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# Top 20 Ranker

## May 2017

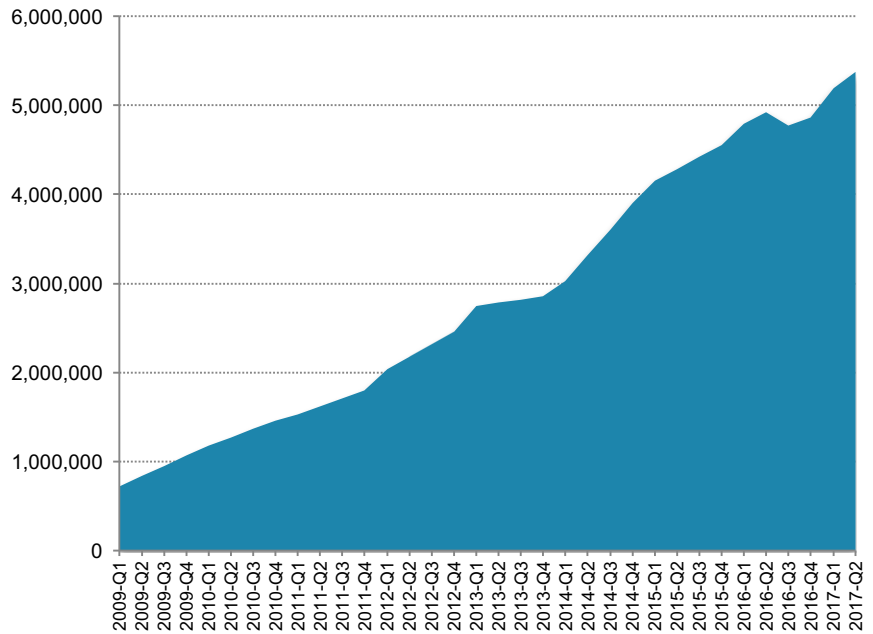
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes U.S. and International listening, as well as insights into listening trends.

# May 2017

## Digital Audio Insights & Trends

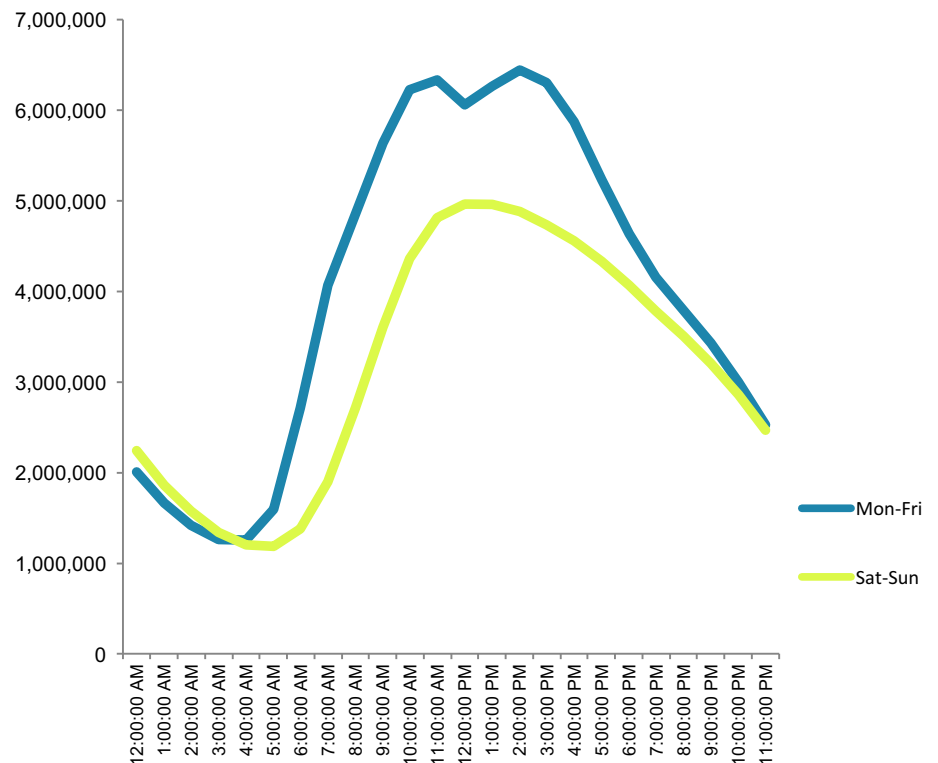
### Total weekday listening remains steady at 5.34 million in the U.S.

All measured clients within the US reported a total of 5,343,401 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 4,570,250 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



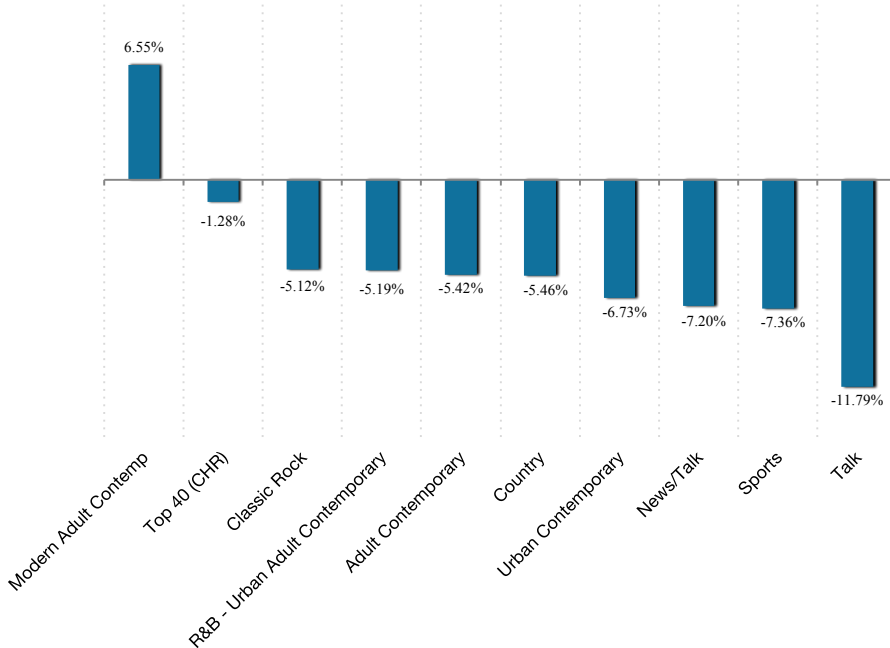
### Weekday listening shows highest peak at 2:00pm.

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



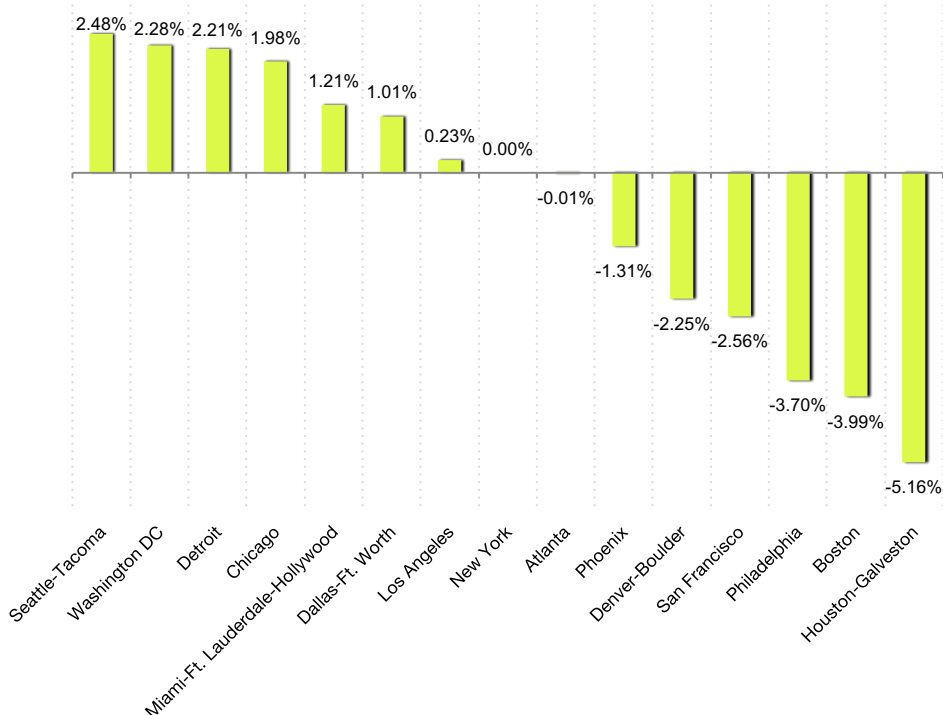
## Modern Adult Contemporary format shows largest increase at 6.55%.

When compared to April 2017, the Modern Adult Contemporary format showed the largest increase at 6.55% in AAS during the Monday through Friday 6am-7pm daypart.



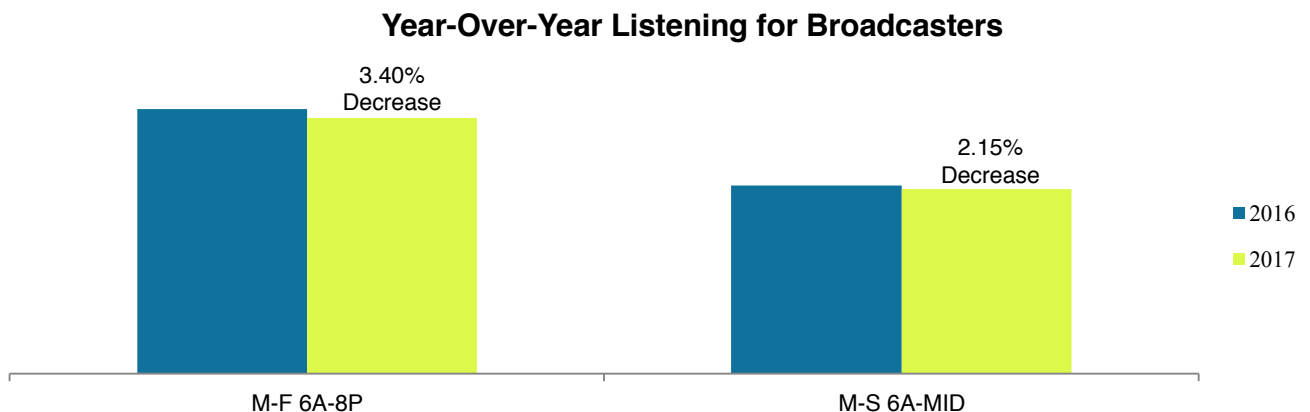
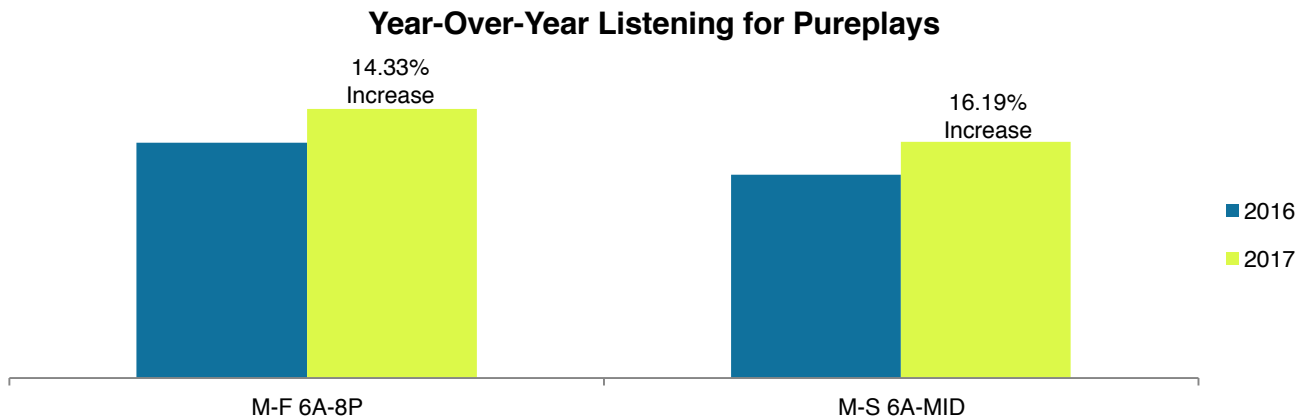
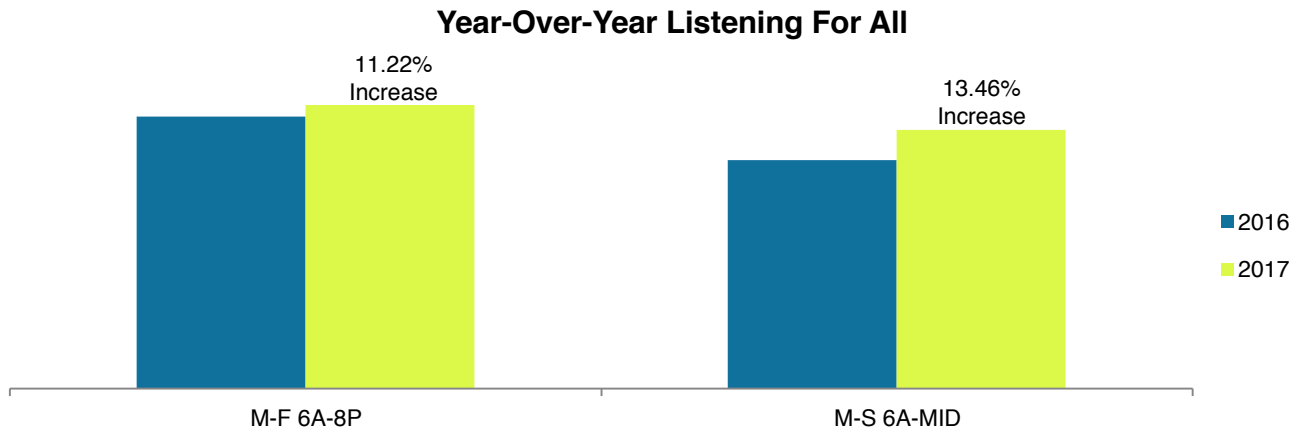
## Seattle-Tacoma market shows largest increase at 2.48%.

Looking at the Top 15 Markets as compared to April 2017, Seattle-Tacoma showed the largest listening gain with a 2.48% increase in AAS during the Monday through Friday 6am to 7pm daypart, followed by Washington DC and Detroit.



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

Total listening for all publishers showed positive listening gains when compared to May 2016, with a 11.22% increase in AAS during the Monday through Friday 6:00am to 8:00pm daypart, and a 13.46% increase during the Monday through Sunday 6:00am to Midnight daypart.



# May 2017

## Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for May 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 U.S. and International. The U.S. Ranker quantifies listening done inside the U.S. based on log-based information provided by the station, this report is not MRC accredited. The International 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](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 the May rankings below:

# MAY US 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>	1,061,468	526,234,033	0.64
1 Pandora Corporate	2,474,442	1,391,851,056	0.57
2 Spotify Corporate	1,996,210	1,591,574,959	0.40
3 iHeartRadio	385,856	241,126,360	0.51
4 NPR Member Stations <sup>2</sup>	64,360	25,036,849	0.80
5 Cumulus Streaming Network	55,886	24,080,285	0.73
6 CBS Radio Inc.	49,166	18,928,470	0.81
7 AccuRadio	24,807	3,303,677	2.35
8 Univision	23,763	17,721,183	0.43
9 Entercom Communications Corp.	23,649	12,019,414	0.63
10 ESPN Radio Corporate	19,346	8,935,709	0.69
11 Beasley Broadcasting Corporate <sup>3</sup>	17,707	7,635,091	0.74
12 EMF Corporate	15,754	5,290,982	0.94
13 Salem Communications	13,231	5,867,028	0.70
14 Hubbard Broadcasting	12,553	3,225,220	1.21
15 Townsquare Media	11,677	3,688,390	1.00
16 New York Public Radio	11,446	4,143,829	0.86
17 Emmis Communications	10,497	5,120,110	0.65
18 Radio One	10,134	4,808,190	0.66
19 Bonneville Corporate	7,374	3,628,865	0.64
20 Prisa Radio	6,402	3,565,142	0.70

**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. Reported data includes listening from both ad-supported and/or ad-free services.

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

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: 1,697,322,355

Net Total Listening Hours: 1,685,431,940

Gross Active Sessions: 3,450,502,347

Net Active Sessions: 3,423,000,180

% Filtered Total Listening Hours: 99.30%

% Filtered Active Sessions: 99.20%

# MAY 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>	1,080,547	538,360,304	0.63
1	iHeartRadio	390,400	244,428,071	0.51
2	Prisa Radio	104,594	41,702,809	0.83
3	NPR Member Stations <sup>2</sup>	71,909	28,156,100	0.79
4	Cumulus Streaming Network	57,498	24,608,697	0.73
5	CBS Radio Inc.	49,217	18,943,878	0.81
6	AccuRadio	41,516	5,768,126	2.21
7	Entercom Communications Corp.	24,078	12,217,354	0.63
8	Univision	23,786	17,743,632	0.43
9	Sky Radio B.V.	23,646	4,637,115	1.56
10	Karnaval.com	23,561	12,784,885	0.58
11	ESPN Radio Corporate	20,238	9,373,820	0.68
12	Beasley Broadcasting Corporate <sup>3</sup>	18,126	7,785,526	0.74
13	EMF Corporate	17,013	5,986,226	0.89
14	Salem Communications	13,421	5,941,399	0.71
15	Hubbard Broadcasting	12,693	3,308,630	1.20
16	New York Public Radio	12,433	4,555,750	0.85
17	TownSquare Media	12,255	3,889,264	1.00
18	Emmis Communications	10,600	5,186,638	0.65
19	Grupo Acir	10,381	3,588,925	0.91
20	Radio One	10,197	4,834,175	0.67

**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.

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<sup>1</sup> iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

<sup>2</sup> Publisher experienced minor and varied data issues through the period

<sup>3</sup> Beasley Broadcasting Corporate includes Greater Media Corporate

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Gross Total Listening Hours: 314,007,140

Net Total Listening Hours: 307,621,893

Gross Active Sessions: 484,210,685

Net Active Sessions: 477,066,919

% Filtered Total Listening Hours: 97.97%

% Filtered Active Sessions: 98.52%



# MAY US 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>	730,386	658,478,454	0.61
1	Pandora Corporate	2,115,190	2,095,309,908	0.56
2	Spotify Corporate	1,823,741	2,478,413,602	0.41
3	iHeartRadio	285,600	330,721,726	0.48
4	NPR Member Stations <sup>2</sup>	49,340	33,020,477	0.81
5	Cumulus Streaming Network	37,793	28,369,774	0.73
6	CBS Radio Inc.	34,459	22,788,802	0.82
7	AccuRadio	16,734	3,917,393	2.33
8	Univision	16,370	20,528,385	0.44
9	Entercom Communications Corp.	16,015	13,416,267	0.66
10	ESPN Radio Corporate	13,459	10,761,824	0.69
11	Beasley Broadcasting Corporate <sup>3</sup>	11,935	8,996,735	0.73
12	EMF Corporate	10,887	6,778,036	0.88
13	Salem Communications	8,995	6,846,022	0.71
14	New York Public Radio	8,753	5,397,009	0.88
15	Hubbard Broadcasting	8,257	3,680,849	1.22
16	Townsquare Media	8,239	4,284,130	1.06
17	Emmis Communications	7,659	6,716,800	0.63
18	Radio One	6,754	5,686,350	0.65
19	Bonneville Corporate	4,877	4,053,148	0.66
20	Prisa Radio	4,527	4,383,314	0.68

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Gross Total Listening Hours: 2,521,224,060

Net Total Listening Hours: 2,505,187,481

Gross Active Sessions: 5,173,408,215

Net Active Sessions: 5,139,748,905

% Filtered Total Listening Hours: 99.36%

% Filtered Active Sessions: 99.35%



# MAY 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>	745,533	675,097,607	0.60
1	iHeartRadio	289,476	335,705,244	0.48
2	Prisa Radio	72,473	50,300,841	0.79
3	NPR Member Stations <sup>2</sup>	56,350	38,026,227	0.80
4	Cumulus Streaming Network	39,182	29,157,489	0.73
5	CBS Radio Inc.	34,498	22,810,815	0.82
6	AccuRadio	29,591	7,369,598	2.16
7	Karnaval.com	18,149	18,576,323	0.53
8	Sky Radio B.V.	17,856	6,341,043	1.52
9	Univision	16,392	20,565,337	0.44
10	Entercom Communications Corp.	16,369	13,685,528	0.66
11	ESPN Radio Corporate	14,174	11,367,698	0.69
12	Beasley Broadcasting Corporate <sup>3</sup>	12,251	9,192,522	0.73
13	EMF Corporate	11,937	7,776,116	0.84
14	New York Public Radio	9,642	6,053,635	0.87
15	Salem Communications	9,164	6,955,731	0.72
16	Townsquare Media	8,735	4,580,607	1.05
17	Hubbard Broadcasting	8,393	3,821,620	1.19
18	Emmis Communications	7,755	6,824,640	0.62
19	Grupo Acir	7,026	4,448,684	0.87
20	Radio One	6,805	5,724,334	0.65

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Gross Total Listening Hours: 399,509,835

Net Total Listening Hours: 389,835,705

Gross Active Sessions: 638,847,058

Net Active Sessions: 628,448,734

% Filtered Total Listening Hours: 97.58%

% Filtered Active Sessions: 98.37%

