

JANUARY 2015 TOP 20 RANKER

Webcast Metrics® by Triton Digital

January 2015 Insights & Trends

All Measured Clients

All measured clients in January 2015 showed 3,943,385 Average Active Sessions (AAS) during the Domestic Monday-Friday 6:00AM-8:00PM (M-F 6A-8P) daypart, and 3,319,380 AAS during the Domestic Monday-Sunday 6:00AM-Midnight (M-Su 6A-Mid) daypart.

41.2%

INCREASE IN AAS WITHIN THE M-F 6A-8P DAYPART

43.3%

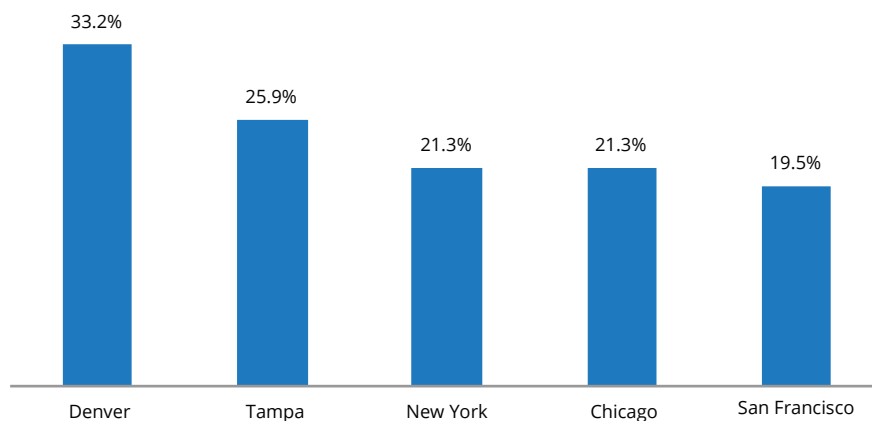
INCREASE IN AAS WITHIN THE M-SU 6A-MIDNIGHT DAYPART

Taking a Closer Look

January 2015 showed positive growth in both dayparts when compared to January 2014. AAS within the Domestic US grew by 41.2 percent (M-F 6A-8P) and 43.3 percent (M-Su 6A-Mid).

Listening by Market

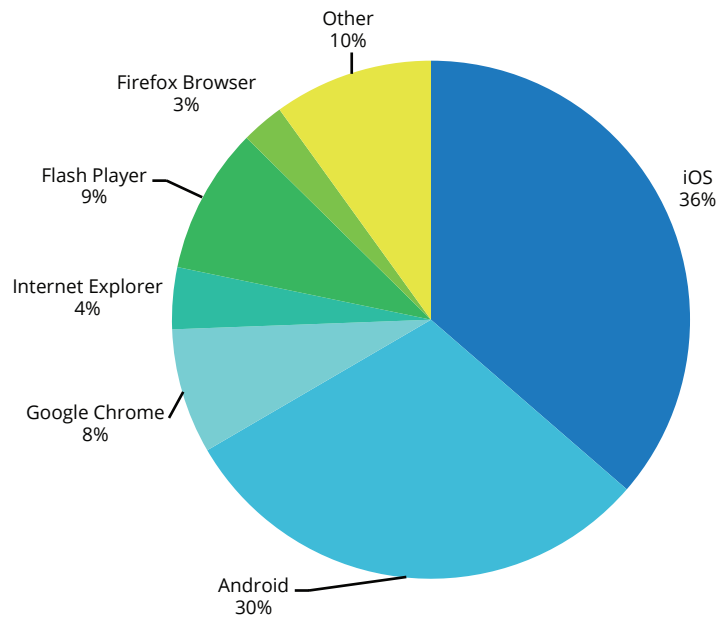
Looking at the top 20 markets, Denver showed the largest listening gain when compared to the month prior with a 33.2 percent increase in AAS (M-F 6A-8P), followed by Tampa at 25.9 percent, New York at 21.3 percent, Chicago at 21.3 percent, and San Francisco at 19.5 percent.



Insights & Trends

Audio Consumption

In breaking out audio consumption, 36 percent of all listening (M-F 6A-8P) took place on an iOS device followed by Android at 30 percent, Flash Player at 9 percent, and Google Chrome at 8 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.*

January 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 January 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 January rankings below:

JANUARY 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	445,092	180,551,393	0.74
1	Pandora Corporate	2,244,285	1,117,296,871	0.61
2	Spotify Corporate	756,829	549,840,543	0.42
3	iHeartMedia ^{∞ 1}	344,215	146,758,069	0.70
4	CBS Radio Inc.	62,014	22,713,894	0.82
5	Cumulus Streaming Network [∞]	55,295	18,863,280	0.88
6	Slacker, Inc.	52,211	34,110,624	0.47
7	NPR Member Stations	45,342	15,577,018	0.85
8	ESPN Radio Corporate	36,658	16,583,594	0.67
9	EMF Corporate	23,991	5,043,586	1.43
10	Univision [∞]	19,290	9,940,692	0.59
11	Cox Radio Inc. [∞]	19,223	6,704,813	0.86
12	Greater Media Corporate [∞]	12,798	3,630,558	1.06
13	Townsquare Media [∞]	12,458	2,247,883	1.66
14	Salem Communications [∞]	10,564	3,385,164	0.93
15	idobi Radio ²	10,086	1,404,494	1.97
16	Hubbard Broadcasting [∞]	9,782	2,480,250	1.18
17	New York Public Radio	8,330	2,446,050	0.99
18	AccuRadio [∞]	8,078	1,344,172	1.82
19	Bonneville Corporate [∞]	7,202	2,350,341	0.93
20	Beasley Broadcasting Corporate [∞]	5,992	2,134,446	0.85

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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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

² idobi Radio experienced a brief technical issue resulting in partial data loss beginning the week of 1/19

JANUARY 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	468,984	188,189,787	0.75
1	iHeartMedia ^{∞ 2}	348,936	148,734,178	0.70
2	Prisa Radio	87,107	35,195,130	0.72
3	CBS Radio Inc.	62,538	22,930,640	0.82
4	Cumulus Streaming Network [∞]	56,885	19,328,597	0.88
5	Slacker, Inc.	56,501	36,258,088	0.47
6	NPR Member Stations	49,884	17,283,118	0.85
7	ESPN Radio Corporate	38,011	17,142,929	0.67
8	Karnaval.com	28,300	12,102,872	0.65
9	EMF Corporate	28,005	5,832,038	1.43
10	Univision [∞]	20,313	10,242,823	0.60
11	Cox Radio Inc. [∞]	19,304	6,737,005	0.86
12	Sky Radio B.V.	17,193	2,556,194	1.62
13	AccuRadio [∞]	14,636	2,757,549	1.56
14	Greater Media Corporate [∞]	13,417	3,820,860	1.06
15	Townsquare Media [∞]	13,180	2,459,672	1.60
16	idobi Radio ³	12,661	1,820,875	1.91
17	Salem Communications [∞]	10,800	3,460,298	0.93
18	Hubbard Broadcasting [∞]	10,515	2,773,744	1.14
19	977Music.com Corporate [∞]	9,858	3,365,544	0.86
20	New York Public Radio	9,113	2,787,032	0.95

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JANUARY 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	314,022	246,002,168	0.70
1	Pandora Corporate	1,934,382	1,773,120,529	0.60
2	Spotify Corporate	687,702	896,698,034	0.43
3	iHeartMedia ^{∞ 1}	247,066	203,773,199	0.66
4	Slacker, Inc.	44,722	56,076,770	0.44
5	CBS Radio Inc.	41,723	28,345,480	0.80
6	Cumulus Streaming Network [∞]	36,526	23,005,527	0.87
7	NPR Member Stations	35,381	22,312,181	0.85
8	ESPN Radio Corporate	23,587	19,713,563	0.66
9	EMF Corporate	16,352	6,894,767	1.30
10	Univision [∞]	13,384	12,908,232	0.57
11	Cox Radio Inc. [∞]	12,860	8,449,872	0.83
12	idobi Radio ²	10,434	2,615,892	2.03
13	Greater Media Corporate [∞]	8,227	4,307,488	1.05
14	Townsquare Media [∞]	7,954	2,707,751	1.60
15	Salem Communications [∞]	7,131	4,140,610	0.93
16	New York Public Radio	6,346	3,418,043	0.99
17	Hubbard Broadcasting [∞]	6,111	2,898,330	1.15
18	AccuRadio [∞]	5,380	1,689,731	1.75
19	Bonneville Corporate [∞]	4,908	3,012,766	0.90
20	Beasley Broadcasting Corporate [∞]	3,928	2,638,994	0.82

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JANUARY 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	336,420	260,669,358	0.71
1	iHeartMedia [∞] ²	253,576	209,550,897	0.66
2	Prisa Radio	61,557	46,213,697	0.71
3	Slacker, Inc.	48,516	59,575,658	0.45
4	CBS Radio Inc.	42,186	28,697,914	0.80
5	NPR Member Stations	39,491	25,164,088	0.84
6	Cumulus Streaming Network [∞]	37,884	23,724,451	0.87
7	ESPN Radio Corporate	24,584	20,488,635	0.66
8	Karnaval.com	21,757	17,963,266	0.62
9	EMF Corporate	19,379	8,029,938	1.32
10	Univision [∞]	14,019	13,255,536	0.58
11	Sky Radio B.V.	13,260	3,752,375	1.60
12	idobi Radio ³	13,092	3,359,694	1.99
13	Cox Radio Inc. [∞]	12,924	8,495,368	0.83
14	AccuRadio [∞]	10,717	3,866,174	1.49
15	Greater Media Corporate [∞]	8,702	4,583,886	1.04
16	Townsquare Media [∞]	8,542	3,052,282	1.52
17	977Music.com Corporate [∞]	8,519	5,483,265	0.83
18	Salem Communications [∞]	7,342	4,261,396	0.93
19	New York Public Radio	7,046	3,980,383	0.94
20	Hubbard Broadcasting [∞]	6,787	3,404,725	1.09

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