

webcast^{•••}metrics

TOP 20 RANKER

July 2016

JULY 2016: DIGITAL AUDIO INSIGHTS & TRENDS

Total Listening in July 2016

All measured clients within the Domestic U.S. reported a total of **4,571,188** Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and **3,825,487** AAS during the Monday-Sunday 6:00AM-Midnight daypart.

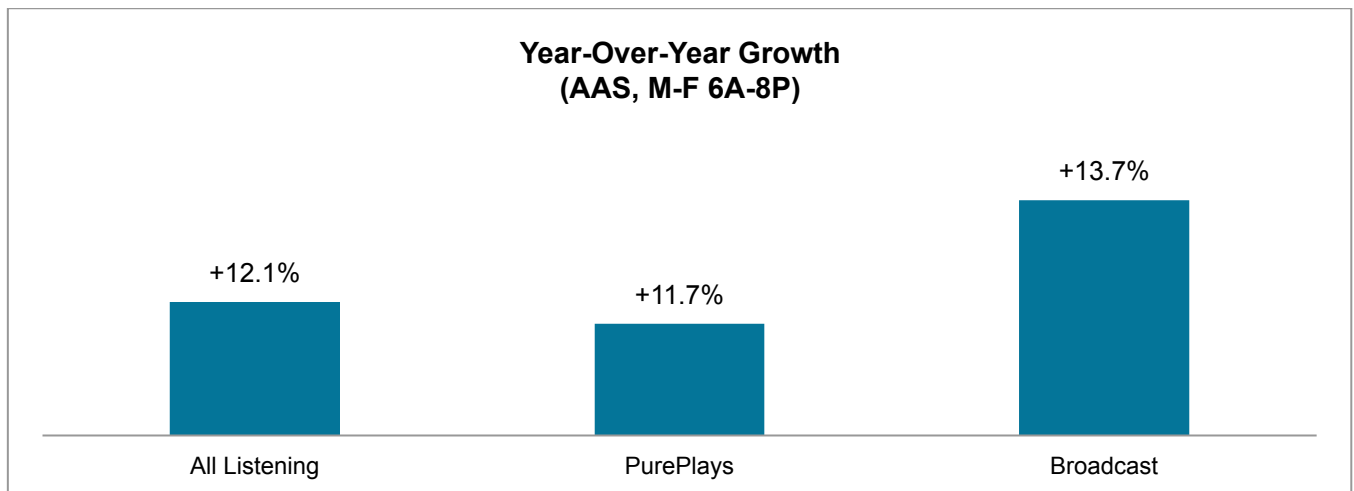
Fourth of July Effect

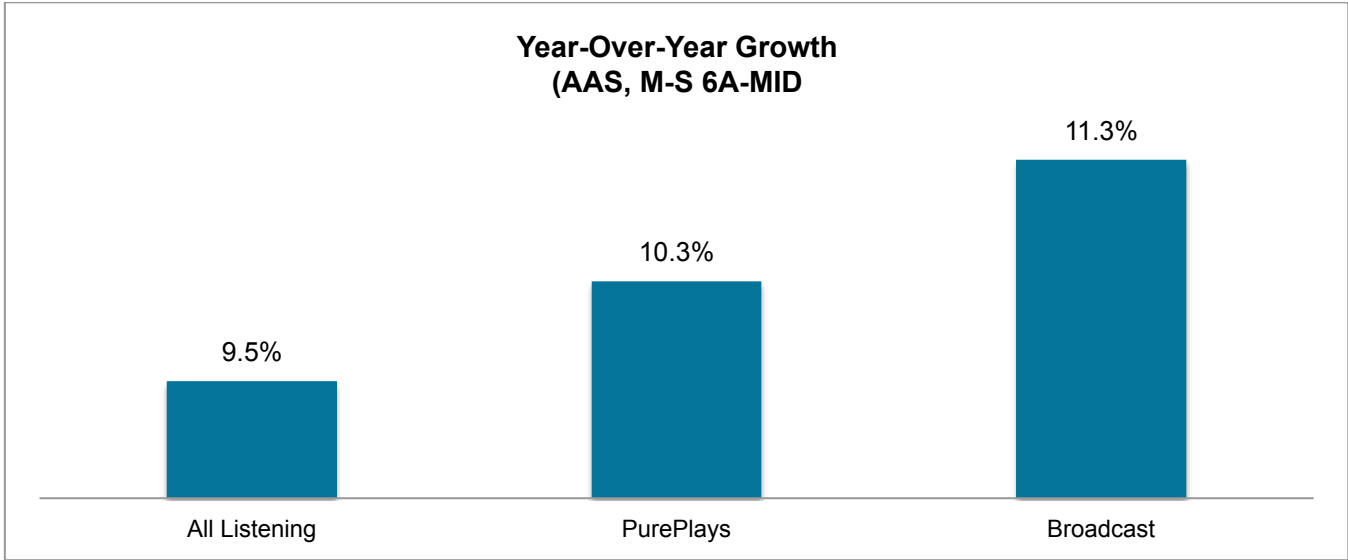
Overall domestic AAS declined 7.7 percent during the week of the Fourth of July (M-F 6A-8P) when compared to the three weeks following. Mobile listening declined 4.6 percent while desktop dropped by 16.0 percent. PurePlay listening was down 6.5 percent while broadcast streams declined by 16.6 percent.

In comparison, overall non-US based listening declined 0.6 percent during the week of the Fourth of July (M-F 6A-8P) when compared to the three weeks following. Mobile listening declined 1.3 percent while desktop dropped by 0.7 percent. PurePlay listening was down 0.5 percent while broadcast streams declined by 1.5 percent.

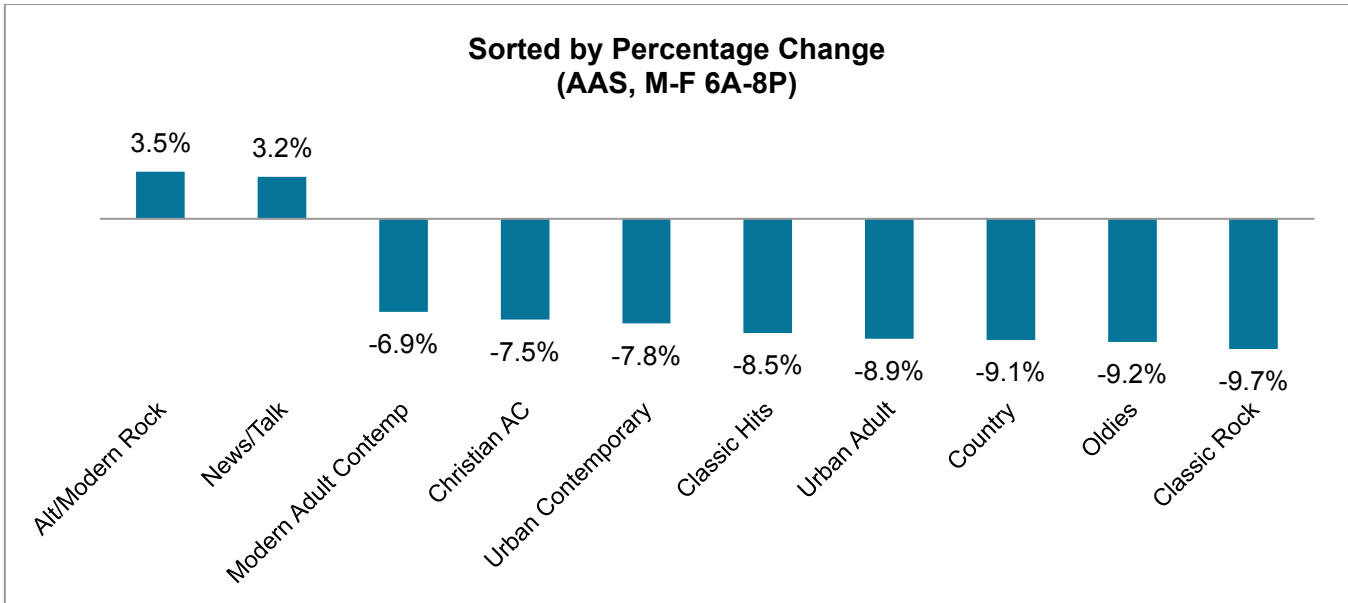
Year-Over-Year Listening (July 2016 vs. July 2015)

Overall streaming has seen steady growth when compared to July 2015. Both Pureplays and AM/FM Broadcasters showed positive growth during the Monday-Friday 6:00AM-8:00PM daypart and the Monday-Sunday 6:00AM-Midnight daypart.

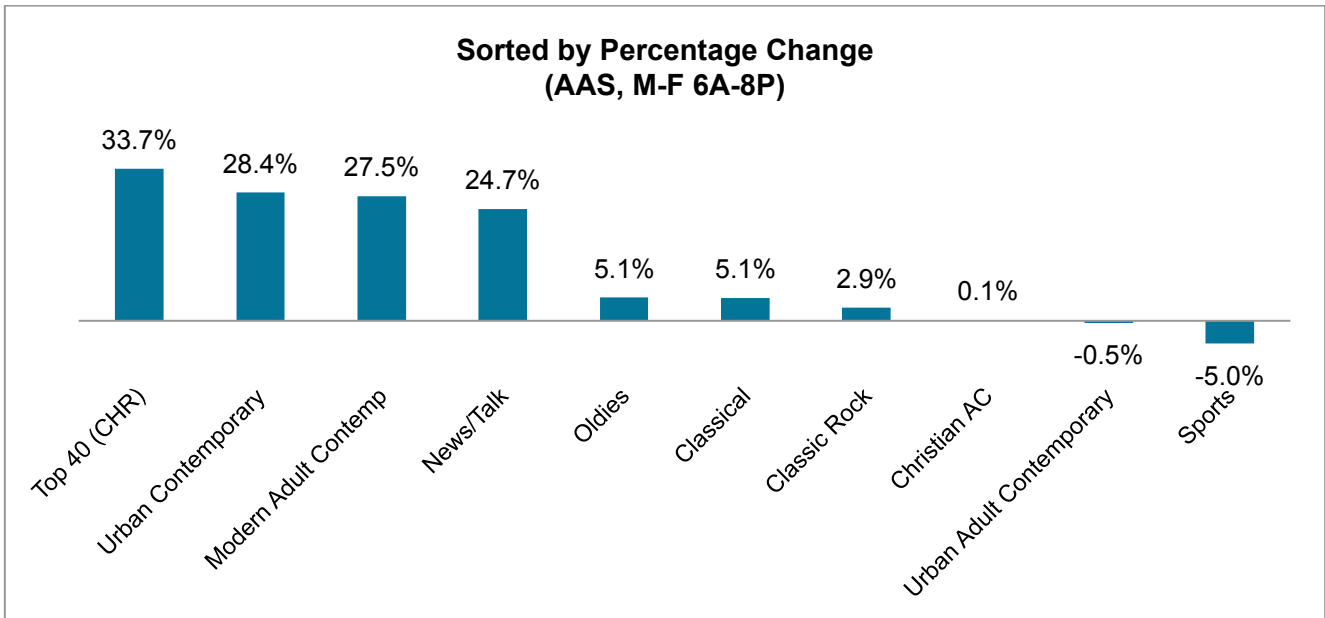




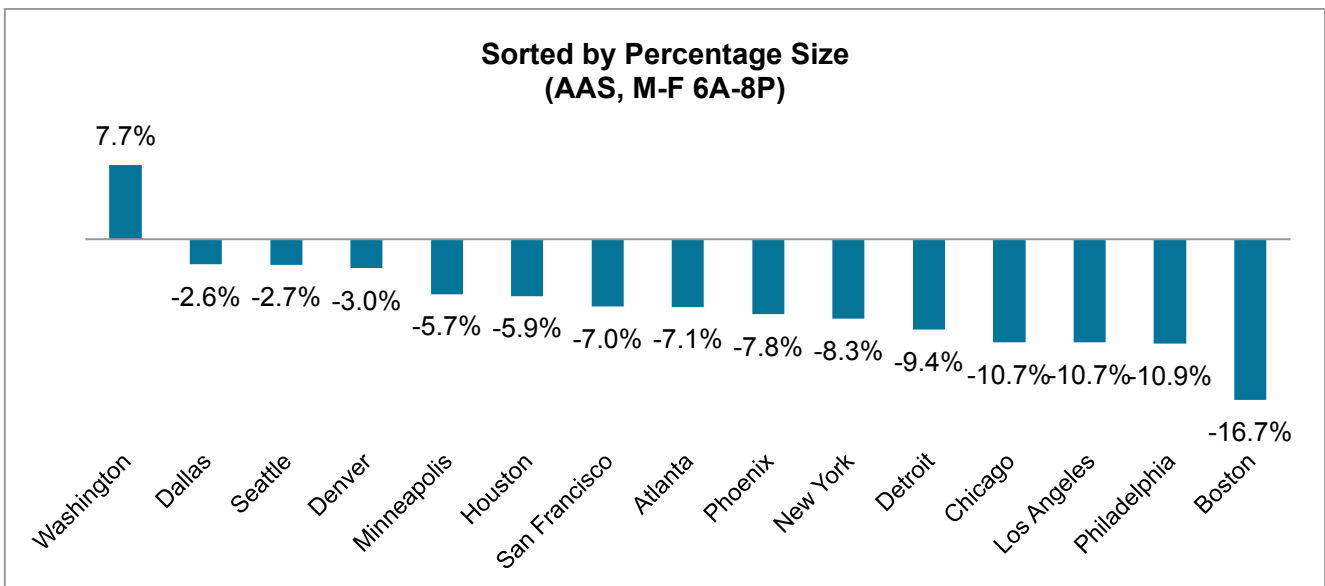
Top 10 Formats (July 2016 vs. June 2016)



Top 10 Formats (July 2016 vs. July 2015)

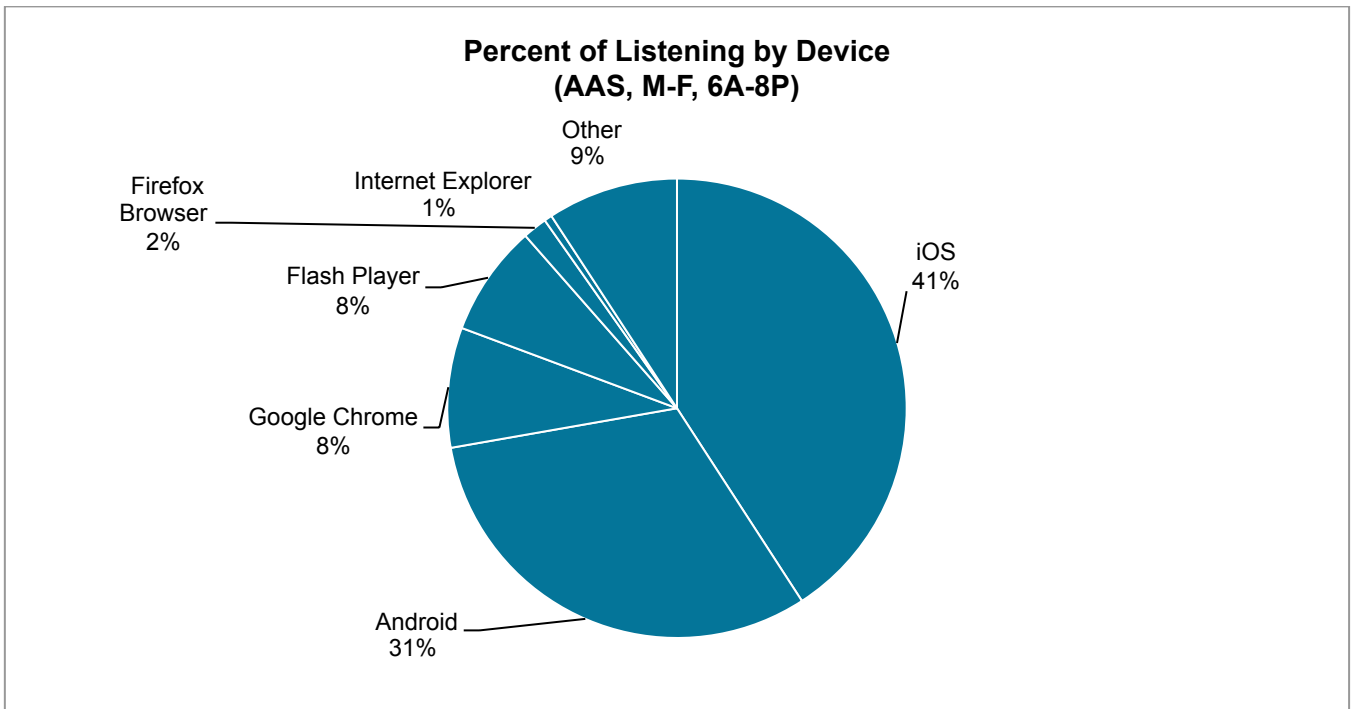


Top 20 Markets (July 2016 vs. June 2016)



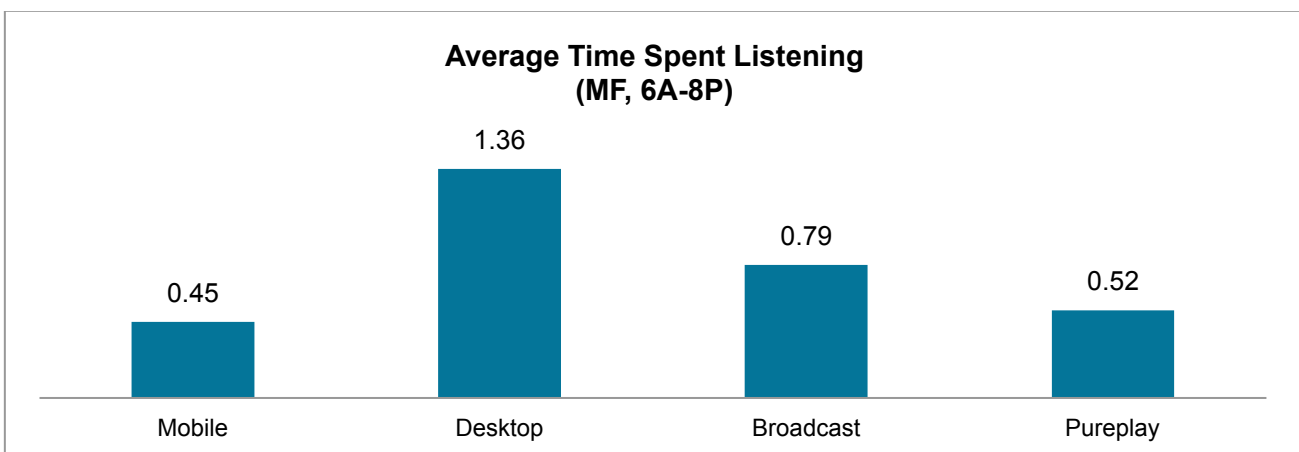
Top Devices in July 2016

41% of listening took place on an iOS device, followed by Android at 31%, Google Chrome at 8% and Flash Player at 8%.



**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 Time Spent Listening for July 2016



ATSL = The average number of hours for each session with a duration of at least one minute in total and any duration within the reported time period.

Digital Audio Trends and Insights represent all clients measured by Triton.

JULY DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for July 2016. 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 July rankings below:

JULY 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 ¹	999,745	401,247,003	0.72
1	Pandora Corporate	2,422,719	1,144,345,012	0.61
2	Spotify Corporate	1,301,626	959,632,505	0.40
3	iHeartRadio	388,433	170,389,579	0.66
4	Cumulus Streaming Network	55,425	20,428,993	0.78
5	NPR Member Stations ²	49,573	18,755,636	0.74
6	CBS Radio Inc.	44,736	15,846,572	0.80
7	ESPN Radio Corporate	21,889	8,655,456	0.73
8	Entercom Communications Corp.	21,867	8,831,038	0.72
9	Univision	20,892	10,679,478	0.57
10	EMF Corporate	18,415	3,718,877	1.42
11	AccuRadio	14,230	2,106,918	1.93
12	Townsquare Media	12,863	2,635,176	1.39
13	Greater Media Corporate	12,703	4,358,427	0.84
14	Salem Communications	12,175	4,504,167	0.77
15	Hubbard Broadcasting	10,249	2,424,090	1.20
16	Emmis Communications	10,028	4,199,575	0.69
17	New York Public Radio	9,145	2,824,974	0.89
18	Radio One	8,157	2,504,537	0.93
19	Bonneville Corporate	6,520	2,305,042	0.81
20	Beasley Broadcasting Corporate	5,639	1,792,849	0.90

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

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: 1,307,717,986

Net Total Listening Hours: 1,307,501,719

Gross Active Sessions: 2,417,591,083

Net Active Sessions: 2,417,330,543

% Filtered Total Listening Hours: 99.98%

% Filtered Active Sessions: 99.99%

JULY 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 ¹	1,015,553	408,089,712	0.71
1	iHeartRadio	393,080	172,674,031	0.65
2	Prisa Radio	95,779	32,015,031	0.83
3	Cumulus Streaming Network	57,086	20,923,942	0.78
4	NPR Member Stations ²	55,113	20,600,540	0.75
5	CBS Radio Inc.	45,162	16,009,002	0.80
6	AccuRadio	24,924	4,073,826	1.69
7	ESPN Radio Corporate	22,838	9,061,407	0.73
8	Entercom Communications Corp.	22,387	9,048,676	0.72
9	Univision	22,061	11,165,144	0.58
10	EMF Corporate	19,807	4,130,066	1.37
11	Karnaval.com	15,759	8,451,975	0.51
12	Sky Radio B.V.	13,762	1,835,567	1.67
13	Townsquare Media	13,628	2,825,057	1.37
14	Greater Media Corporate	13,254	4,561,111	0.84
15	Salem Communications	12,386	4,574,420	0.77
16	Hubbard Broadcasting	10,374	2,485,489	1.18
17	Emmis Communications	10,107	4,241,751	0.69
18	New York Public Radio	9,962	3,115,459	0.88
19	Sistema Rio de Janeiro de Rádio ³	8,290	1,972,310	1.19
20	Radio One	8,227	2,530,192	0.93

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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.

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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 Sistema Rio de Janeiro de Rádio was previously named Radio Monte da Gavea

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: 257,218,621
Net Total Listening Hours: 256,950,996

Gross Active Sessions: 348,528,290
Net Active Sessions: 348,213,459

% Filtered Total Listening Hours: 99.90%
% Filtered Active Sessions: 99.91%



JULY 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 ¹	662,630	529,251,282	0.68
1	Pandora Corporate	2,050,917	1,915,568,464	0.59
2	Spotify Corporate	1,173,243	1,671,793,547	0.39
3	iHeartRadio	284,502	250,389,059	0.62
4	NPR Member Stations ²	38,145	27,586,371	0.74
5	Cumulus Streaming Network	35,252	24,855,454	0.77
6	CBS Radio Inc.	29,973	20,264,076	0.80
7	Univision	13,970	13,388,476	0.58
8	Entercom Communications Corp.	13,767	10,283,502	0.74
9	ESPN Radio Corporate	13,635	9,923,396	0.75
10	EMF Corporate	12,152	5,247,075	1.26
11	AccuRadio	9,201	2,674,146	1.86
12	Greater Media Corporate	8,008	5,402,451	0.81
13	Townsquare Media	7,919	3,150,346	1.36
14	Salem Communications	7,808	5,461,051	0.77
15	New York Public Radio	6,838	4,010,748	0.90
16	Emmis Communications	6,796	5,699,342	0.65
17	Hubbard Broadcasting	6,330	2,895,880	1.18
18	Radio One	5,089	3,128,814	0.89
19	Bonneville Corporate	4,085	2,708,623	0.82
20	Beasley Broadcasting Corporate	3,647	2,299,581	0.86

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Gross Total Listening Hours: 2,082,426,047

Net Total Listening Hours: 2,082,052,443

Gross Active Sessions: 4,028,065,789

Net Active Sessions: 4,027,523,877

% Filtered Total Listening Hours: 99.98%

% Filtered Active Sessions: 99.99%

JULY 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 ¹	675,325	539,949,746	0.68
1	iHeartRadio	288,791	254,394,608	0.62
2	Prisa Radio	64,028	42,596,834	0.80
3	NPR Member Stations ²	43,087	30,747,980	0.75
4	Cumulus Streaming Network	36,640	25,639,534	0.78
5	CBS Radio Inc.	30,347	20,535,440	0.80
6	AccuRadio	17,733	5,776,756	1.62
7	Univision	14,689	13,934,226	0.58
8	ESPN Radio Corporate	14,327	10,477,211	0.75
9	Entercom Communications Corp.	14,173	10,609,900	0.74
10	EMF Corporate	13,293	5,932,886	1.22
11	Karnaval.com	12,188	13,075,905	0.49
12	Sky Radio B.V.	10,289	2,820,073	1.61
13	Townsquare Media	8,502	3,446,830	1.33
14	Greater Media Corporate	8,438	5,708,525	0.81
15	Salem Communications	7,985	5,566,159	0.78
16	New York Public Radio	7,555	4,502,360	0.89
17	Emmis Communications	6,867	5,771,521	0.65
18	Hubbard Broadcasting	6,445	3,005,134	1.16
19	977Music.com Corporate	5,723	3,446,202	0.88
20	Sistema Rio de Janeiro de Rádio ³	5,409	2,548,498	1.14

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Gross Total Listening Hours: 344,477,176

Net Total Listening Hours: 344,011,570

Gross Active Sessions: 484,861,559

Net Active Sessions: 484,218,831

% Filtered Total Listening Hours: 99.86%

% Filtered Active Sessions: 99.87%

