



TOP 20 RANKER
APRIL 2016

APRIL 2016

DIGITAL AUDIO INSIGHTS & TRENDS

Total Listening in April 2016

All measured clients within the Domestic U.S. reported a total of **4,918,546** Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and **4,120,873** AAS during the Monday-Sunday 6:00AM-Midnight daypart.

Mobile listening made up **76.2%** of total listening during the M-F 6A-8P daypart in April 2016, which is an all-time high.

Year-over-Year Listening

15.5%

Increase in AAS compared to April 2015 during the M-F 6A-8P daypart

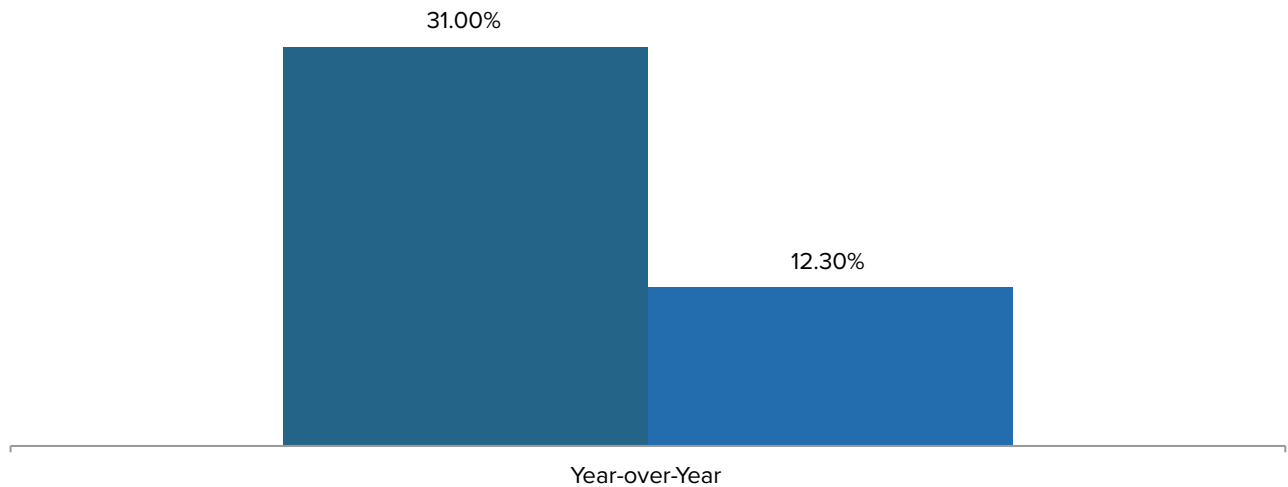
13.4%

Increase in AAS compared to April 2015 during the M-SUN 6A-MID daypart

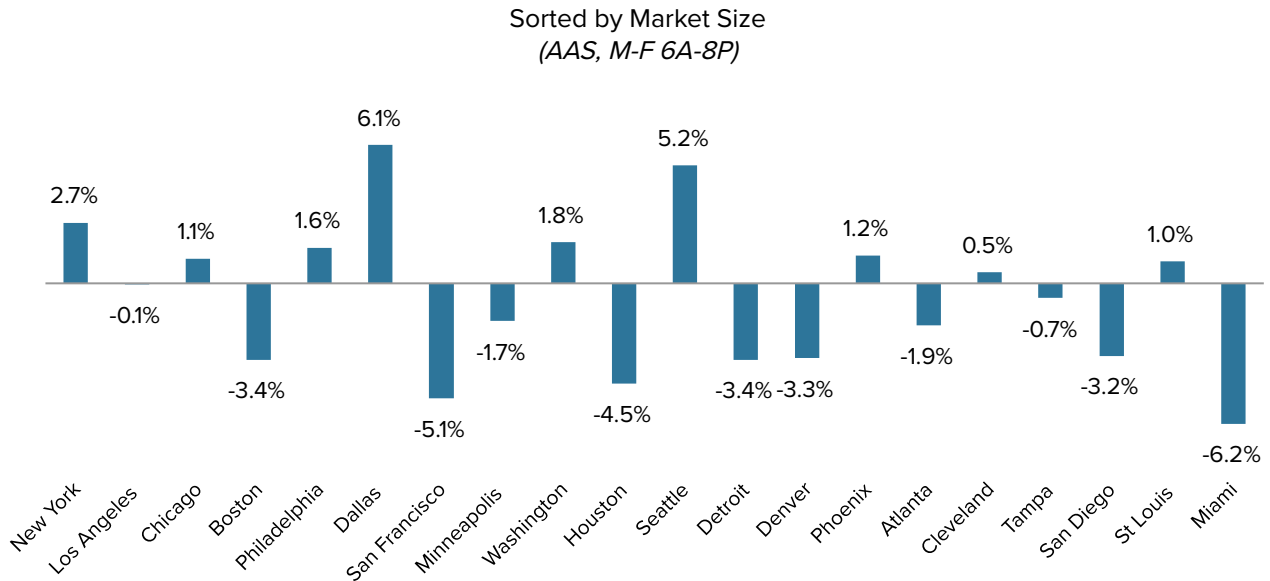
Streaming Listening Trends

(AAS, M-F 6A-8P)

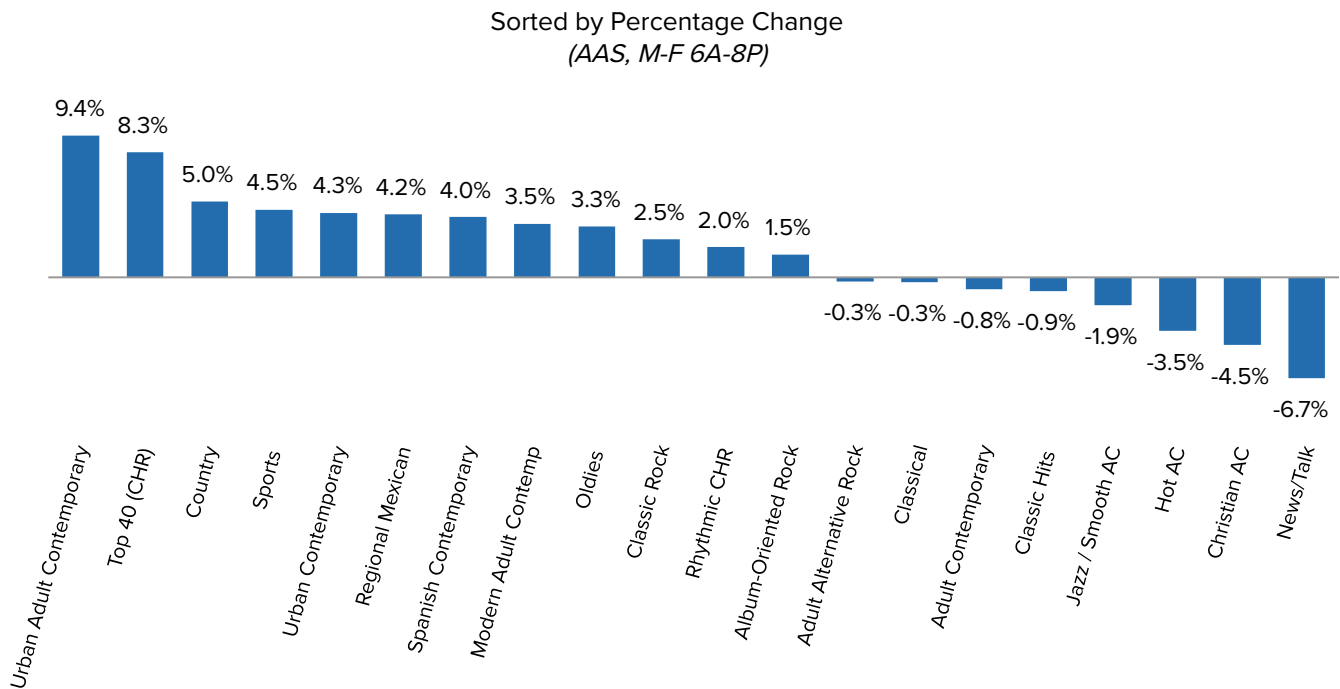
■ AM/FM Broadcasters ■ Pureplays



Top 20 Markets (April 2016 vs. March 2016)



Top 20 Formats (April 2016 vs. March 2016)



APRIL DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for April 2016. 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 “Domestic” and “All Streams.” The “Domestic” Ranker quantifies listening done inside the U.S. based on log-based information provided by the station, this report is not MRC accredited. The “All Streams” 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: Measurement@TritonDigital.com

See April rankings below:

APRIL DOMESTIC 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	1,174,159	462,661,616	0.73
1	Pandora Corporate	2,637,026	1,267,139,466	0.60
2	Spotify Corporate	1,309,432	1,037,079,116	0.37
3	iHeartRadio	454,490	199,199,394	0.66
4	Cumulus Streaming Network	59,010	21,491,110	0.79
5	CBS Radio Inc.	56,246	19,248,870	0.83
6	NPR Member Stations	51,985	19,455,296	0.75
7	ESPN Radio Corporate	25,653	14,426,884	0.52
8	Entercom Communications Corp.	25,248	10,233,517	0.72
9	Univision	23,213	12,204,504	0.55
10	EMF Corporate	21,908	4,756,228	1.31
11	AccuRadio	15,016	2,506,946	1.71
12	Greater Media Corporate	14,612	5,154,710	0.82
13	Townsquare Media	13,545	2,870,403	1.35
14	Salem Communications	12,859	4,396,232	0.83
15	Emmis Communications	11,315	5,021,727	0.65
16	Hubbard Broadcasting	11,274	3,115,858	1.03
17	New York Public Radio	10,333	2,866,072	0.99
18	Radio One	9,157	2,506,173	1.04
19	Bonneville Corporate	7,915	2,960,278	0.77
20	Beasley Broadcasting Corporate	6,630	2,298,346	0.83

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

¹ iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

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: 1,404,691,746
Net Total Listening Hours: 1,404,398,939

Gross Active Sessions: 2,674,503,021
Net Active Sessions: 2,674,154,530

% Filtered Total Listening Hours: 99.98%
% Filtered Active Sessions: 99.99%

APRIL ALL STREAMS 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	1,188,588	469,320,062	0.73
1 iHeartRadio	458,324	201,321,469	0.65
2 Prisa Radio	106,157	36,432,400	0.81
3 Cumulus Streaming Network	60,708	22,012,592	0.79
4 NPR Member Stations	57,749	21,385,595	0.76
5 CBS Radio Inc.	56,770	19,440,420	0.83
6 ESPN Radio Corporate	26,928	15,064,033	0.52
7 AccuRadio	26,055	4,522,172	1.60
8 Entercom Communications Corp.	25,729	10,417,203	0.72
9 Univision	24,560	12,784,791	0.56
10 EMF Corporate	23,460	5,238,732	1.27
11 Karnaval.com	19,153	10,704,279	0.49
12 Sky Radio B.V.	15,480	2,189,731	1.61
13 Greater Media Corporate	15,181	5,338,483	0.82
14 Townsquare Media	14,326	3,078,200	1.33
15 Salem Communications	13,068	4,460,369	0.83
16 Hubbard Broadcasting	11,945	3,375,366	1.01
17 Emmis Communications	11,388	5,053,608	0.65
18 New York Public Radio	11,229	3,160,135	0.98
19 Radio One	9,226	2,530,254	1.04
20 977Music.com Corporate	8,273	2,387,480	0.96

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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.

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Gross Total Listening Hours: 293,134,643
Net Total Listening Hours: 292,738,008

Gross Active Sessions: 404,906,909
Net Active Sessions: 404,414,045

% Filtered Total Listening Hours: 99.86%
% Filtered Active Sessions: 99.88%



APRIL DOMESTIC 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	789,430	597,966,287	0.70
1	Pandora Corporate	2,227,488	2,020,001,154	0.59
2	Spotify Corporate	1,197,438	1,697,122,474	0.38
3	iHeartRadio	335,116	284,444,443	0.62
4	NPR Member Stations	40,492	27,752,855	0.76
5	Cumulus Streaming Network	38,436	26,113,167	0.77
6	CBS Radio Inc.	37,726	24,074,251	0.82
7	ESPN Radio Corporate	16,319	16,571,768	0.53
8	Entercom Communications Corp.	16,168	11,865,254	0.73
9	Univision	15,875	15,097,191	0.56
10	EMF Corporate	14,799	6,504,556	1.20
11	AccuRadio	9,899	3,070,143	1.69
12	Greater Media Corporate	9,274	6,069,777	0.81
13	Townsquare Media	8,557	3,404,820	1.32
14	Salem Communications	8,495	5,303,016	0.84
15	New York Public Radio	7,784	3,965,888	1.00
16	Emmis Communications	7,762	6,673,833	0.62
17	Hubbard Broadcasting	7,068	3,556,691	1.04
18	Radio One	5,787	3,039,397	1.00
19	Bonneville Corporate	5,183	3,565,713	0.77
20	Beasley Broadcasting Corporate	4,313	2,832,850	0.80

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Gross Total Listening Hours: 2,167,988,852
Net Total Listening Hours: 2,167,550,453

Gross Active Sessions: 4,206,497,247
Net Active Sessions: 4,205,953,639

% Filtered Total Listening Hours: 99.98%
% Filtered Active Sessions: 99.99%

APRIL ALL STREAMS 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	801,489	608,378,840	0.70
1	iHeartRadio	338,903	288,202,363	0.62
2	Prisa Radio	72,977	48,192,969	0.78
3	NPR Member Stations	45,686	30,951,366	0.76
4	Cumulus Streaming Network	39,875	26,920,282	0.78
5	CBS Radio Inc.	38,191	24,393,642	0.82
6	AccuRadio	18,674	6,142,865	1.56
7	ESPN Radio Corporate	17,230	17,407,450	0.53
8	Univision	16,709	15,735,687	0.57
9	Entercom Communications Corp.	16,539	12,123,342	0.73
10	EMF Corporate	16,090	7,285,139	1.16
11	Karnaval.com	14,989	16,281,849	0.47
12	Sky Radio B.V.	11,912	3,244,353	1.58
13	Greater Media Corporate	9,711	6,332,890	0.81
14	Townsquare Media	9,161	3,726,514	1.29
15	Salem Communications	8,679	5,401,970	0.84
16	New York Public Radio	8,579	4,443,199	0.98
17	Emmis Communications	7,825	6,725,553	0.62
18	Hubbard Broadcasting	7,687	3,989,217	1.01
19	977Music.com Corporate	7,150	4,014,812	0.91
20	Radio One	5,843	3,077,786	1.00

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Gross Total Listening Hours: 385,286,895
Net Total Listening Hours: 384,701,535

Gross Active Sessions: 551,468,380
Net Active Sessions: 550,717,792

% Filtered Total Listening Hours: 99.85%
% Filtered Active Sessions: 99.86%

