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Triton Digital Releases August Internet Audio Top 20 Rankers

Boston, MA – Sep 19, 2012 – Triton Digital has released its monthly Internet audio Top 20 Ranker for August 2012. 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, 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

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

If you have any further questions, please contact: marketing@tritondigital.com

See August rankings below:





AUGUST 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	378,522	179,075,616	0.67
1	Pandora Corporate	1,477,244	720,262,558	0.65
2	Clear Channel Radio [∞]	256,542	144,383,258	0.57
3	Cumulus Streaming Network ^{∞3}	70,374	19,213,085	1.15
4	CBS Radio Inc. [°]	70,087	22,879,634	0.97
5	Slacker, Inc. ⁴	59,361	30,338,855	0.62
6	Cox Radio Inc. [∞]	24,041	6,124,186	1.24
7	EMF Corporate	23,942	4,010,301	1.89
8	Entercom Communications Corp. [∞]	20,364	8,689,548	0.74
9	ESPN Radio Corporate	20,220	9,353,980	0.69
10	Digitally Imported Inc. [∞]	17,281	4,990,316	1.08
11	Greater Media Corporate [∞]	10,642	2,527,594	1.33
12	NPR Member Stations	9,935	3,095,366	0.97
13	Univision [∞]	9,456	4,879,449	0.62
14	Radio One [∞]	8,827	2,286,472	1.22
15	Emmis Communications [∞]	8,116	2,981,939	0.86
16	Townsquare Media [∞]	7,393	1,514,382	1.54
17	AccuRadio ^{2 ∞}	7,164	634,829	3.50
18	Hubbard Broadcasting [∞]	7,134	1,793,358	1.26
19	Salem Communications [∞]	6,793	723,412	2.92
20	WNYC Radio	6,409	1,347,266	1.40

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.

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Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

[°] Yahoo LaunchCast is part of CBS Radio Inc.

[∞] These groups are part of the Katz Online Network

² Does not include mobile data

³ Citadel and Cumulus are now merged into the Cumulus Streaming Network

⁴ Slacker: Includes AOL Radio



AUGUST ALL STREAMS RANKER (based on AAS) ¹				
DAYPART 6:00am to 8:00pm, Monday through Friday				
	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Online Network	456,807	204,655,519	0.71
1	Clear Channel Radio [∞]	258,318	145,767,000	0.56
2	Digitally Imported Inc. [∞]	93,619	*	*
3	CBS Radio Inc. [°]	74,727	24,322,823	0.97
4	Cumulus Streaming Network ^{∞3}	71,815	19,728,343	1.15
5	Prisa Radio	70,919	38,103,828	0.59
6	Slacker, Inc. ⁴	62,323	32,103,655	0.62
7	977Music.com Corporate [∞]	36,062	*	*
8	EMF Corporate	27,156	4,539,489	1.88
9	Cox Radio Inc. [∞]	26,336	7,025,851	1.18
10	Entercom Communications Corp. [∞]	21,710	9,484,651	0.73
11	ESPN Radio Corporate	21,006	9,767,383	0.68
12	Sky Radio B.V.	18,071	2,964,989	1.58
13	i.fm Corporate [∞]	17,439	*	*
14	Karnaval.com	14,204	4,552,545	0.90
15	AccuRadio ^{2 ∞}	14,116	1,522,738	2.74
16	Greater Media Corporate [∞]	11,161	2,711,462	1.30
17	NPR Member Stations	10,749	3,473,934	0.94
18	Univision [∞]	10,707	5,262,667	0.65
19	Radio One [∞]	8,895	2,325,862	1.21
20	Emmis Communications [∞]	8,180	3,009,972	0.86

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AUGUST 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	266,300	235,685,321	0.62
1	Pandora Corporate	1,282,444	1,124,536,555	0.63
2	Clear Channel Radio [∞]	183,452	192,485,042	0.53
3	Cumulus Streaming Network ^{∞3}	47,964	23,260,036	1.13
4	CBS Radio Inc. [°]	47,833	27,761,462	0.95
5	Slacker, Inc. ⁴	46,426	45,807,835	0.56
6	EMF Corporate	16,372	5,244,159	1.72
7	Cox Radio Inc. [∞]	16,281	7,516,091	1.19
8	Digitally Imported Inc. [∞]	14,210	7,196,808	1.08
9	Entercom Communications Corp. [∞]	13,375	10,445,165	0.71
10	ESPN Radio Corporate	13,059	10,784,849	0.67
11	NPR Member Stations	7,753	4,282,199	0.96
12	Greater Media Corporate [∞]	6,995	2,966,686	1.29
13	Univision [∞]	6,805	6,697,513	0.56
14	Emmis Communications [∞]	5,856	4,051,819	0.79
15	Radio One [∞]	5,642	2,719,898	1.14
16	AccuRadio ^{2 ∞}	5,195	800,337	3.53
17	Townsquare Media [∞]	4,897	1,871,148	1.44
18	Salem Communications [∞]	4,739	828,741	3.11
19	WNYC Radio	4,731	1,751,135	1.40
20	Hubbard Broadcasting [∞]	4,541	2,075,776	1.20

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DAYPART 6:00am to 12:00am, Monday through Sunday				
	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Online Network	332,906	273,817,463	0.67
1	Clear Channel Radio [∞]	185,063	194,692,996	0.53
2	Digitally Imported Inc. [∞]	76,989	*	*
3	CBS Radio Inc. [°]	51,699	29,772,698	0.95
4	Prisa Radio	49,313	47,809,747	0.56
5	Cumulus Streaming Network ^{∞3}	49,153	24,029,182	1.12
6	Slacker, Inc. ⁴	49,099	48,745,795	0.56
7	977Music.com Corporate [∞]	32,961	*	*
8	EMF Corporate	18,733	5,968,041	1.72
9	Cox Radio Inc. [∞]	18,368	8,974,091	1.12
10	1.fm Corporate [∞]	14,671	*	*
11	Entercom Communications Corp. [∞]	14,520	11,671,924	0.68
12	ESPN Radio Corporate	13,654	11,333,783	0.67
13	Sky Radio B.V.	13,607	4,083,716	1.55
14	AccuRadio ^{2 ∞}	10,998	2,175,252	2.66
15	Karnaval.com	10,517	6,104,578	0.87
16	NPR Member Stations	8,485	4,879,142	0.93
17	Univision [∞]	7,640	7,189,001	0.59
18	Greater Media Corporate [∞]	7,406	3,243,154	1.25
19	Emmis Communications [∞]	5,911	4,095,008	0.79
20	Radio One [∞]	5,699	2,781,073	1.13

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