

DECEMBER 2014 TOP 20 RANKER

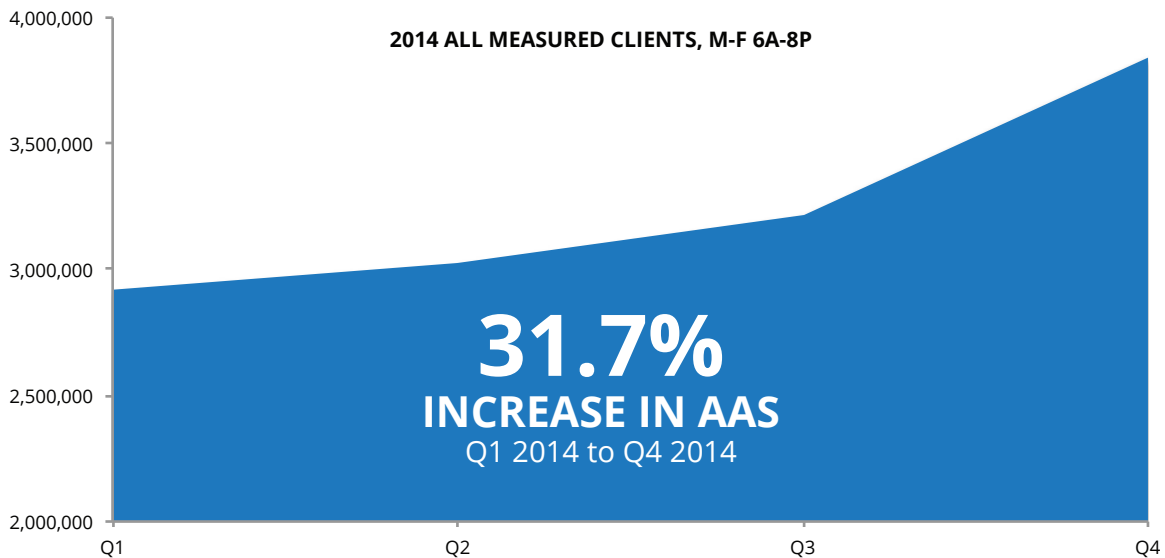
Webcast Metrics® by Triton Digital

2014 Insights & Trends

Before diving in to the December 2014 Rankings, we wanted to take a second and look back at the past year. It's been an incredible year for audio as a medium and our industry as a whole. Here are a few highlights.

Continued Growth

In 2014, overall streaming reached an all-time high with steady growth quarter over quarter. Average Active Sessions (AAS) within the Domestic US grew in both dayparts from Q1 2014 to Q4 2014. The Monday-Friday 6:00 AM-8:00 PM daypart saw a 31.7 percent increase while the Monday-Sunday 6:00 AM-Midnight daypart grew by 34.7 percent.



Mobile Continues to Drive Growth

In breaking out mobile and desktop listening, we again saw impressive year over year growth in mobile listening. AAS on mobile increased by 47.5 percent (M-F 6A-8P) while desktop declined by 4.2 percent. Pureplay streams saw a 49.5 percent increase in mobile AAS while broadcast streams grew by 13.5 percent.

December Insights & Trends

All Measured Clients

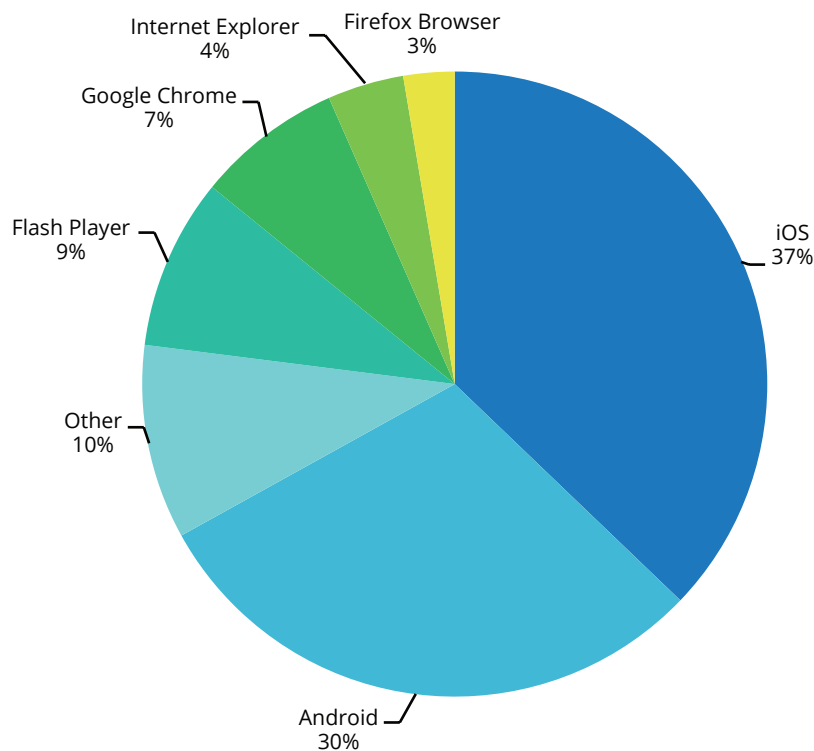
All measured clients in December 2014 showed 3,889,118 AAS (M-F 6A-8P) and 3,319,676 AAS (M-SU 6A-Midnight) within the Domestic US.

The Grinch Who Stole Christmas Listening

Overall AAS declined 17.9 percent (M-F 6A-8P) during the week of Christmas when compared to the three weeks prior. Mobile listening only declined by 2.0 percent while desktop dropped 43.1 percent. Pureplay listening was down 12.6 percent while broadcast declined by 52.9 percent.

Audio Consumption

In breaking out audio consumption, 37.0 percent (M-F 6A-8P) of all listening took place on an iOS device, followed by Android at 30.0 percent, Flash Player at 9.0 percent, and Google Chrome at 7.0 percent.



**The category 'Other' consists of devices, types and browsers that are less than 2% of total audio consumption and audio consumption that cannot be classified.*

Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

December Digital Audio Top 20 Ranker



Learn More

Contact a Triton representative today.



Methodology

For more information on measurement collection and limitations, download our Description of Methodology.



Join Our Email List

Join our mailing list and get the Top 20 Rankers on a monthly basis.

Triton Digital has released its monthly digital audio Top 20 Ranker for December 2014. 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 December rankings below:

DECEMBER 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 Digital Audio	430,302	189,306,775	0.72
1	Pandora Corporate	2,279,618	1,173,527,228	0.62
2	iHeartMedia [∞] ¹	336,738	156,320,510	0.68
3	CBS Radio Inc.	53,478	22,439,398	0.75
4	Slacker, Inc.	52,355	37,457,108	0.44
5	Cumulus Streaming Network [∞]	48,617	17,942,631	0.85
6	NPR Member Stations	39,589	13,833,930	0.88
7	ESPN Radio Corporate	24,896	12,476,303	0.63
8	EMF Corporate	20,929	4,756,235	1.38
9	Cox Radio Inc. [∞]	18,329	6,996,704	0.83
10	idobi Radio	17,267	2,529,479	1.96
11	Univision [∞]	17,124	9,419,375	0.58
12	Greater Media Corporate [∞]	12,085	3,676,585	1.04
13	Townsquare Media [∞]	11,212	2,164,956	1.62
14	AccuRadio [∞]	10,377	2,112,413	1.56
15	Salem Communications [∞]	9,394	3,244,809	0.90
16	Hubbard Broadcasting [∞]	8,255	2,095,437	1.24
17	New York Public Radio	7,484	2,328,035	0.97
18	Bonneville Corporate [∞]	6,391	1,895,334	1.06
19	Radio One [∞]	4,700	841,528	1.76
20	Beasley Broadcasting Corporate [∞]	4,662	1,715,437	0.86

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.

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

[∞] These groups are part of Katz Digital Audio

¹ iHeartMedia includes TheBlaze Radio Network

DECEMBER 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 Digital Audio	455,149	197,405,678	0.73
1	iHeartMedia ^{∞ 2}	342,309	158,354,371	0.68
2	Prisa Radio	78,688	33,840,938	0.71
3	Slacker, Inc.	56,905	39,971,552	0.45
4	CBS Radio Inc.	53,924	22,646,560	0.75
5	Cumulus Streaming Network [∞]	50,118	18,456,796	0.85
6	NPR Member Stations	44,452	15,526,281	0.88
7	Karnaval.com	28,575	12,614,205	0.66
8	EMF Corporate	26,804	5,679,058	1.48
9	ESPN Radio Corporate	25,833	12,909,341	0.63
10	idobi Radio	21,670	3,287,027	1.90
11	Sky Radio B.V.	20,253	3,392,647	1.53
12	Cox Radio Inc. [∞]	18,414	7,035,984	0.83
13	AccuRadio [∞]	18,209	3,940,172	1.43
14	Univision [∞]	18,104	9,726,155	0.59
15	Greater Media Corporate [∞]	12,644	3,865,743	1.03
16	Townsquare Media [∞]	11,855	2,377,371	1.56
17	Salem Communications [∞]	9,614	3,323,010	0.90
18	Hubbard Broadcasting [∞]	8,992	2,412,325	1.17
19	977Music.com Corporate [∞]	8,893	3,363,358	0.81
20	New York Public Radio	8,205	2,677,557	0.93

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² iHeartMedia includes TheBlaze Radio Network



DECEMBER 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 Digital Audio	315,775	254,823,860	0.68
1	Pandora Corporate	1,977,692	1,790,246,672	0.61
2	iHeartMedia [∞] ¹	251,265	214,043,909	0.64
3	Slacker, Inc.	45,187	59,368,973	0.42
4	CBS Radio Inc.	37,548	27,627,292	0.74
5	Cumulus Streaming Network [∞]	33,447	21,901,501	0.83
6	NPR Member Stations	31,779	19,165,778	0.89
7	idobi Radio	17,344	4,353,281	2.03
8	ESPN Radio Corporate	16,642	14,698,008	0.62
9	EMF Corporate	14,654	6,309,430	1.27
10	Cox Radio Inc. [∞]	12,735	8,731,967	0.80
11	Univision [∞]	12,191	11,959,025	0.56
12	Greater Media Corporate [∞]	8,103	4,373,767	1.02
13	Townsquare Media [∞]	7,453	2,591,850	1.57
14	AccuRadio [∞]	7,136	2,570,944	1.53
15	Salem Communications [∞]	6,592	3,935,953	0.91
16	New York Public Radio	5,838	3,177,220	0.98
17	Hubbard Broadcasting [∞]	5,366	2,444,323	1.20
18	Bonneville Corporate [∞]	4,495	2,427,611	1.02
19	Beasley Broadcasting Corporate [∞]	3,198	2,127,883	0.82
20	Prisa Radio	3,124	3,287,125	0.52

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Digital Audio	336,937	267,248,680	0.69
1	iHeartMedia [∞] ²	256,266	217,318,872	0.65
2	Prisa Radio	57,281	43,456,561	0.70
3	Slacker, Inc.	49,245	63,318,628	0.43
4	CBS Radio Inc.	37,956	27,957,688	0.74
5	NPR Member Stations	36,263	21,827,482	0.89
6	Cumulus Streaming Network [∞]	34,754	22,674,905	0.84
7	Karnaval.com	22,108	18,065,109	0.63
8	idobi Radio	21,758	5,601,660	1.99
9	EMF Corporate	19,093	7,583,288	1.37
10	ESPN Radio Corporate	17,367	15,283,258	0.62
11	Sky Radio B.V.	15,771	4,699,176	1.53
12	AccuRadio [∞]	13,586	5,251,107	1.39
13	Univision [∞]	12,820	12,306,162	0.57
14	Cox Radio Inc. [∞]	12,802	8,783,770	0.80
15	Greater Media Corporate [∞]	8,543	4,643,845	1.01
16	Townsquare Media [∞]	7,991	2,922,680	1.49
17	977Music.com Corporate [∞]	7,783	5,290,970	0.79
18	Salem Communications [∞]	6,793	4,057,212	0.91
19	New York Public Radio	6,495	3,741,378	0.92
20	Hubbard Broadcasting [∞]	6,056	2,972,985	1.11

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