

# Top 20 Ranker

## July 2017

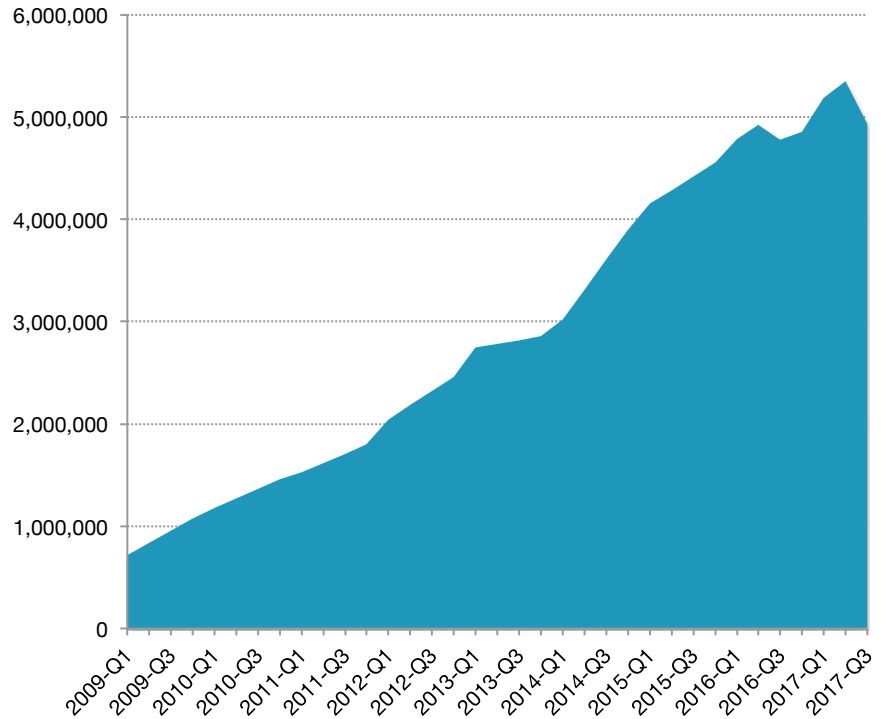
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes U.S. and International listening, as well as insights into listening trends.

# July 2017

## Digital Audio Insights & Trends

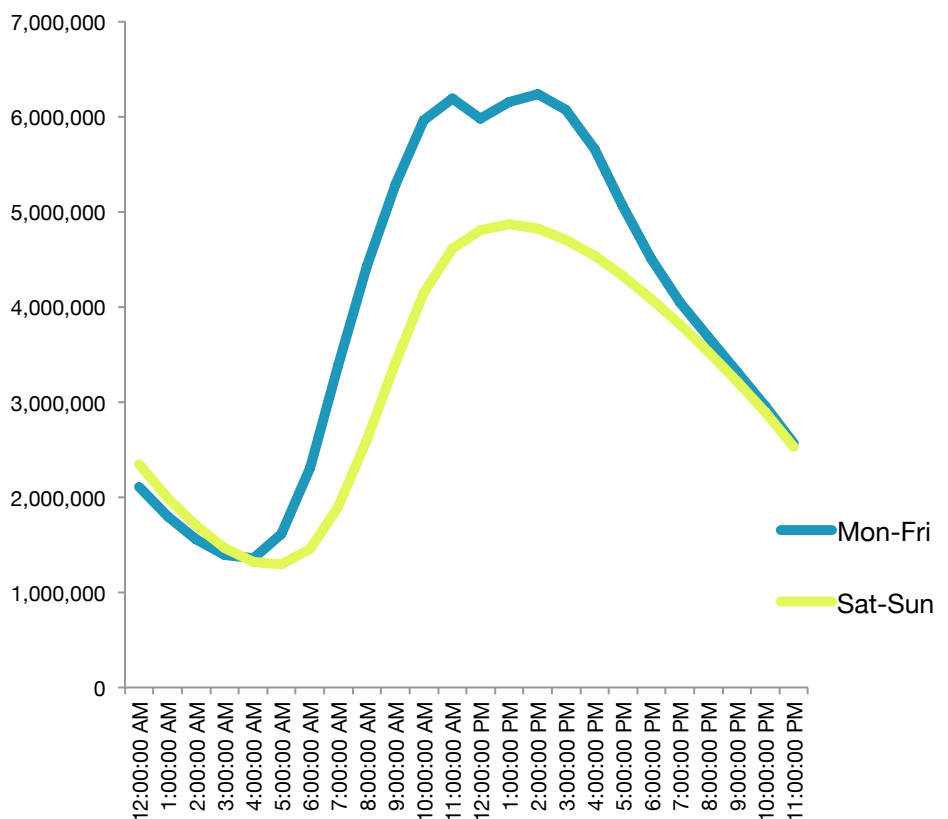
### Total weekday listening remains steady at 5.09 million in the U.S.

All measured clients within the US reported a total of 5,090,600 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 4,341,023 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



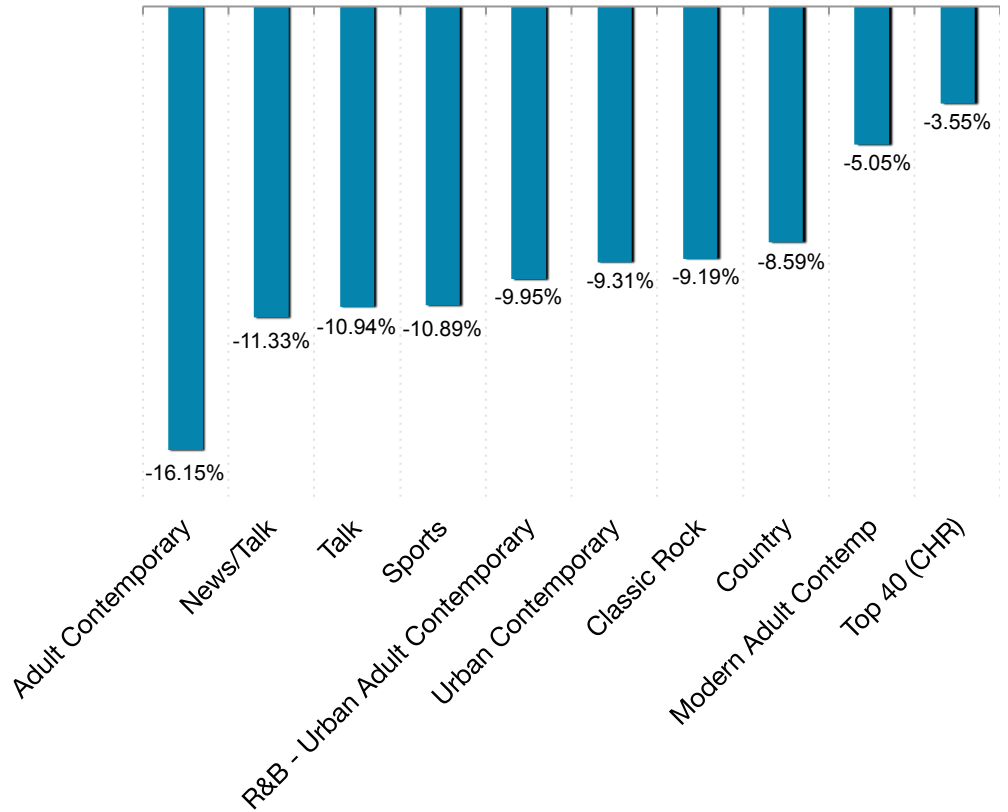
### Weekday listening shows highest peak at 2:00pm

Midweek listening shows peak AAS occurring at 2:00pm in July of 2017. Over the weekend, listening shows peak AAS at 1:00pm, before gradually declining throughout the afternoon.



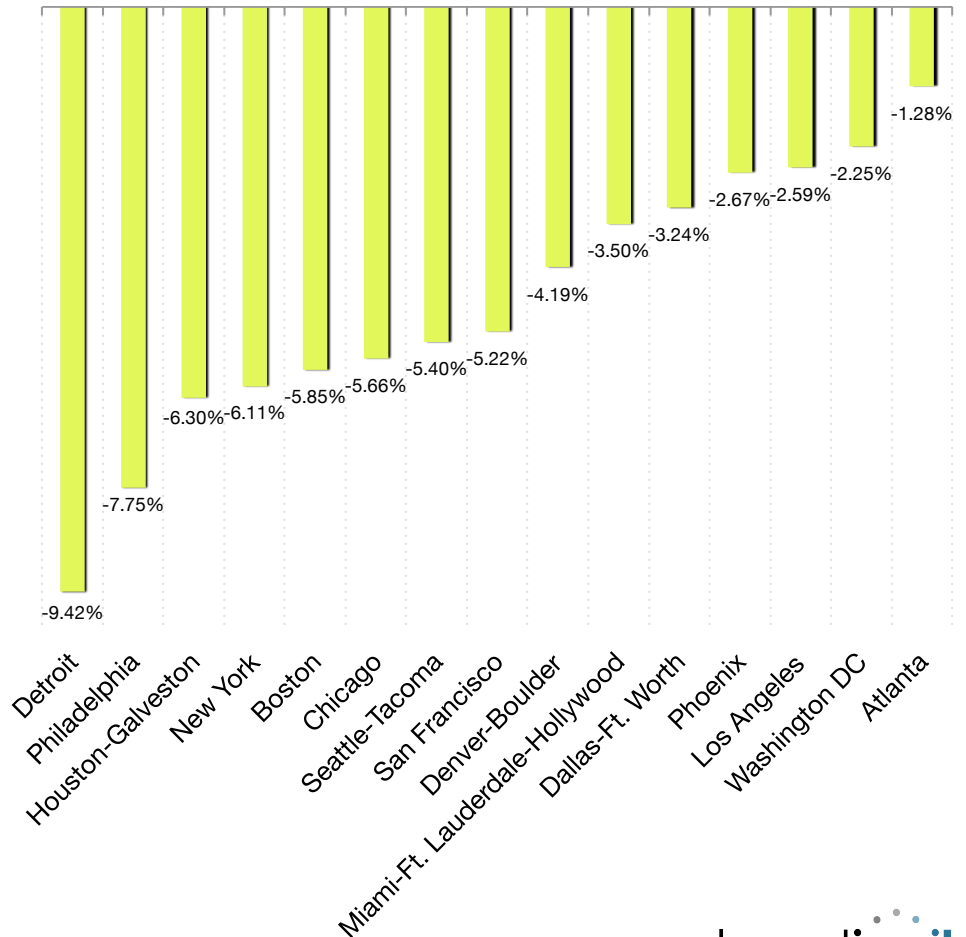
## Top 40 (CHR) format shows smallest decrease at -3.6%

When compared to June 2017, the Top 40 (CHR) format showed the smallest decrease at -3.55% in AAS during the Monday through Friday 6am-7pm daypart. A decrease in listening is a common seasonal trend observed in the month of July.



## Atlanta market shows smallest decrease at -1.3%

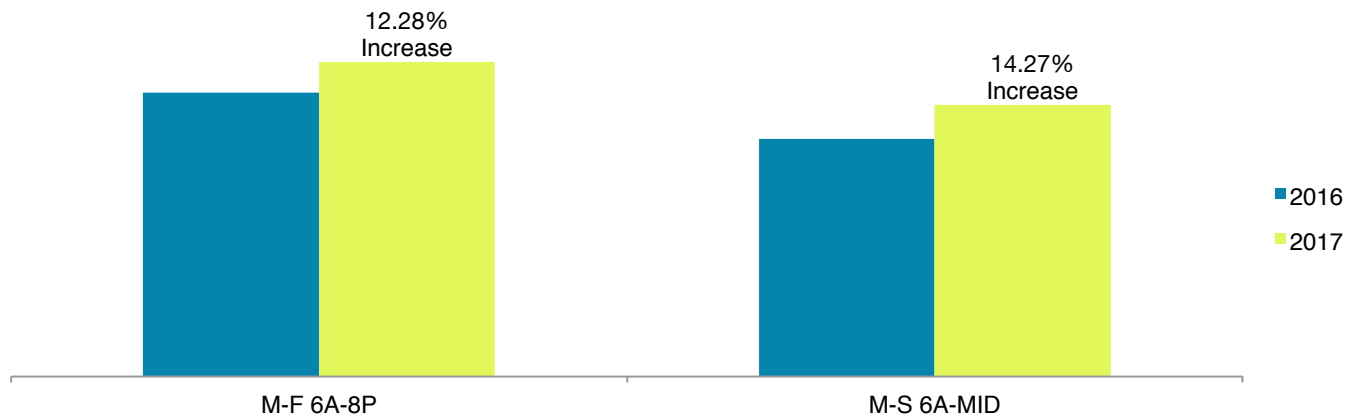
Looking at the Top 15 markets as compared to June 2017, Atlanta showed the smallest listening decrease at -1.28% in AAS during the Monday through Friday 6am to 7pm daypart, followed by Washington DC. A decrease in listening is a common seasonal trend observed in the month of July.



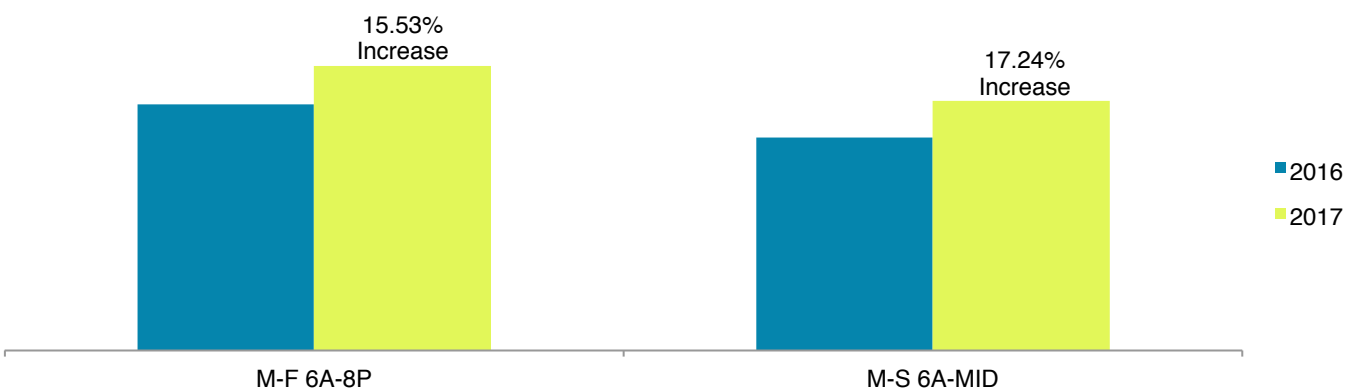
## Combined year-over-year listening shows consistent growth.

Total listening for all publishers showed positive listening gains when compared to June 2016, with a 12.28% increase in AAS during the Monday through Friday 6:00am to 8:00pm daypart, and a 14.27% increase during the Monday through Sunday 6:00am to Midnight daypart.

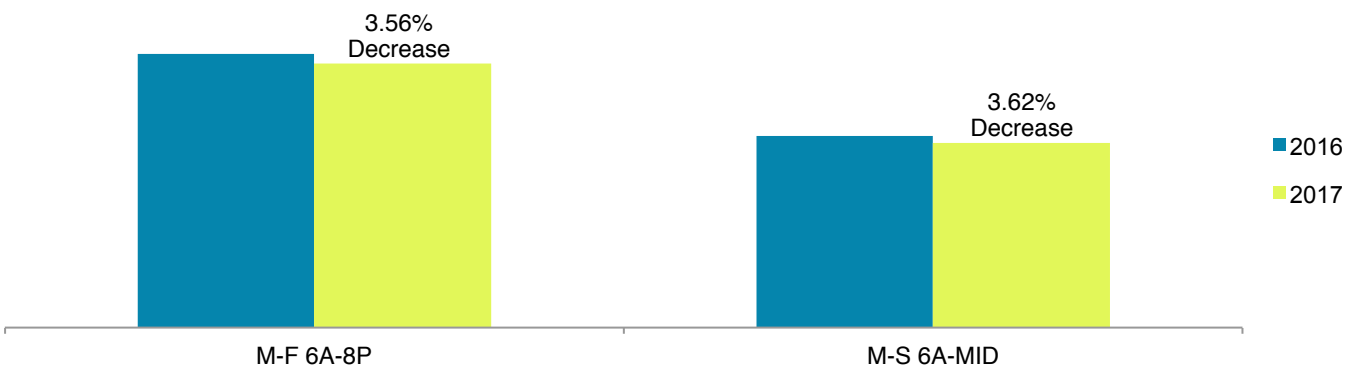
### Year-Over-Year Listening For All



### Year-Over-Year Listening for Pureplays



### Year-Over-Year Listening for Broadcasters



# July 2017

## Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for July 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](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)

See the July rankings below:

# JULY 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>	945,831	429,884,917	0.63
1	Pandora Corporate	2,349,404	1,152,222,466	0.59
2	Spotify Corporate	1,948,891	1,340,890,560	0.42
3	iHeartRadio	355,826	200,118,982	0.51
4	NPR Member Stations <sup>2</sup>	58,346	20,538,556	0.81
5	Cumulus Streaming Network	51,767	20,426,064	0.73
6	CBS Radio Inc.	43,097	15,684,439	0.78
7	Entercom Communications Corp.	21,650	9,948,936	0.63
8	Univision	20,786	13,889,233	0.44
9	AccuRadio	19,660	2,593,303	2.17
10	ESPN Radio Corporate	16,696	7,149,134	0.68
11	Beasley Broadcasting Corporate <sup>3</sup>	16,385	6,622,898	0.72
12	Salem Communications	12,455	5,071,411	0.70
13	Hubbard Broadcasting	12,057	2,884,534	1.19
14	New York Public Radio	11,059	3,573,743	0.88
15	Townsquare Media	10,098	3,092,996	0.95
16	Emmis Communications	9,350	4,216,355	0.64
17	Radio One	8,790	3,826,801	0.66
18	EMF Corporate <sup>4</sup>	8,783	2,542,047	1.00
19	Bonneville Corporate	6,149	2,762,110	0.65
20	Prisa Radio	5,706	2,881,097	0.67

**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

4 EMF Corporate's Content Distribution Network experienced a technical issue resulting in data loss during the July 14, 2017 through July 23, 2017 time 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: 1,604,288,084

Net Total Listening Hours: 1,595,926,508

Gross Active Sessions: 3,135,436,486

Net Active Sessions: 3,121,232,550

% Filtered Total Listening Hours: 99.48%

% Filtered Active Sessions: 99.55%



# JULY 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>	960,430	437,840,429	0.63
1 iHeartRadio	361,155	203,743,273	0.51
2 Prisa Radio	110,924	42,918,414	0.82
3 NPR Member Stations <sup>2</sup>	64,998	23,030,943	0.80
4 Cumulus Streaming Network	53,326	20,900,730	0.73
5 CBS Radio Inc.	43,143	15,697,911	0.78
6 AccuRadio	34,750	4,660,354	2.09
7 Sky Radio B.V.	23,058	4,238,364	1.57
8 Karnaval.com	22,134	10,716,924	0.59
9 Entercom Communications Corp.	22,025	10,120,045	0.63
10 Univision	20,806	13,910,069	0.44
11 ESPN Radio Corporate	17,434	7,462,124	0.68
12 Beasley Broadcasting Corporate <sup>3</sup>	16,806	6,752,599	0.72
13 Grupo Radio Centro	13,687	4,909,214	0.80
14 Salem Communications	12,641	5,141,108	0.70
15 Hubbard Broadcasting	12,199	2,969,100	1.17
16 New York Public Radio	12,043	3,941,795	0.87
17 Corporacion Radial del Peru	11,132	3,588,848	0.89
18 Townsquare Media	10,631	3,258,663	0.95
19 Grupo Acir	10,453	3,122,609	0.97
20 EMF Corporate <sup>4</sup>	9,480	2,855,969	0.96

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Gross Total Listening Hours: 310,209,615

Net Total Listening Hours: 303,392,139

Gross Active Sessions: 468,277,451

Net Active Sessions: 461,287,834

% Filtered Total Listening Hours: 97.80%

% Filtered Active Sessions: 98.51%

# JULY 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>	625,601	573,715,271	0.60
1 Pandora Corporate	2,019,490	1,928,416,952	0.58
2 Spotify Corporate	1,764,229	2,332,910,753	0.42
3 iHeartRadio	257,848	298,032,881	0.48
4 NPR Member Stations <sup>2</sup>	43,808	29,198,443	0.82
5 Cumulus Streaming Network	33,164	25,179,195	0.72
6 CBS Radio Inc.	29,416	20,163,063	0.79
7 Entercom Communications Corp.	14,583	11,607,308	0.70
8 Univision	13,759	16,948,736	0.45
9 AccuRadio	12,557	3,247,752	2.11
10 ESPN Radio Corporate	10,679	8,305,783	0.71
11 Beasley Broadcasting Corporate <sup>3</sup>	10,646	8,502,250	0.69
12 New York Public Radio	8,229	4,974,805	0.90
13 Salem Communications	8,024	6,173,192	0.71
14 Hubbard Broadcasting	7,562	3,461,508	1.19
15 Townsquare Media	6,815	3,766,272	1.00
16 Emmis Communications	6,433	5,776,276	0.61
17 EMF Corporate <sup>4</sup>	5,763	3,505,552	0.90
18 Radio One	5,627	4,819,900	0.64
19 Bonneville Corporate	3,895	3,248,706	0.66
20 Prisa Radio	3,866	3,748,365	0.64

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Gross Total Listening Hours: 2,402,557,408

Net Total Listening Hours: 2,390,330,074

Gross Active Sessions: 4,810,646,165

Net Active Sessions: 4,790,798,111

% Filtered Total Listening Hours: 99.49%

% Filtered Active Sessions: 99.59%





# JULY 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>	637,525	586,252,719	0.60
1	iHeartRadio	262,441	304,116,533	0.48
2	Prisa Radio	81,405	57,464,703	0.79
3	NPR Member Stations <sup>2</sup>	49,915	33,576,027	0.81
4	Cumulus Streaming Network	34,480	25,937,898	0.73
5	CBS Radio Inc.	29,451	20,183,552	0.79
6	AccuRadio	23,773	6,382,205	2.00
7	Sky Radio B.V.	17,243	6,287,236	1.46
8	Karnaval.com	16,694	16,969,319	0.54
9	Entercom Communications Corp.	14,899	11,884,134	0.69
10	Univision	13,777	16,984,251	0.45
11	ESPN Radio Corporate	11,239	8,753,822	0.71
12	Beasley Broadcasting Corporate <sup>3</sup>	10,956	8,688,608	0.70
13	Corporacion Radial del Peru	9,652	5,925,262	0.90
14	New York Public Radio	9,094	5,614,496	0.88
15	Grupo Radio Centro	8,999	6,552,518	0.75
16	Salem Communications	8,184	6,281,077	0.71
17	Hubbard Broadcasting	7,696	3,613,050	1.16
18	Townsquare Media	7,260	4,028,900	0.99
19	Grupo Acir	6,653	4,007,707	0.91
20	Emmis Communications	6,524	5,879,187	0.61

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Gross Total Listening Hours: 396,901,034

Net Total Listening Hours: 386,736,183

Gross Active Sessions: 622,328,923

Net Active Sessions: 612,156,842

% Filtered Total Listening Hours: 97.44%

% Filtered Active Sessions: 98.37%