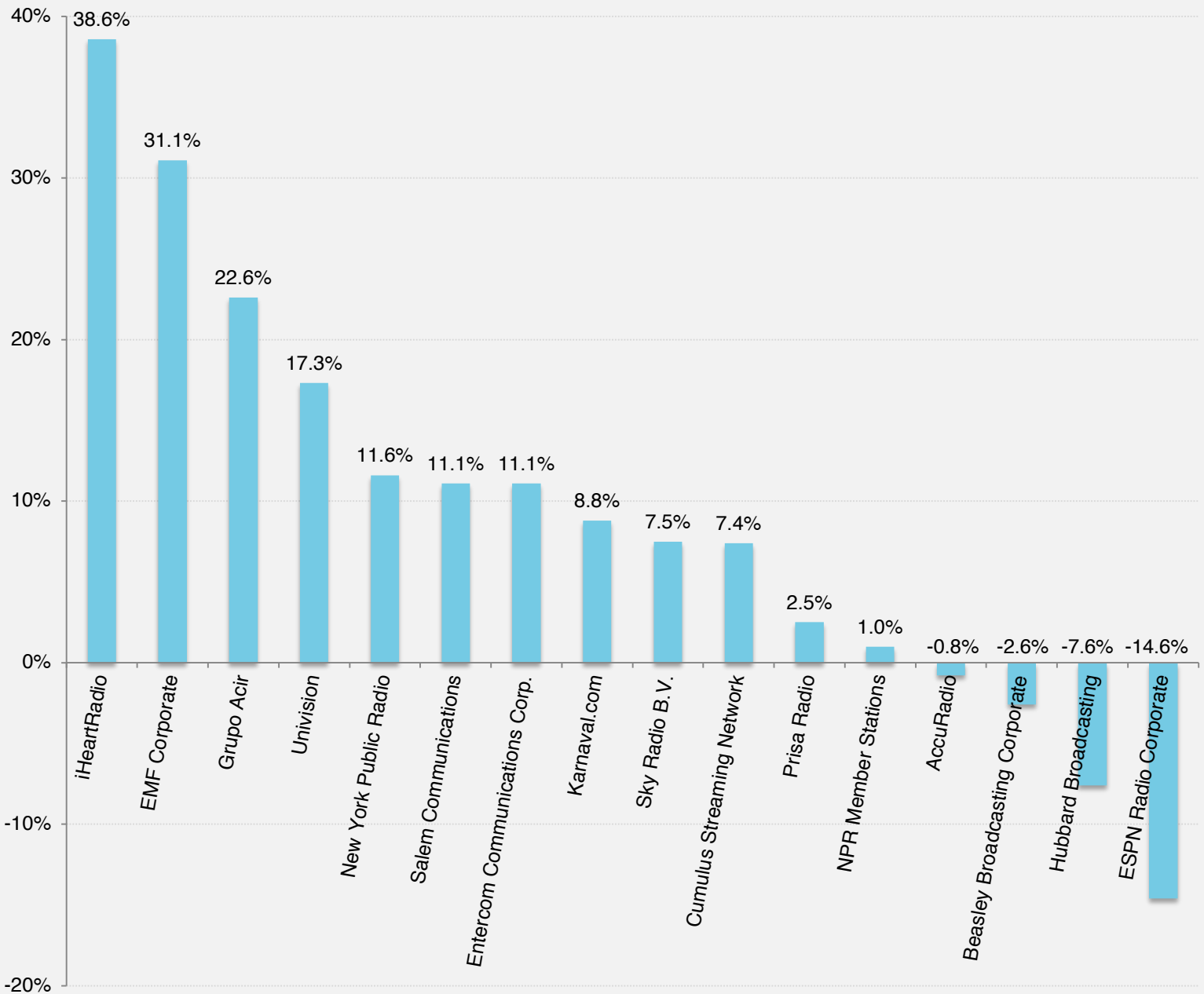
## April 2018

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 Global listening, as well as insights into listening trends.

# April 2018 Digital Audio Insights & Trends

## Year-Over-Year ATSL Change (Global Ranker, M-Su 6a-12m)\*

Average Time Spent Listening (ATSL) within the Global Ranker (M-Su 6a-12m) increased 9% year-over-year, with iHeartRadio leading that change, with a 38.6% increase in ATSL year-over-year.

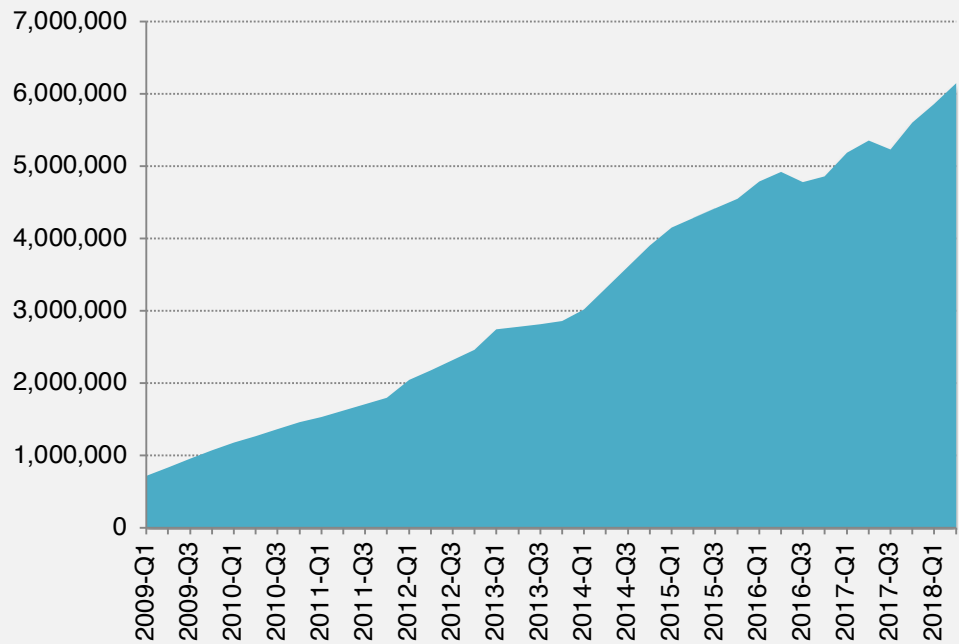


\*The above chart is inclusive of the Top 20 publishers that appear in both the April 2017 M-Su 6a-12M Global Ranker as well as the April 2018 M-Su 6a-12M Global Ranker.

# April 2018 Digital Audio Insights & Trends

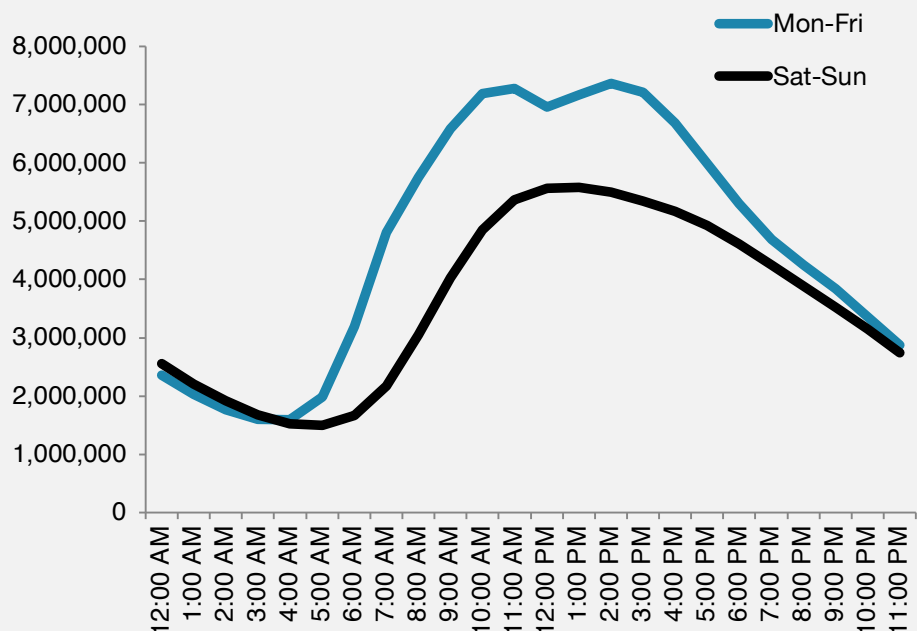
## Total Weekday Listening Remains Steady at 6.14 Million in the U.S.

All measured clients within the U.S. reported a total of 6,147,134 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 5,146,753 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



## Weekday Listening Shows Highest Peak at 2:00pm

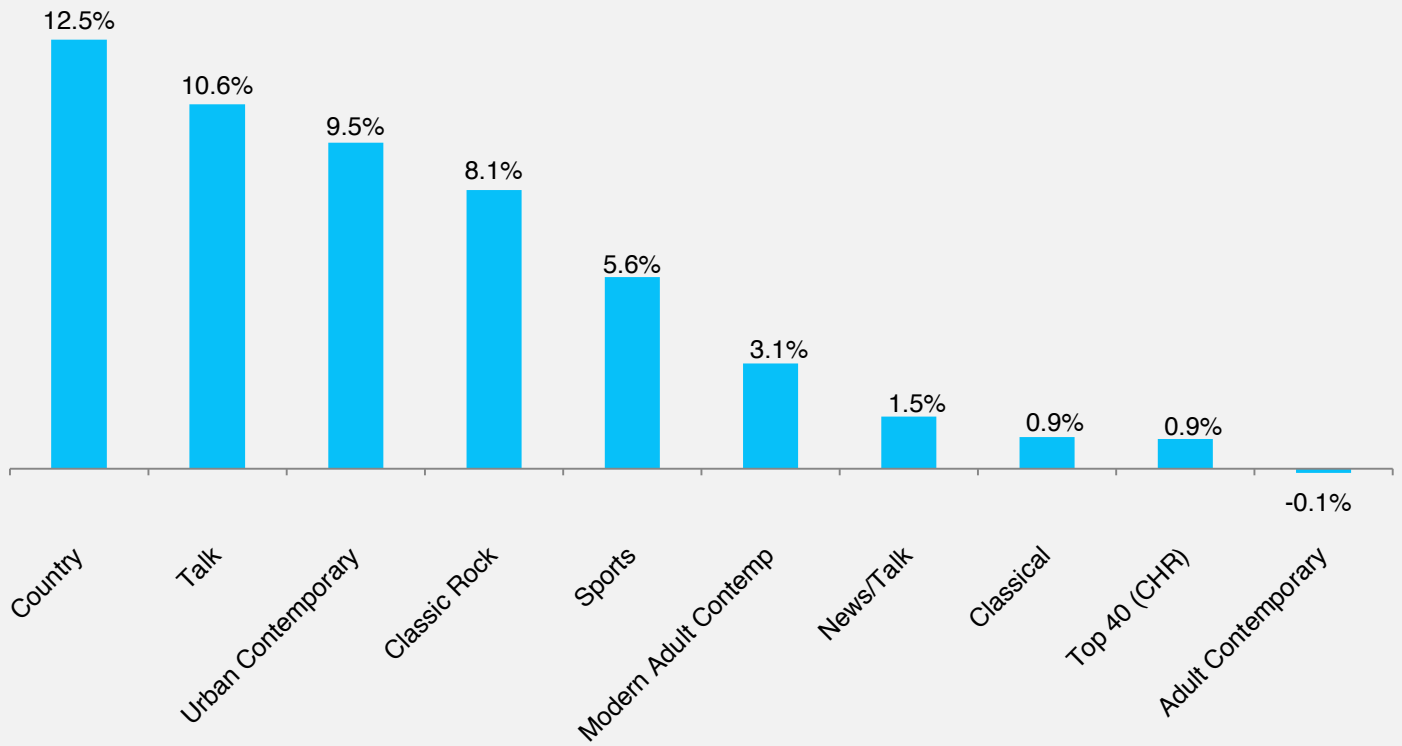
Midweek listening shows peak AAS occurring at 2pm in April of 2018. Over the weekend, listening shows peak AAS at 1pm, before gradually declining throughout the afternoon.



# April 2018 Digital Audio Insights & Trends

## Country Format Shows Largest Increase at 12.5%

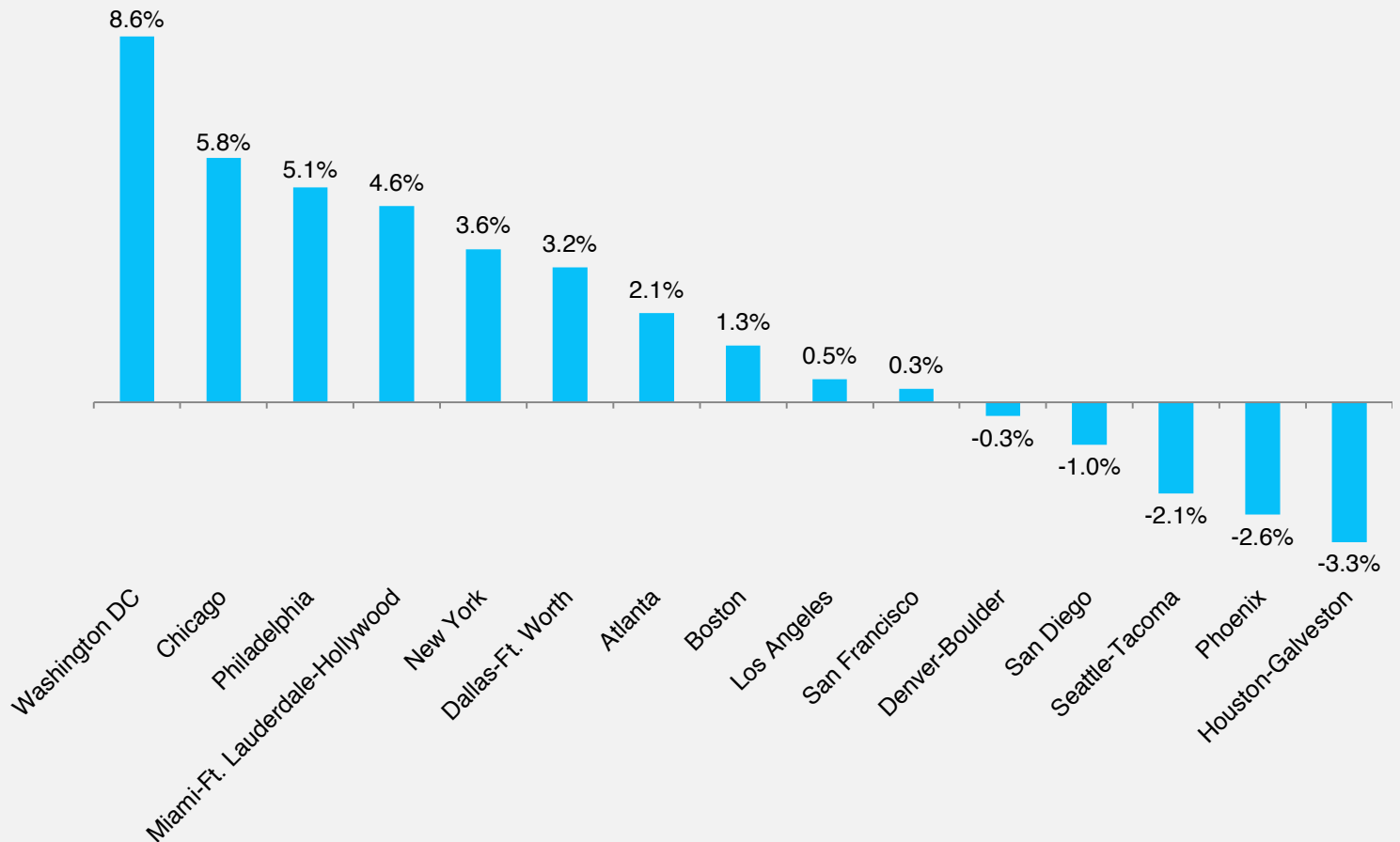
When compared to March 2018, the Country format showed the largest increase at 12.5% in AAS during the Monday through Friday, 6am-7pm daypart.



# April 2018 Digital Audio Insights & Trends

## Washington DC Market Shows Largest Increase at 8.6%

Looking at the Top 15 markets as compared to March 2018, the Washington DC market showed the largest listening increase at 8.6% in AAS during the Monday through Friday 6am to 7pm daypart, followed by Chicago.



# April 2018

## Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for April 2018. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform. All metrics within the Webcast Metrics rankers include both ad supported and non-ad supported listening, globally, and in the US.

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](http://www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf)

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

The April rankings can be found below.

## APRIL 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 <sup>1</sup>	1,091,091	462,250,791	0.68
1 iHeartRadio	399,776	192,247,590	0.60
2 Prisa Radio	128,556	43,084,003	0.85
3 NPR Member Stations <sup>2</sup>	90,081	30,019,983	0.85
4 Entercom Communications Corp.	81,896	32,439,690	0.72
5 Cumulus Streaming Network	70,399	25,655,008	0.79
6 AccuRadio	35,168	4,454,022	2.21
7 Sky Radio B.V.	28,350	4,547,628	1.63
8 Beasley Broadcasting Corporate <sup>3</sup>	27,028	11,529,528	0.68
9 Univision	25,158	13,141,084	0.56
10 Karnaval.com	23,864	11,369,394	0.60
11 ESPN Radio Corporate	21,354	10,283,784	0.60
12 Grupo Radio Centro	20,238	7,401,372	0.78
13 Hubbard Broadcasting	18,808	4,780,554	1.12
14 EMF Corporate	18,622	4,499,782	1.18
15 Grupo Renascenca	17,874	3,166,183	1.64
16 Grupo Acir	14,519	3,909,149	1.07
17 New York Public Radio	14,379	4,171,131	0.98
18 Salem Communications	14,179	5,273,712	0.76
19 CRP Radios	13,251	4,289,043	0.89
20 Bonneville Corporate	11,188	3,931,683	0.82

**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: 342,342,588  
Net Total Listening Hours: 335,004,305

Gross Active Sessions: 455,268,075  
Net Active Sessions: 442,449,248

% Filtered Total Listening Hours: 97.86%  
% Filtered Active Sessions: 97.18%

## APRIL 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 <sup>1</sup>	1,077,515	456,250,000	0.68
1 Pandora Corporate	2,598,430	1,349,524,963	0.56
2 Spotify Corporate	2,575,533	1,871,682,883	0.40
3 iHeartRadio	393,828	189,134,549	0.60
4 NPR Member Stations <sup>2</sup>	81,644	26,550,718	0.87
5 Entercom Communications Corp.	81,408	32,261,612	0.72
6 Cumulus Streaming Network	68,605	25,080,367	0.78
7 Beasley Broadcasting Corporate <sup>3</sup>	26,513	11,362,645	0.68
8 Univision	25,150	13,136,229	0.56
9 ESPN Radio Corporate	20,489	9,821,562	0.60
10 AccuRadio	19,728	2,444,045	2.30
11 Hubbard Broadcasting	18,625	4,650,438	1.14
12 EMF Corporate	17,590	4,144,558	1.21
13 Salem Communications	13,990	5,204,506	0.76
14 New York Public Radio	13,251	3,763,555	1.00
15 Urban One	11,068	4,027,574	0.79
16 Bonneville Corporate	10,994	3,857,193	0.82
17 Emmis Communications	9,301	3,906,755	0.69
18 Prisa Radio	7,507	3,914,179	0.67
19 Entravision Communications Corporation	6,451	3,081,667	0.61
20 Saga Communications	5,844	1,700,749	0.98

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**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.

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Gross Total Listening Hours: 1,774,195,612

Net Total Listening Hours: 1,765,749,340

Gross Active Sessions: 3,635,356,625

Net Active Sessions: 3,614,850,378

% Filtered Total Listening Hours: 99.52%

% Filtered Active Sessions: 99.44%



## APRIL 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 <sup>1</sup>	724,411	591,828,683	0.65
1 iHeartRadio	288,459	269,981,093	0.57
2 Prisa Radio	91,912	59,769,789	0.82
3 NPR Member Stations <sup>2</sup>	69,922	42,717,118	0.86
4 Entercom Communications Corp.	55,305	40,375,977	0.72
5 Cumulus Streaming Network	46,262	30,863,904	0.79
6 AccuRadio	24,449	5,952,861	2.14
7 Sky Radio B.V.	22,921	6,966,798	1.70
8 Karnaval.com	17,862	17,018,205	0.55
9 Beasley Broadcasting Corporate <sup>3</sup>	17,727	13,878,712	0.68
10 Univision	16,096	15,457,552	0.56
11 ESPN Radio Corporate	14,023	12,301,233	0.60
12 Grupo Radio Centro	13,728	9,653,489	0.75
13 EMF Corporate	13,074	6,304,365	1.10
14 Hubbard Broadcasting	12,097	5,690,706	1.12
15 Grupo Renascenca	11,766	4,325,741	1.45
16 CRP Radios	11,469	6,804,543	0.90
17 New York Public Radio	11,036	5,853,520	0.99
18 Salem Communications	9,433	6,321,123	0.78
19 Grupo Acir	9,408	4,928,616	1.01
20 Grupo RPP	7,485	4,517,751	0.88

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Gross Total Listening Hours: 447,578,450  
Net Total Listening Hours: 436,618,041

Gross Active Sessions: 616,861,676  
Net Active Sessions: 596,834,774

% Filtered Total Listening Hours: 97.55%  
% Filtered Active Sessions: 96.75%

## APRIL 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 <sup>1</sup>	713,205	582,528,825	0.65
1 Spotify Corporate	2,301,555	2,989,286,928	0.41
2 Pandora Corporate	2,164,834	2,095,481,344	0.55
3 iHeartRadio	283,501	265,123,324	0.57
4 NPR Member Stations <sup>2</sup>	62,107	36,793,111	0.89
5 Entercom Communications Corp.	54,928	40,135,196	0.72
6 Cumulus Streaming Network	44,741	29,966,444	0.79
7 Beasley Broadcasting Corporate <sup>3</sup>	17,350	13,647,375	0.68
8 Univision	16,089	15,449,718	0.56
9 ESPN Radio Corporate	13,341	11,639,091	0.61
10 AccuRadio	12,917	3,002,820	2.27
11 EMF Corporate	12,214	5,752,066	1.12
12 Hubbard Broadcasting	11,924	5,470,160	1.14
13 New York Public Radio	10,026	5,155,315	1.03
14 Salem Communications	9,267	6,214,904	0.78
15 Urban One	7,153	4,873,513	0.78
16 Bonneville Corporate	7,093	4,595,307	0.82
17 Emmis Communications	6,358	5,043,241	0.67
18 Prisa Radio	5,046	4,793,284	0.67
19 Entravision Communications Corporation	3,927	3,430,260	0.61
20 Saga Communications	3,797	2,014,853	0.99

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Gross Total Listening Hours: 2,737,620,569

Net Total Listening Hours: 2,726,011,569

Gross Active Sessions: 5,626,941,099

Net Active Sessions: 5,599,621,674

% Filtered Total Listening Hours: 99.58%

% Filtered Active Sessions: 99.51%