

JUNE 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital

Insights & Trends

June Insights

Compared to June 2013, June 2014 Average Active Sessions (AAS) saw a significant increase in both the M-F 6A-8P daypart (17.0%) and the M-SU 6A-Midnight daypart (20.8%).

Since January 2014, both mobile and desktop listening showed an increase in AAS. Mobile grew by 10.5% during the M-F 6A-8P daypart while desktop increased by 2.9%.

10.5%

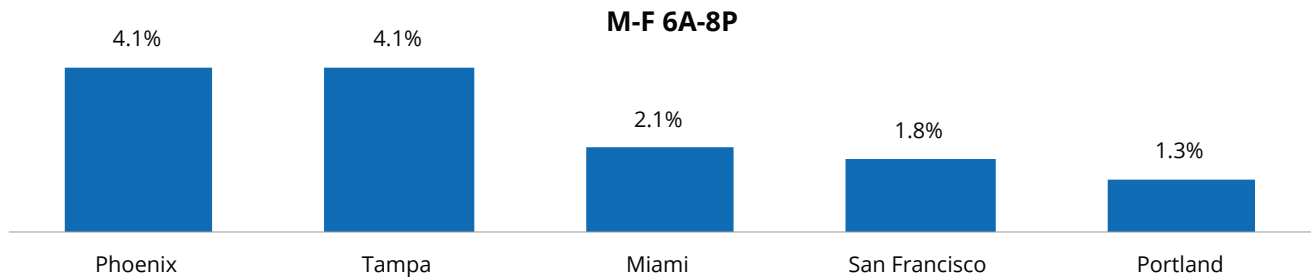
INCREASE IN MOBILE AAS SINCE JANUARY 2014 (M-F 6A-8P)

2.9%

INCREASE IN DESKTOP AAS SINCE JANUARY 2014 (M-F 6A-8P)

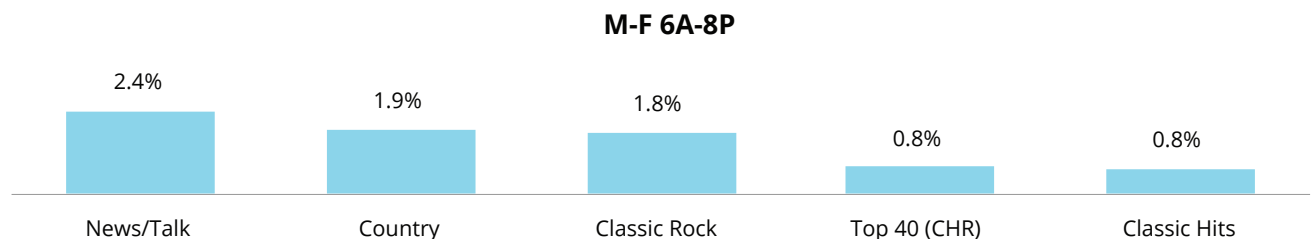
Listening by Market

Looking at the top 20 markets, Phoenix and Tampa showed the largest listening gains with a 4.1% increase in AAS, followed by Miami, San Francisco and Portland.



Listening by Format

The News/Talk format showed the largest listening gains with a 2.4% increase in AAS, followed by Country, Classic Rock, Top 40 (CHR) and Classic Hits.

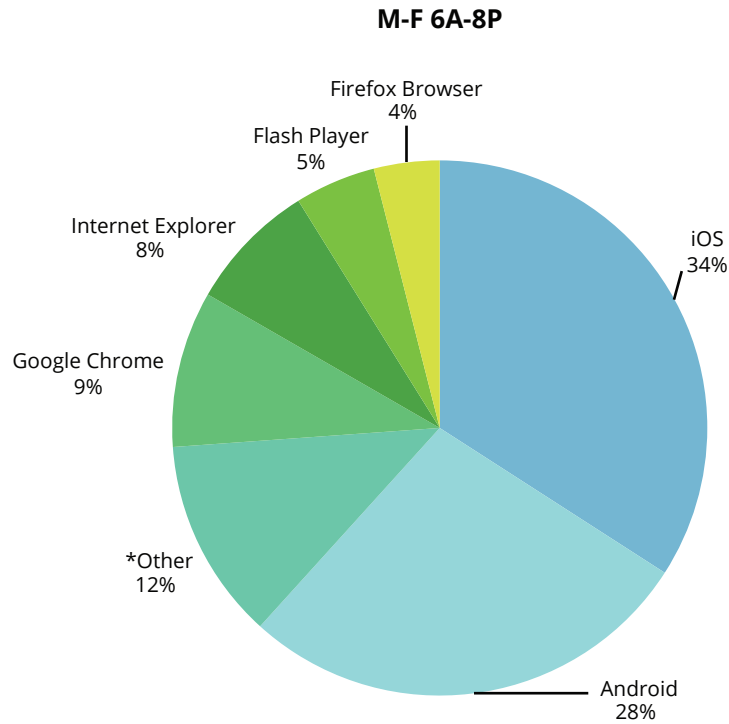


Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

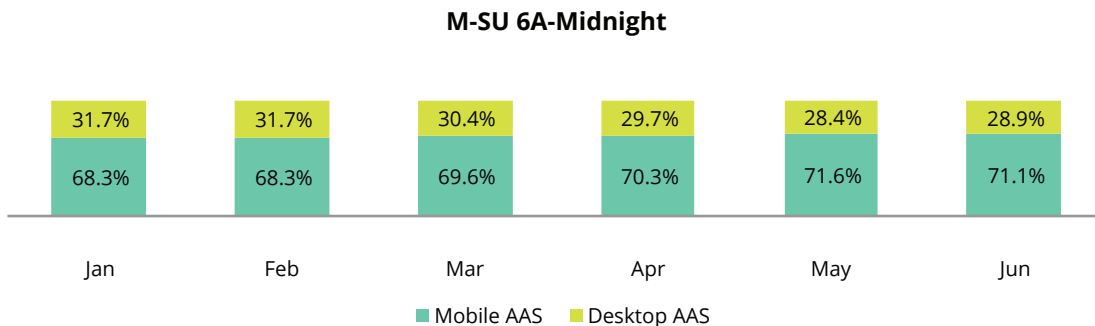
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Audio Consumption

When looking at June listening by device, type and browser, iOS and Android continue to dominate audio consumption. During the M-F 6A-8P daypart, mobile devices made up 62% of AAS with 34% of that listening taking place on iOS, and 28% taking place on Android.



During the M-SU 6A-Midnight daypart, mobile consumption represented 71.1% of total listening, compared to 28.9% for desktop. In June 2013, mobile consumption represented 67.9% to desktop's 32.1%.



*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.

June Digital Audio Top 20 Ranker



Learn More

Contact a Triton representative today.

Triton Digital has released its monthly digital audio Top 20 Ranker for June 2014. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform.



Methodology

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

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.”



Join Our Email List

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

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 June rankings below:

JUNE 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	463,804	204,898,505	0.65
1	Pandora Corporate	2,140,636	1,032,108,504	0.60
2	Clear Channel Radio ^{∞ 1}	340,177	162,758,349	0.60
3	Slacker, Inc.	56,554	30,575,611	0.54
4	CBS Radio Inc.	54,780	18,214,305	0.86
5	Cumulus Streaming Network [∞]	54,701	19,937,073	0.79
6	NPR Member Stations	47,047	14,699,209	0.89
7	ESPN Radio Corporate	31,556	16,366,203	0.56
8	Cox Radio Inc. [∞]	25,211	9,007,465	0.81
9	EMF Corporate	23,661	4,589,666	1.48
10	Entercom Communications Corp. [∞]	21,860	7,929,880	0.80
11	Univision [∞]	18,488	10,478,391	0.51
12	Greater Media Corporate [∞]	14,658	4,048,683	1.04
13	idobi Radio ²	14,442	1,863,570	2.03
14	Townsquare Media [∞]	12,936	2,427,086	1.53
15	Salem Communications [∞]	10,594	3,367,557	0.90
16	Hubbard Broadcasting [∞]	9,052	2,123,186	1.22
17	New York Public Radio	8,115	2,290,636	0.99
18	AccuRadio [∞]	6,992	897,505	2.24
19	Beasley Broadcasting Corporate [∞]	5,641	2,106,092	0.78
20	Radio One [∞]	5,283	850,478	1.80

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 Clear Channel Radio includes TheBlaze Radio Network

² Log files missing for period 6/24-6/30

JUNE 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	490,576	213,330,090	0.66
1	Clear Channel Radio ^{∞ 2}	345,523	165,042,452	0.60
2	Prisa Radio	91,502	37,067,367	0.70
3	Slacker, Inc.	62,237	33,132,577	0.54
4	Cumulus Streaming Network [∞]	56,299	20,370,815	0.79
5	CBS Radio Inc.	55,173	18,359,983	0.86
6	NPR Member Stations	51,640	16,304,431	0.88
7	Karnaval.com	32,938	12,616,892	0.69
8	ESPN Radio Corporate	32,594	16,934,482	0.56
9	EMF Corporate	28,390	5,331,905	1.52
10	Cox Radio Inc. [∞]	25,311	9,044,356	0.81
11	Entercom Communications Corp. [∞]	22,357	8,094,571	0.80
12	Univision [∞]	19,877	10,869,338	0.53
13	idobi Radio ³	18,356	2,435,875	1.97
14	Greater Media Corporate [∞]	15,305	4,230,098	1.04
15	Sky Radio B.V.	14,001	1,911,862	1.67
16	AccuRadio [∞]	13,815	1,923,521	1.98
17	Townsquare Media [∞]	13,587	2,579,475	1.51
18	977Music.com Corporate [∞]	11,026	4,071,731	0.76
19	Salem Communications [∞]	10,816	3,434,591	0.90
20	COPE	9,978	3,698,868	0.70

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JUNE 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	323,883	283,307,994	0.61
1	Pandora Corporate	1,839,914	1,675,878,481	0.59
2	Clear Channel Radio ^{∞ 1}	243,028	230,408,827	0.56
3	Slacker, Inc.	47,568	50,921,342	0.50
4	NPR Member Stations	36,555	21,041,918	0.90
5	Cumulus Streaming Network [∞]	36,165	24,759,118	0.77
6	CBS Radio Inc.	35,987	22,694,795	0.84
7	ESPN Radio Corporate	20,421	19,984,679	0.55
8	Cox Radio Inc. [∞]	16,758	11,345,455	0.79
9	EMF Corporate	15,891	6,416,351	1.31
10	idobi Radio ²	14,209	3,424,269	2.06
11	Entercom Communications Corp. [∞]	13,839	9,394,917	0.78
12	Univision [∞]	12,906	13,899,297	0.50
13	Greater Media Corporate [∞]	9,401	5,021,584	1.00
14	Townsquare Media [∞]	8,201	2,950,754	1.47
15	Salem Communications [∞]	7,027	4,169,150	0.89
16	New York Public Radio	6,132	3,142,712	1.01
17	Hubbard Broadcasting [∞]	5,565	2,485,545	1.18
18	AccuRadio [∞]	4,688	1,175,613	2.12
19	Beasley Broadcasting Corporate [∞]	3,839	2,881,236	0.71
20	Prisa Radio	3,375	3,757,960	0.48

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JUNE 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	345,877	296,749,179	0.62
1	Clear Channel Radio ^{∞ 2}	247,516	234,104,074	0.56
2	Prisa Radio	63,286	48,447,496	0.68
3	Slacker, Inc.	52,645	55,209,194	0.51
4	NPR Member Stations	40,724	23,752,766	0.89
5	Cumulus Streaming Network [∞]	37,537	25,449,973	0.78
6	CBS Radio Inc.	36,324	22,924,813	0.84
7	Karnaval.com	24,940	18,805,935	0.66
8	ESPN Radio Corporate	21,226	20,823,071	0.55
9	EMF Corporate	19,668	7,535,689	1.38
10	idobi Radio ³	18,038	4,424,833	2.02
11	Cox Radio Inc. [∞]	16,835	11,397,748	0.79
12	Entercom Communications Corp. [∞]	14,218	9,620,308	0.78
13	Univision [∞]	13,747	14,345,234	0.51
14	Sky Radio B.V.	10,554	2,803,905	1.65
15	AccuRadio [∞]	10,192	2,782,999	1.88
16	Greater Media Corporate [∞]	9,900	5,292,457	0.99
17	977Music.com Corporate [∞]	9,443	6,719,918	0.73
18	Townsquare Media [∞]	8,718	3,191,161	1.44
19	Salem Communications [∞]	7,225	4,277,357	0.89
20	COPE	6,850	4,740,307	0.70

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