
Top 20 Ranker

December 2017

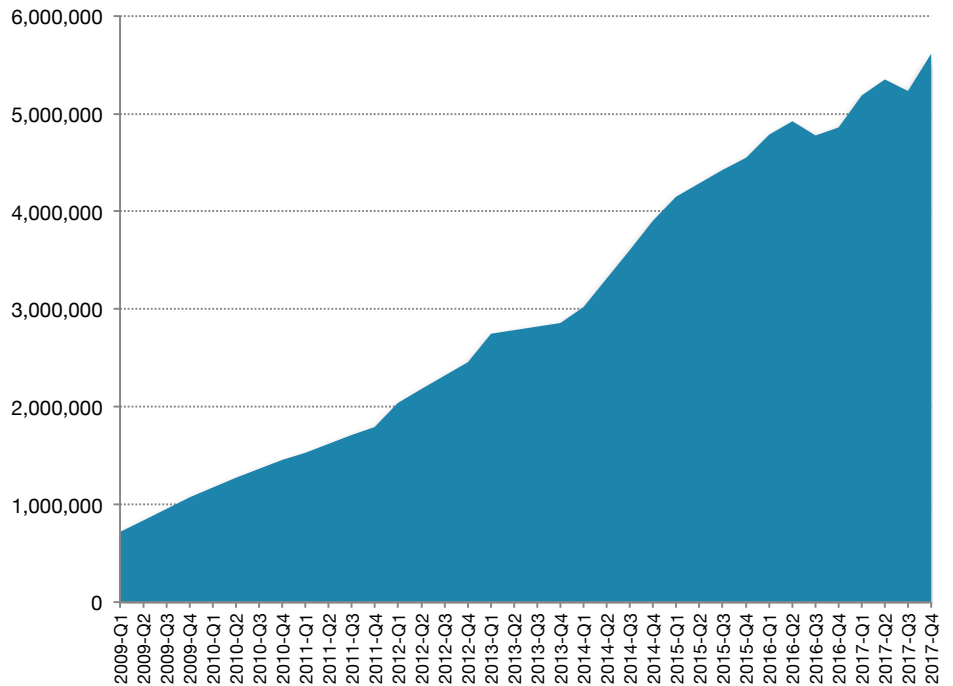
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes U.S. and International listening, as well as insights into listening trends.

December 2017

Digital Audio Insights & Trends

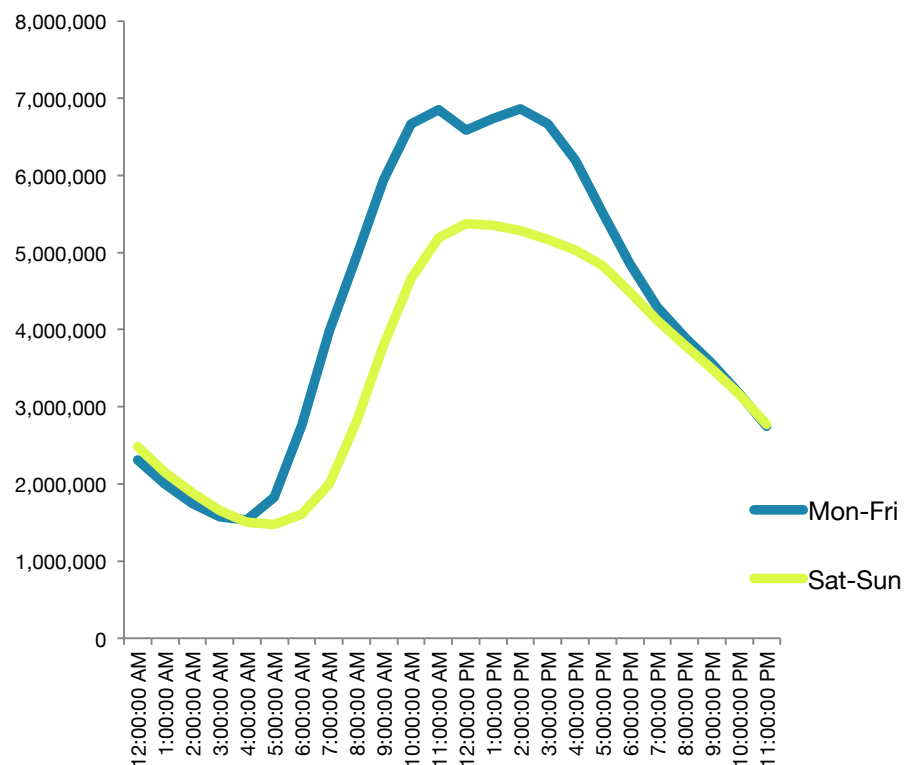
Total Weekday Listening Remains Steady at 5.64 Million in the U.S.

All measured clients within the U.S. reported a total of 5,635,149 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 4,780,213 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 December of 2017. Over the weekend, listening shows peak AAS at 1:00pm, before gradually declining throughout the afternoon.

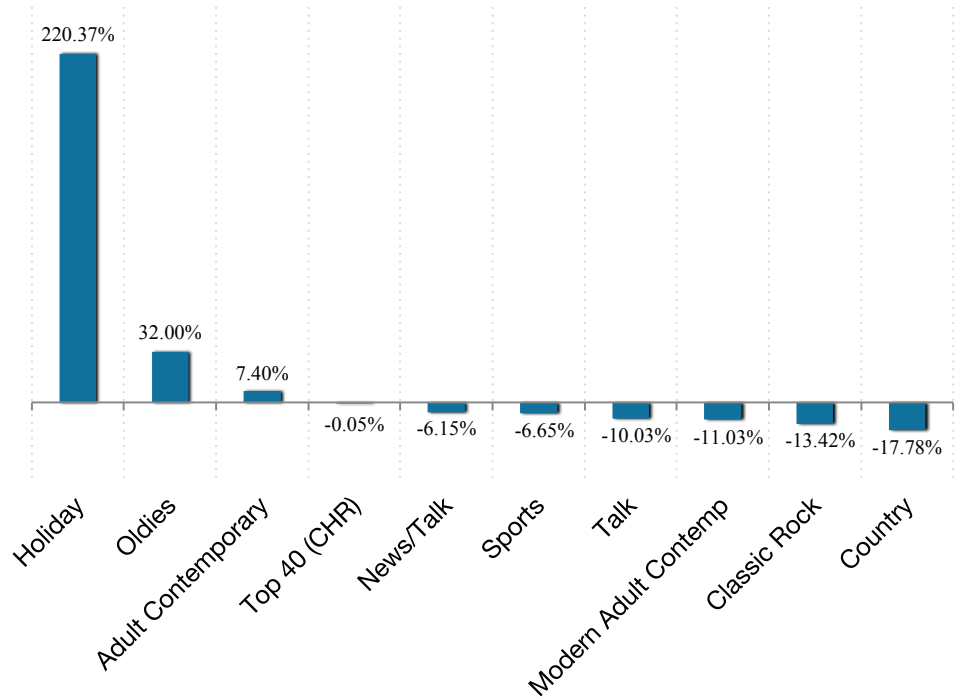


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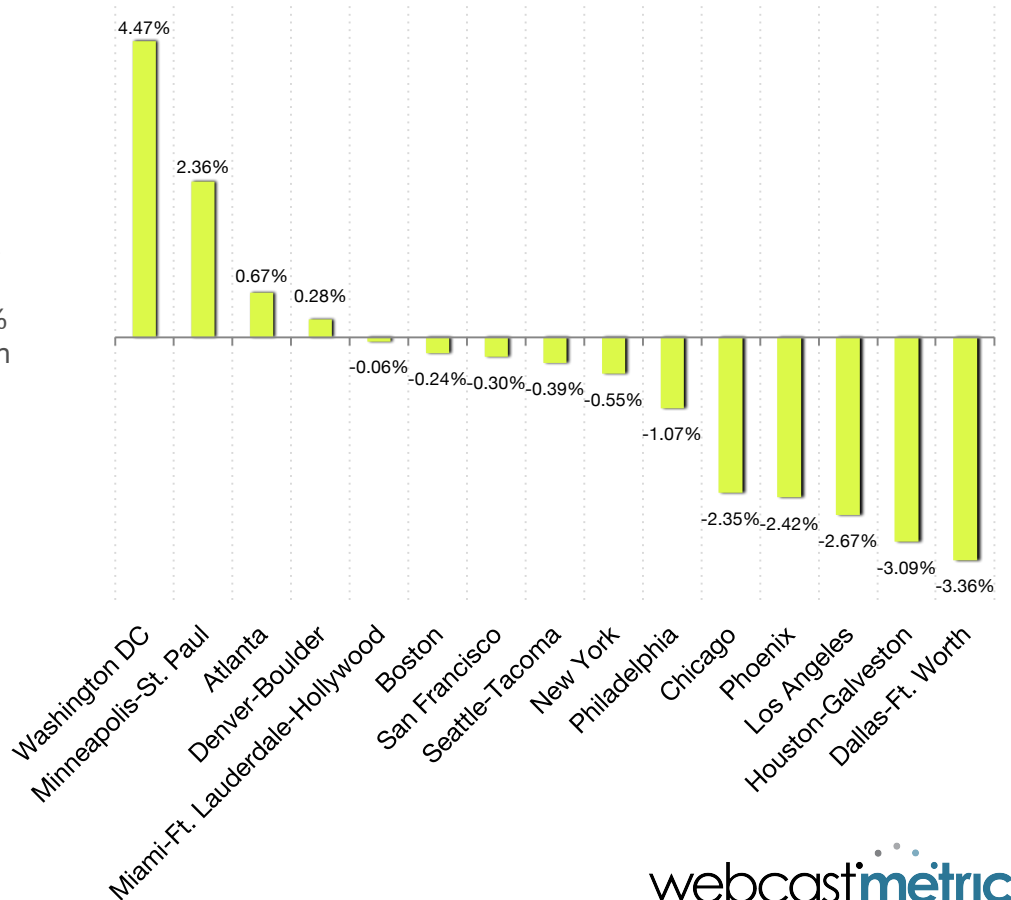
Holiday Format Shows Largest Increase at 220.37%

When compared to November 2017, the Holiday format showed the largest increase at 220.37% in AAS during the Monday through Friday, 6am-7pm daypart.



Washington Market Shows Largest Increase at 4.47%

Looking at the Top 15 markets as compared to November 2017, the Washington market showed the largest listening increase at 4.47% in AAS during the Monday through Friday 6am to 7pm daypart, followed by Minneapolis-St. Paul.



December 2017

Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for December 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 December rankings below:



DECEMBER 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	1,007,836	448,754,329	0.65
1 Pandora Corporate	2,515,548	1,263,600,209	0.58
2 Spotify Corporate	2,247,021	1,601,996,640	0.41
3 iHeartRadio	391,670	207,401,642	0.55
4 NPR Member Stations ²	68,498	23,004,983	0.84
5 Entercom Communications Corp.	68,453	28,051,355	0.70
6 Cumulus Streaming Network	55,771	20,960,994	0.76
7 AccuRadio	22,792	2,884,669	2.25
8 Beasley Broadcasting Corporate ³	20,274	8,971,683	0.66
9 Univision	18,954	10,773,363	0.51
10 ESPN Radio Corporate	17,063	7,666,269	0.64
11 Hubbard Broadcasting	12,523	3,068,687	1.16
12 Salem Communications	12,077	4,644,057	0.74
13 EMF Corporate	11,775	3,335,998	1.01
14 New York Public Radio	11,599	3,428,471	0.97
15 Bonneville Corporate	9,501	3,137,935	0.87
16 Urban One	8,481	3,540,300	0.69
17 Emmis Communications	8,414	3,550,604	0.68
18 Prisa Radio	5,354	2,879,198	0.62
19 Entravision Communications Corporation	5,228	2,513,265	0.60
20 Saga Communications	4,606	1,387,526	0.94

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: 1,610,261,705

Net Total Listening Hours: 1,602,720,020

Gross Active Sessions: 3,237,905,065

Net Active Sessions: 3,222,815,883

% Filtered Total Listening Hours: 99.53%

% Filtered Active Sessions: 99.39%



DECEMBER 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	1,021,112	455,432,578	0.65
1	iHeartRadio	397,858	211,329,535	0.54
2	Prisa Radio	94,323	32,704,442	0.80
3	NPR Member Stations ²	76,008	26,186,860	0.82
4	Entercom Communications Corp.	69,014	28,251,705	0.70
5	Cumulus Streaming Network	57,375	21,458,551	0.77
6	Sky Radio B.V.	45,457	8,793,586	1.50
7	AccuRadio	38,841	5,201,467	2.10
8	Karnaval.com	21,695	10,246,347	0.60
9	Beasley Broadcasting Corporate ³	20,655	9,090,606	0.66
10	Univision	18,960	10,777,746	0.51
11	ESPN Radio Corporate	17,795	7,982,459	0.64
12	Grupo Renascenca	15,000	2,713,214	1.61
13	Grupo Radio Centro	14,260	5,638,592	0.72
14	EMF Corporate	12,762	3,661,778	1.00
15	Hubbard Broadcasting	12,698	3,179,983	1.13
16	New York Public Radio	12,628	3,803,027	0.95
17	Salem Communications	12,265	4,706,270	0.74
18	CRP Radios	10,176	3,498,386	0.84
19	Grupo Acir	9,721	2,908,279	0.96
20	Bonneville Corporate	9,675	3,207,288	0.87

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Gross Total Listening Hours: 258,251,830

Net Total Listening Hours: 253,090,826

Gross Active Sessions: 388,808,612

Net Active Sessions: 382,726,466

% Filtered Total Listening Hours: 98.00%

% Filtered Active Sessions: 99.44%

DECEMBER 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	667,270	599,461,918	0.61
1 Pandora Corporate	2,125,087	2,059,234,171	0.57
2 Spotify Corporate	2,040,847	2,692,849,551	0.42
3 iHeartRadio	282,346	305,748,246	0.51
4 NPR Member Stations ²	52,144	32,997,269	0.86
5 Entercom Communications Corp.	46,775	35,901,416	0.71
6 Cumulus Streaming Network	36,013	26,019,305	0.76
7 AccuRadio	14,948	3,605,846	2.26
8 Beasley Broadcasting Corporate ³	12,911	10,883,313	0.65
9 Univision	12,384	13,102,184	0.52
10 ESPN Radio Corporate	11,350	9,420,399	0.66
11 New York Public Radio	9,023	4,987,917	0.99
12 EMF Corporate	8,107	4,922,279	0.90
13 Hubbard Broadcasting	7,926	3,716,267	1.16
14 Salem Communications	7,893	5,653,672	0.76
15 Bonneville Corporate	6,271	4,038,467	0.85
16 Emmis Communications	5,797	4,841,556	0.66
17 Urban One	5,422	4,400,592	0.67
18 Prisa Radio	3,700	3,755,312	0.61
19 Entravision Communications Corporation	3,111	2,824,233	0.61
20 Saga Communications	2,930	1,690,979	0.94

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Gross Total Listening Hours: 2,607,343,405

Net Total Listening Hours: 2,596,474,828

Gross Active Sessions: 5,268,151,760

Net Active Sessions: 5,248,178,058

% Filtered Total Listening Hours: 99.58%

% Filtered Active Sessions: 99.62%





DECEMBER 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	678,399	610,633,554	0.61
1	iHeartRadio	287,607	312,332,958	0.51
2	Prisa Radio	67,796	46,858,249	0.78
3	NPR Member Stations ²	59,149	38,641,948	0.83
4	Entercom Communications Corp.	47,236	36,213,510	0.71
5	Cumulus Streaming Network	37,398	26,840,656	0.76
6	Sky Radio B.V.	35,190	13,336,709	1.47
7	AccuRadio	27,154	7,156,549	2.04
8	Karnaval.com	16,246	16,144,039	0.55
9	Beasley Broadcasting Corporate ³	13,185	11,048,324	0.66
10	Univision	12,390	13,109,761	0.52
11	ESPN Radio Corporate	11,934	9,906,473	0.66
12	New York Public Radio	9,962	5,653,377	0.96
13	Grupo Renascenca	9,846	3,835,100	1.42
14	Grupo Radio Centro	9,778	7,799,520	0.68
15	EMF Corporate	8,934	5,453,659	0.90
16	CRP Radios	8,922	5,827,555	0.84
17	Hubbard Broadcasting	8,090	3,909,809	1.12
18	Salem Communications	8,058	5,752,564	0.76
19	Bonneville Corporate	6,421	4,156,429	0.85
20	Grupo Acir	6,327	3,784,871	0.92

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Gross Total Listening Hours: 353,130,864

Net Total Listening Hours: 345,087,469

Gross Active Sessions: 556,872,713

Net Active Sessions: 547,155,377

% Filtered Total Listening Hours: 97.72%

% Filtered Active Sessions: 98.26%

