

# Top 20 Ranker

## January 2017

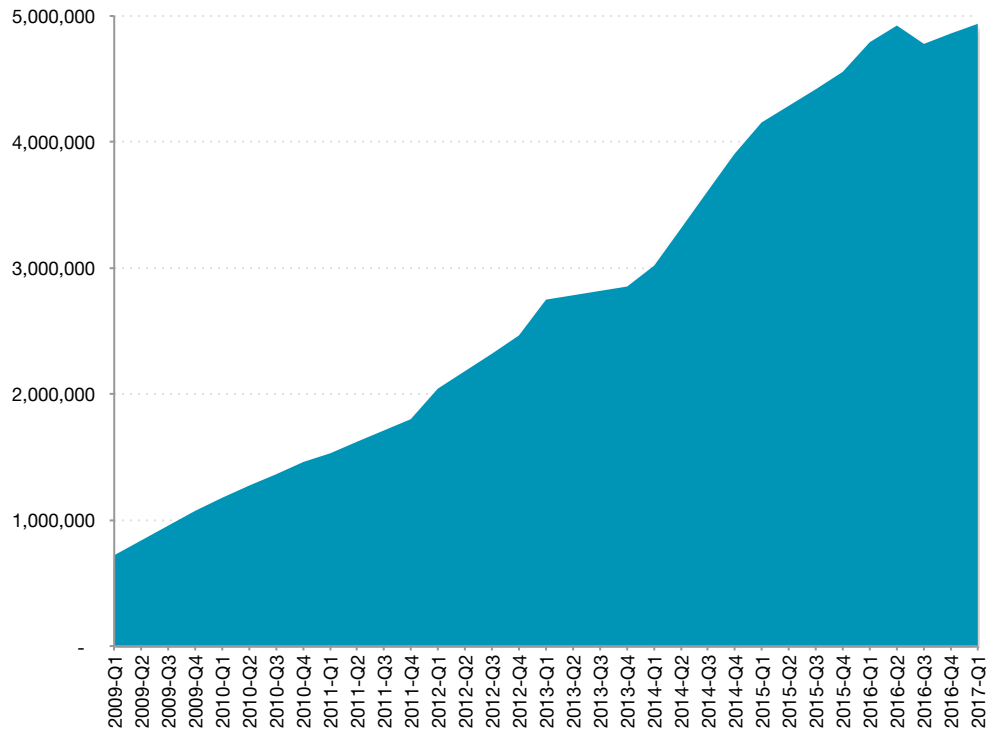
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes global and U.S. listening, as well as insights into listening trends.

# January 2017

## Digital Audio Insights & Trends

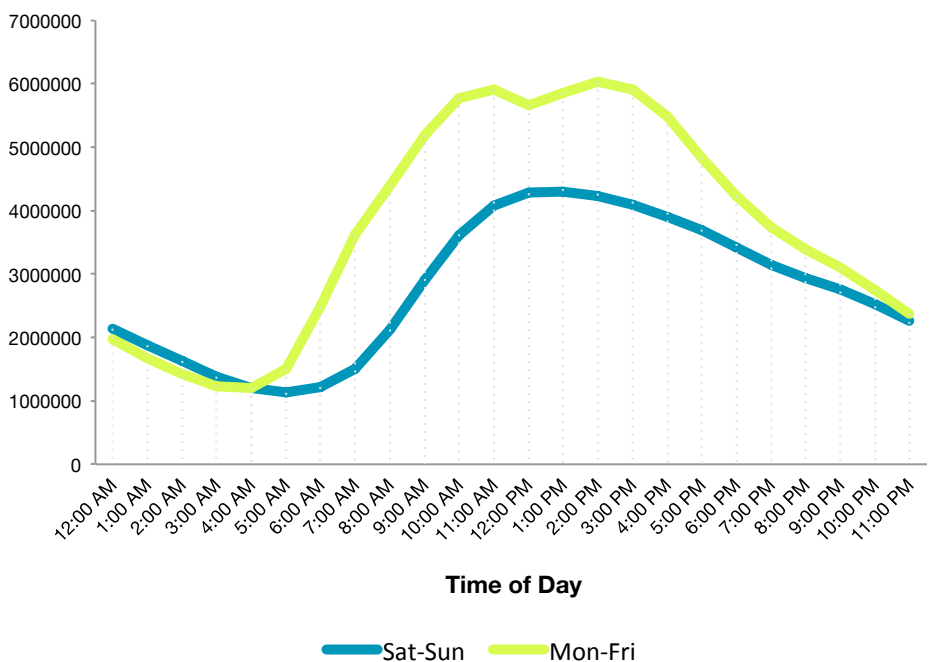
### Total weekday listening remains steady at 4.93 million in the U.S.

All measured clients within the U.S. reported a total of 4,934,471 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart and 4,101,292 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



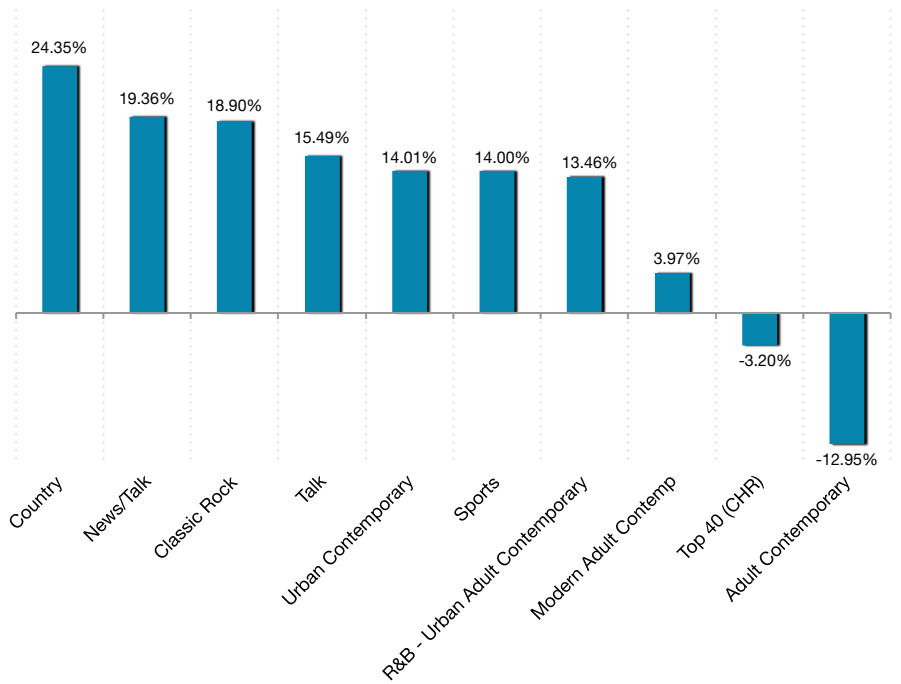
### Weekday listening shows highest peak at 2:00pm.

Midweek listening shows peak AAS occurring at 2:00pm in January 2017. On the weekend, listening shows peak AAS at 1:00pm before gradually declining throughout the evening.



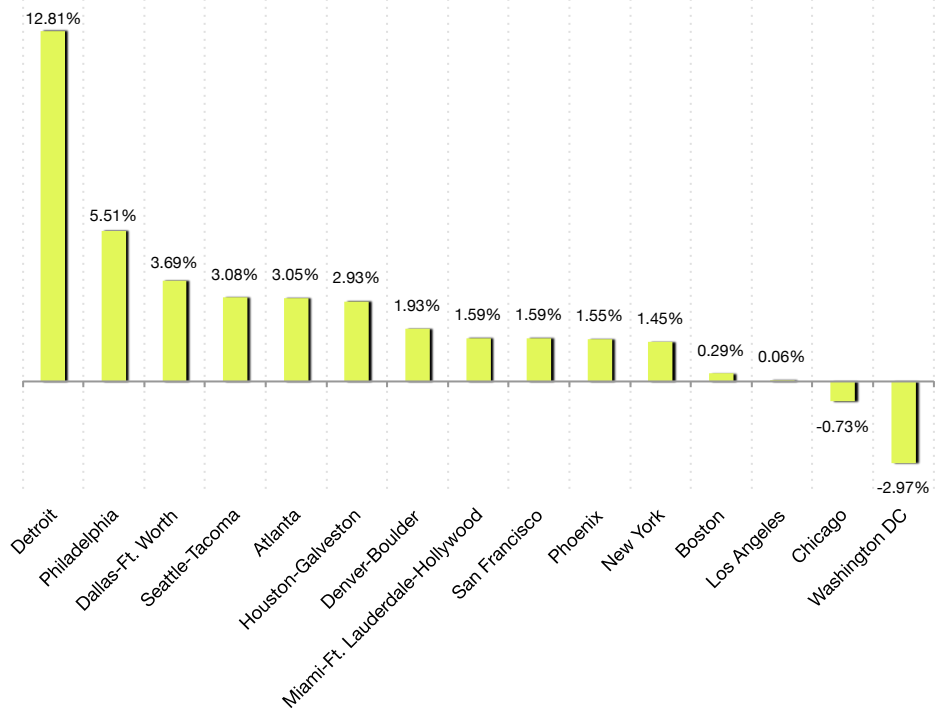
## Country format shows largest gain at 24% increase.

When compared to December 2016, the Country format showed the largest listening gains with a 24 percent increase in AAS during the Monday through Friday 6:00am to 7:00pm daypart, followed by News/Talk and Classic Rock.



## Detroit market shows largest gain at 12% increase.

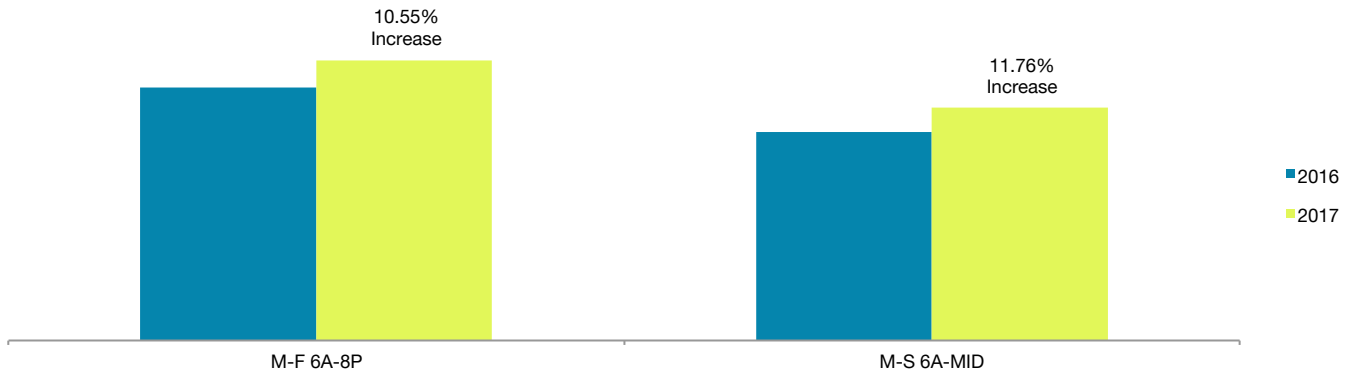
Looking at the Top 15 Markets as compared to December 2016, Detroit showed the largest listening gain with a 12 percent increase in AAS during the Monday through Friday 6:00am to 7:00pm daypart.



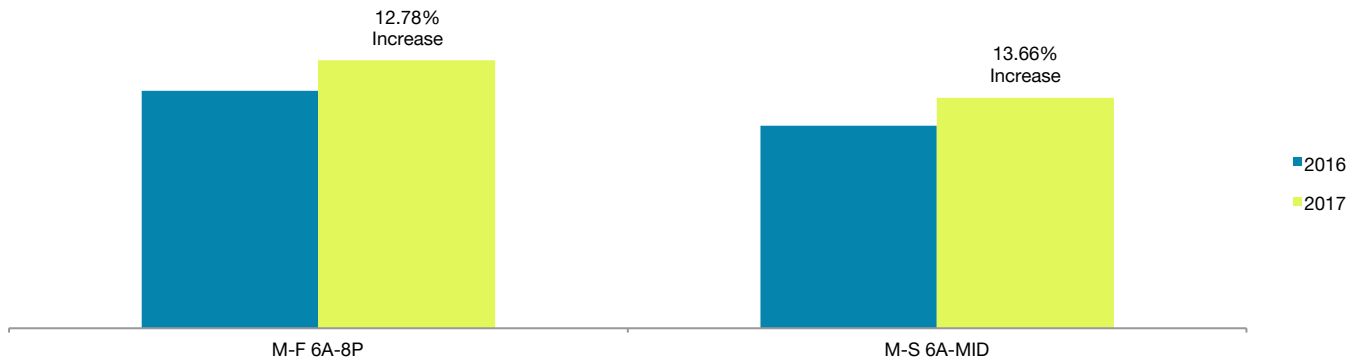
## Year-over-year listening shows consistent growth.

Total listening for all publishers showed positive listening gains when compared to January 2016, with a 10.55 percent increase in AAS during the Monday through Friday 6:00am to 8:00pm daypart, and 11.76 percent increase during the Monday through Sunday 6:00am to Midnight daypart.

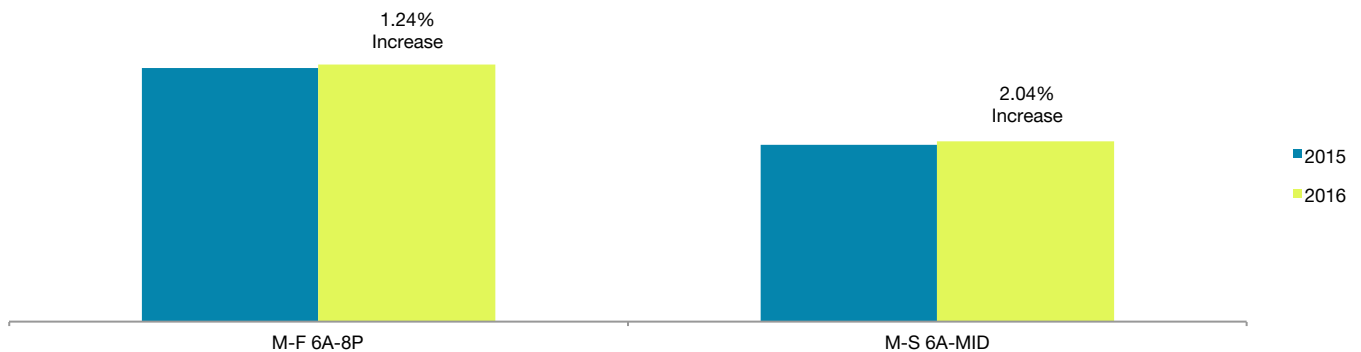
### Year-Over-Year Listening For All



### Year-Over-Year Listening for Pureplay



### Year-Over-Year Listening for Broadcasters



# January 2017

## Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for January 2017. 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.

The Webcast Metrics Monthly Rankers are now time zone normalized globally. This time zone normalization ensures that listening outside of the U.S. is accurately attributed to the time zone in which the listener is located, as opposed to being mapped to U.S. Central Time, as reported in previous Rankers. As a result of this normalization, audience levels for a number of publishers on the Ranker have changed, as their international listenership which previously fell outside of the U.S. 6AM to 8PM daypart is now being reported based on the local time of each listener.

For example, a listener in Florence, Italy consuming a stream at 8:00am (Central Europe Time) is no longer being mapped to a U.S. Central Time, which would be reported as 2AM. The 8AM listener is now being attributed to the daypart of 6AM to 8PM.

This update comes as part of Triton's commitment to continuously enhance and improve the Webcast Metrics platform, to provide the best measurement solution for their publisher and agency partners worldwide.

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](http://www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf)

If you have any further questions, please contact: [Ranker@TritonDigital.com](mailto:Ranker@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 |
|----|---|-------------------------|----------------|------------------------------|
|    | iHeartMedia Network <sup>1</sup>            | 1,114,491               | 524,914,849    | 0.64                         |
| 1  | Pandora Corporate                           | 2,345,170               | 1,232,392,899  | 0.58                         |
| 2  | Spotify Corporate                           | 1,659,259               | 1,312,019,453  | 0.39                         |
| 3  | iHeartRadio                                 | 418,860                 | 259,578,106    | 0.49                         |
| 4  | NPR Member Stations <sup>2</sup>            | 65,444                  | 24,343,474     | 0.80                         |
| 5  | Cumulus Streaming Network                   | 60,055                  | 23,744,942     | 0.76                         |
| 6  | CBS Radio Inc.                              | 52,386                  | 19,924,525     | 0.79                         |
| 7  | Entercom Communications Corp.               | 26,275                  | 11,792,166     | 0.68                         |
| 8  | AccuRadio                                   | 23,421                  | 2,988,812      | 2.34                         |
| 9  | Univision                                   | 23,015                  | 14,146,441     | 0.50                         |
| 10 | ESPN Radio Corporate                        | 20,991                  | 9,229,401      | 0.69                         |
| 11 | EMF Corporate                               | 19,377                  | 4,802,216      | 1.21                         |
| 12 | Beasley Broadcasting Corporate <sup>3</sup> | 17,297                  | 6,407,991      | 0.82                         |
| 13 | Salem Communications                        | 13,986                  | 5,701,239      | 0.73                         |
| 14 | Townsquare Media                            | 13,118                  | 3,266,696      | 1.22                         |
| 15 | New York Public Radio                       | 12,648                  | 4,249,699      | 0.88                         |
| 16 | Hubbard Broadcasting                        | 12,325                  | 2,962,635      | 1.24                         |
| 17 | Emmis Communications                        | 10,931                  | 4,901,347      | 0.67                         |
| 18 | Radio One                                   | 10,591                  | 4,310,572      | 0.74                         |
| 19 | Bonneville Corporate                        | 7,913                   | 3,155,994      | 0.76                         |
| 20 | Prisa Radio                                 | 6,727                   | 3,177,132      | 0.76                         |

**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

2 Publisher experienced minor and varied data issues through the period

3 Beasley Broadcasting Corporate includes Greater Media Corporate

Beginning with the January Ranker, all publisher listening is now time-zone normalized, which has resulted in changes in listening metrics for publishers with large International listenership. For more information about time-zone normalization, please contact [ranker@tritondigital.com](mailto:ranker@tritondigital.com)

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: 1,487,747,339

Net Total Listening Hours: 1,484,277,272

Gross Active Sessions: 2,997,085,127

Net Active Sessions: 2,990,275,715

% Filtered Total Listening Hours: 99.77%

% Filtered Active Sessions: 99.77%

# JANUARY 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 <sup>1</sup>               | 1,133,681               | 532,560,994    | 0.64                         |
| 1 iHeartRadio                                  | 425,387                 | 262,940,021    | 0.49                         |
| 2 Prisa Radio                                  | 112,033                 | 38,430,832     | 0.92                         |
| 3 NPR Member Stations <sup>2</sup>             | 72,322                  | 27,049,462     | 0.80                         |
| 4 Cumulus Streaming Network                    | 62,133                  | 24,328,206     | 0.77                         |
| 5 CBS Radio Inc.                               | 52,858                  | 20,111,042     | 0.79                         |
| 6 AccuRadio                                    | 40,098                  | 5,499,589      | 2.18                         |
| 7 Sky Radio B.V.                               | 27,077                  | 4,981,653      | 1.65                         |
| 8 Entercom Communications Corp.                | 26,981                  | 12,083,938     | 0.68                         |
| 9 Univision                                    | 23,084                  | 14,167,768     | 0.50                         |
| 10 Karnaval.com                                | 22,634                  | 11,952,505     | 0.58                         |
| 11 ESPN Radio Corporate                        | 21,862                  | 9,604,301      | 0.69                         |
| 12 EMF Corporate                               | 21,011                  | 5,464,481      | 1.16                         |
| 13 Beasley Broadcasting Corporate <sup>3</sup> | 17,685                  | 6,537,296      | 0.82                         |
| 14 Salem Communications                        | 14,240                  | 5,785,344      | 0.74                         |
| 15 Townsquare Media                            | 13,839                  | 3,456,695      | 1.21                         |
| 16 New York Public Radio                       | 13,814                  | 4,707,021      | 0.87                         |
| 17 Hubbard Broadcasting                        | 12,462                  | 3,040,178      | 1.22                         |
| 18 Grupo Acir                                  | 11,327                  | 3,619,633      | 0.95                         |
| 19 Emmis Communications                        | 11,036                  | 4,955,916      | 0.67                         |
| 20 Radio One                                   | 10,659                  | 4,338,312      | 0.74                         |

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Gross Total Listening Hours: 313,559,133

Net Total Listening Hours: 313,028,909

Gross Active Sessions: 482,657,268

Net Active Sessions: 481,955,506

% Filtered Total Listening Hours: 99.83%

% Filtered Active Sessions: 99.85%



# 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 |
|----|---|-------------------------|----------------|------------------------------|
|    | iHeartMedia Network <sup>1</sup>            | 741,847                 | 674,524,219    | 0.60                         |
| 1  | Pandora Corporate                           | 1,954,697               | 1,879,555,051  | 0.57                         |
| 2  | Spotify Corporate                           | 1,491,574               | 2,090,064,311  | 0.40                         |
| 3  | iHeartRadio                                 | 301,043                 | 366,229,338    | 0.45                         |
| 4  | NPR Member Stations <sup>2</sup>            | 49,432                  | 33,218,620     | 0.81                         |
| 5  | Cumulus Streaming Network                   | 39,445                  | 28,248,291     | 0.76                         |
| 6  | CBS Radio Inc.                              | 35,852                  | 24,528,274     | 0.79                         |
| 7  | Entercom Communications Corp.               | 17,230                  | 13,740,239     | 0.69                         |
| 8  | Univision                                   | 15,468                  | 16,648,831     | 0.51                         |
| 9  | AccuRadio                                   | 15,399                  | 3,589,163      | 2.34                         |
| 10 | ESPN Radio Corporate                        | 13,839                  | 10,836,336     | 0.70                         |
| 11 | EMF Corporate                               | 12,912                  | 6,352,418      | 1.11                         |
| 12 | Beasley Broadcasting Corporate <sup>3</sup> | 11,164                  | 7,549,251      | 0.81                         |
| 13 | New York Public Radio                       | 9,585                   | 5,745,565      | 0.90                         |
| 14 | Salem Communications                        | 9,258                   | 6,726,610      | 0.75                         |
| 15 | Townsquare Media                            | 8,522                   | 3,777,321      | 1.24                         |
| 16 | Hubbard Broadcasting                        | 7,821                   | 3,446,134      | 1.23                         |
| 17 | Emmis Communications                        | 7,503                   | 6,263,475      | 0.66                         |
| 18 | Radio One                                   | 6,807                   | 5,120,044      | 0.73                         |
| 19 | Bonneville Corporate                        | 5,159                   | 3,745,098      | 0.76                         |
| 20 | Prisa Radio                                 | 4,654                   | 3,945,555      | 0.76                         |

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Gross Total Listening Hours: 2,248,276,106

Net Total Listening Hours: 2,241,408,992

Gross Active Sessions: 4,575,302,934

Net Active Sessions: 4,562,721,531

% Filtered Total Listening Hours: 99.69%

% Filtered Active Sessions: 99.73%



# JANUARY 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 <sup>1</sup>            | 757,172                 | 686,007,043    | 0.60                         |
| 1  | iHeartRadio                                 | 306,675                 | 371,577,636    | 0.46                         |
| 2  | Prisa Radio                                 | 77,013                  | 51,148,974     | 0.87                         |
| 3  | NPR Member Stations <sup>2</sup>            | 56,037                  | 37,814,606     | 0.81                         |
| 4  | Cumulus Streaming Network                   | 41,257                  | 29,153,304     | 0.77                         |
| 5  | CBS Radio Inc.                              | 36,261                  | 24,823,455     | 0.79                         |
| 6  | AccuRadio                                   | 28,114                  | 7,232,492      | 2.13                         |
| 7  | Sky Radio B.V.                              | 20,696                  | 7,148,563      | 1.60                         |
| 8  | Entercom Communications Corp.               | 17,800                  | 14,164,371     | 0.70                         |
| 9  | Karnaval.com                                | 17,455                  | 18,786,329     | 0.52                         |
| 10 | Univision                                   | 15,529                  | 16,683,604     | 0.52                         |
| 11 | ESPN Radio Corporate                        | 14,493                  | 11,349,655     | 0.70                         |
| 12 | EMF Corporate                               | 14,229                  | 7,344,254      | 1.06                         |
| 13 | Beasley Broadcasting Corporate <sup>3</sup> | 11,456                  | 7,725,279      | 0.81                         |
| 14 | New York Public Radio                       | 10,600                  | 6,485,362      | 0.88                         |
| 15 | Salem Communications                        | 9,480                   | 6,854,438      | 0.75                         |
| 16 | Townsquare Media                            | 9,095                   | 4,061,205      | 1.23                         |
| 17 | Hubbard Broadcasting                        | 7,944                   | 3,574,042      | 1.21                         |
| 18 | Emmis Communications                        | 7,596                   | 6,354,477      | 0.66                         |
| 19 | Grupo Acir                                  | 7,343                   | 4,476,689      | 0.90                         |
| 20 | Radio One                                   | 6,862                   | 5,162,284      | 0.73                         |

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Gross Total Listening Hours: 402,292,817  
Net Total Listening Hours: 401,408,839

Gross Active Sessions: 653,866,988  
Net Active Sessions: 652,656,005

% Filtered Total Listening Hours: 99.78%  
% Filtered Active Sessions: 99.81%

