

FEBRUARY 2015 TOP 20 RANKER

Webcast Metrics® by Triton Digital

February 2015 Insights & Trends

All Measured Clients

All measured clients in February 2015 showed 4,125,821 Average Active Sessions (AAS) within the Domestic U.S. during the Monday-Friday 6:00AM-8:00PM (M-F 6A-8P) daypart, and 3,481,328 AAS during the Monday-Sunday 6:00AM-Midnight (M-Su 6A-Mid) daypart.

40.2%

INCREASE IN AAS COMPARED TO FEBRUARY 2014 (M-F 6A-8P)

43.6%

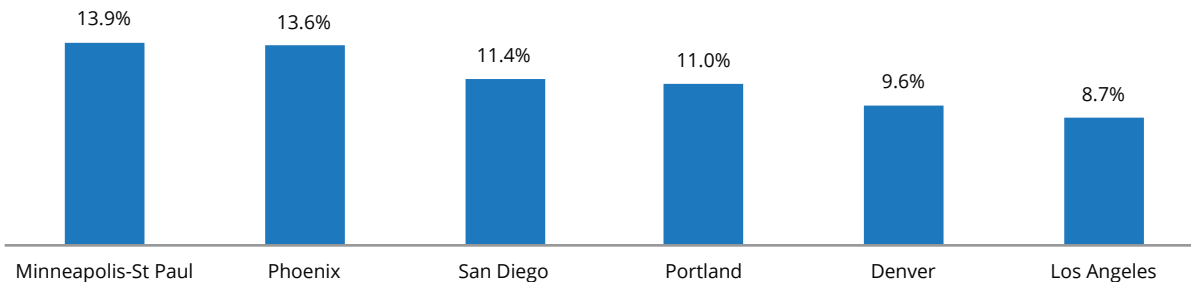
INCREASE IN AAS COMPARED TO FEBRUARY 2014 (M-SU 6A-MID)

Taking a Closer Look

February 2015 showed positive growth in both dayparts when compared to February 2014. AAS within the Domestic U.S. grew by 40.2 percent (M-F 6A-8P) and 43.6 percent (M-Su 6A-Mid).

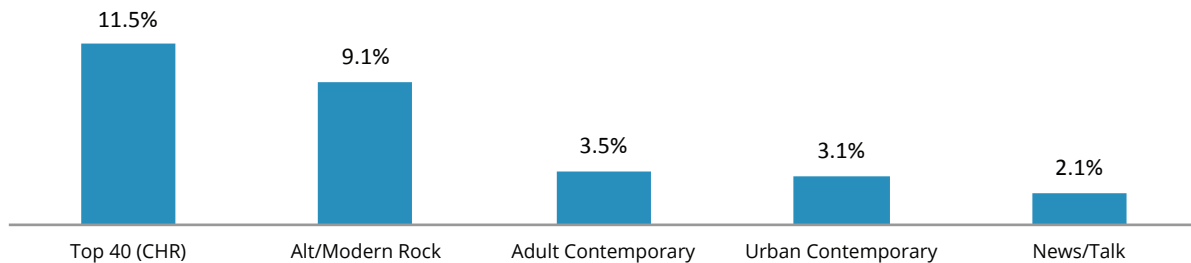
Listening by Market

Looking at the top 20 markets, Minneapolis-St. Paul showed the largest listening gain with a 13.9 percent increase in AAS (M-F 6A-8P), followed by Phoenix, San Diego, Portland, Denver, and Los Angeles.



Growth by Format

Compared to the month prior, the Top 40 (CHR) format showed the largest gains with an 11.5 percent increase in AAS (M-F 6A-8P).

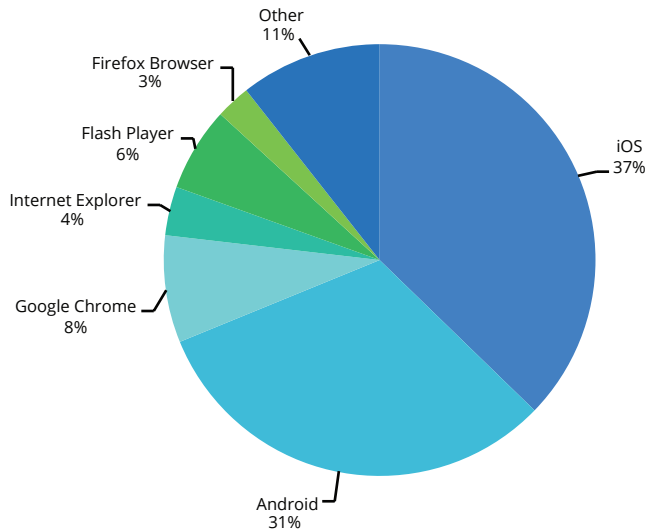


Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

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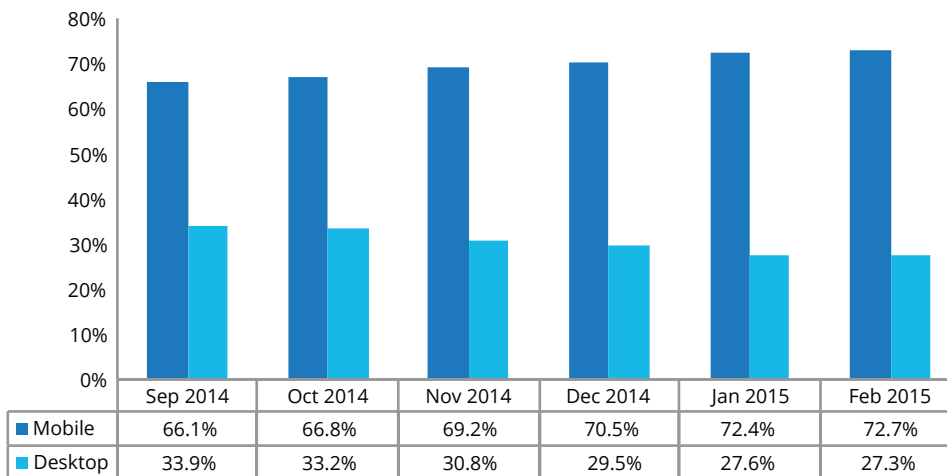
Audio Consumption

During the M-F 6A-8P daypart, 37 percent of listening took place on an iOS device, followed by Android at 31 percent, Google Chrome at 8 percent, and Flash Player at 6 percent.



Mobile Trending Up

Mobile listening represented 72.7 percent (M-F 6A-8P) of total listening in February 2015, compared to 27.3 percent on desktop. Trending for the last six months is charted below.



*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.

February 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 February 2015. 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 February rankings below:

FEBRUARY 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	438,639	162,772,186	0.74
1	Pandora Corporate	2,375,521	1,097,106,842	0.60
2	Spotify Corporate	797,498	631,438,139	0.35
3	iHeartMedia ^{∞ 1}	356,851	137,624,637	0.71
4	CBS Radio Inc.	58,546	19,365,973	0.82
5	Slacker, Inc.	57,096	33,738,040	0.47
6	Cumulus Streaming Network [∞]	54,985	18,014,782	0.83
7	NPR Member Stations	45,420	15,132,617	0.80
8	ESPN Radio Corporate	31,032	12,845,584	0.66
9	EMF Corporate	25,790	4,823,374	1.45
10	Univision [∞]	18,326	8,807,933	0.57
11	idobi Radio	17,486	2,203,833	1.98
12	Townsquare Media [∞]	13,240	2,244,600	1.59
13	Greater Media Corporate [∞]	13,057	3,373,755	1.06
14	Salem Communications [∞]	11,059	3,311,178	0.90
15	Hubbard Broadcasting [∞]	10,229	2,307,518	1.21
16	New York Public Radio	8,199	2,108,048	1.02
17	AccuRadio [∞]	8,102	1,291,340	1.71
18	Beasley Broadcasting Corporate [∞]	6,386	2,156,272	0.81
19	Bonneville Corporate [∞]	6,303	2,102,344	0.82
20	Radio One [∞]	5,764	787,569	1.99

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

FEBRUARY 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	461,741	169,578,098	0.74
1	iHeartMedia [∞] ²	360,583	139,152,424	0.71
2	Prisa Radio	96,036	35,542,618	0.72
3	Slacker, Inc.	61,568	35,731,893	0.48
4	CBS Radio Inc.	59,044	19,548,494	0.82
5	Cumulus Streaming Network [∞]	56,609	18,454,696	0.83
6	NPR Member Stations	50,028	16,721,220	0.80
7	ESPN Radio Corporate	32,211	13,302,814	0.66
8	Karnaval.com	29,814	11,132,082	0.68
9	EMF Corporate	28,318	5,387,886	1.42
10	idobi Radio	21,942	2,837,061	1.93
11	Univision [∞]	19,453	9,133,540	0.59
12	Sky Radio B.V.	16,021	2,228,165	1.57
13	AccuRadio [∞]	14,843	2,638,598	1.49
14	Townsquare Media [∞]	14,024	2,457,351	1.54
15	Greater Media Corporate [∞]	13,647	3,538,692	1.05
16	Salem Communications [∞]	11,300	3,382,587	0.90
17	Hubbard Broadcasting [∞]	11,000	2,599,196	1.15
18	977Music.com Corporate [∞]	9,875	3,110,182	0.84
19	New York Public Radio	9,011	2,390,341	0.99
20	Radio Monte da Gavea	6,542	1,315,154	1.25

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¹ February All Streams Ranker does not include Pandora Corporate

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² iHeartMedia includes TheBlaze Radio Network



FEBRUARY 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	313,630	223,995,993	0.69
1	Pandora Corporate	2,041,808	1,716,853,098	0.59
2	Spotify Corporate	726,517	1,023,750,278	0.36
3	iHeartMedia ^{∞ 1}	259,609	192,927,863	0.66
4	Slacker, Inc.	48,954	55,195,427	0.44
5	CBS Radio Inc.	39,520	23,878,213	0.81
6	Cumulus Streaming Network [∞]	36,231	21,543,816	0.83
7	NPR Member Stations	35,397	21,762,668	0.79
8	ESPN Radio Corporate	19,583	14,465,910	0.67
9	EMF Corporate	17,563	6,546,189	1.31
10	idobi Radio	16,969	3,820,768	2.04
11	Univision [∞]	12,645	11,241,022	0.56
12	Townsquare Media [∞]	8,507	2,695,525	1.54
13	Greater Media Corporate [∞]	8,343	3,929,422	1.05
14	Salem Communications [∞]	7,507	4,033,077	0.90
15	Hubbard Broadcasting [∞]	6,404	2,709,469	1.16
16	New York Public Radio	6,271	2,926,739	1.02
17	AccuRadio [∞]	5,410	1,612,968	1.65
18	Bonneville Corporate [∞]	4,271	2,868,133	0.74
19	Beasley Broadcasting Corporate [∞]	4,195	2,646,906	0.78
20	Prisa Radio	3,756	3,540,136	0.52

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FEBRUARY ALL STREAMS RANKER (based on AAS)¹

DAYPART 6:00am to 12:00am, Monday through Sunday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Digital Audio	333,190	234,862,578	0.70
1	iHeartMedia [∞] ²	263,200	195,585,041	0.66
2	Prisa Radio	66,870	46,160,282	0.69
3	Slacker, Inc.	52,888	58,414,537	0.45
4	CBS Radio Inc.	39,973	24,185,793	0.81
5	NPR Member Stations	39,548	24,376,764	0.78
6	Cumulus Streaming Network [∞]	37,611	22,206,573	0.83
7	Karnaval.com	22,690	16,531,500	0.64
8	idobi Radio	21,288	4,873,846	2.01
9	ESPN Radio Corporate	20,445	15,077,500	0.67
10	EMF Corporate	19,667	7,426,236	1.29
11	Univision [∞]	13,342	11,606,601	0.57
12	Sky Radio B.V.	12,289	3,208,743	1.56
13	AccuRadio [∞]	10,887	3,673,057	1.42
14	Townsquare Media [∞]	9,144	3,039,109	1.46
15	Greater Media Corporate [∞]	8,786	4,162,240	1.04
16	977Music.com Corporate [∞]	8,476	5,031,172	0.81
17	Salem Communications [∞]	7,722	4,147,764	0.90
18	Hubbard Broadcasting [∞]	7,111	3,205,404	1.09
19	New York Public Radio	6,991	3,389,083	0.98
20	Bonneville Corporate [∞]	4,377	2,944,033	0.73

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