

OCTOBER 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital

Insights & Trends

All Measured Clients

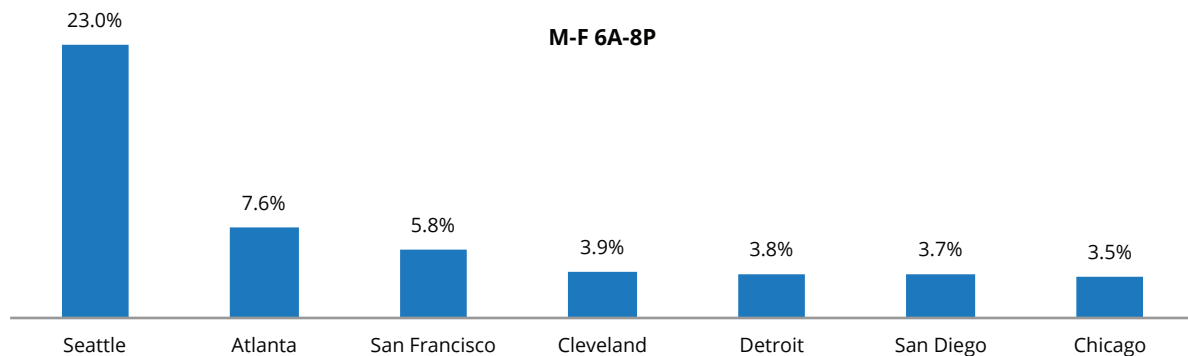
October 2014 Average Active Sessions (AAS) were 3,832,845 in the Domestic M-F 6A-8P daypart and 3,235,716 in the Domestic M-SU 6A-Midnight daypart.

Taking a Closer Look

October 2014 Average Active Sessions (AAS) grew in both the Domestic M-F 6A-8P daypart (25.8%) and the Domestic M-SU 6A-Midnight daypart (30.1%) when compared to October 2013.

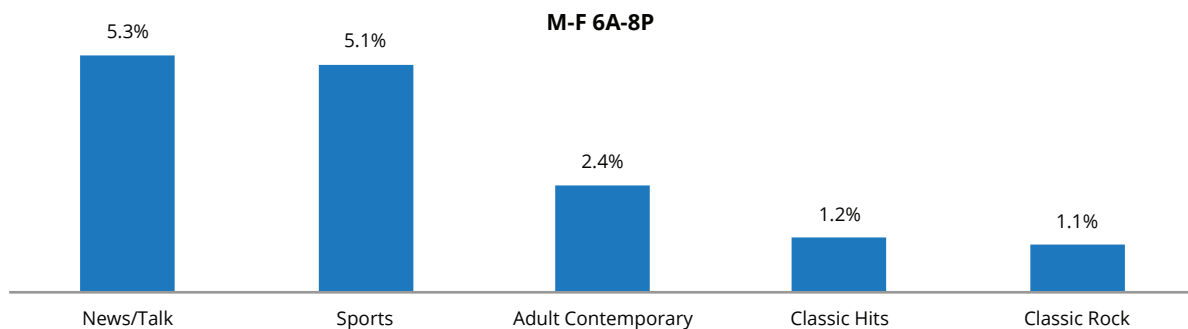
Listening by Market

Looking at the top 20 markets, Seattle showed the largest listening gain with a 23.0% increase in AAS (M-F 6A-8P) when compared to September 2014, followed by Atlanta, San Francisco, Cleveland, Detroit, San Diego and Chicago. The gain in Seattle could be attributed to the shooting at Marysville-Pilchuck High School, which occurred October 24th.



Listening by Format

The News/Talk format showed the largest listening gains with a 5.3% increase in AAS (M-F 6A-8P) when compared to September 2014, followed by Sports, Adult Contemporary, Classic Hits, and Classic Rock.

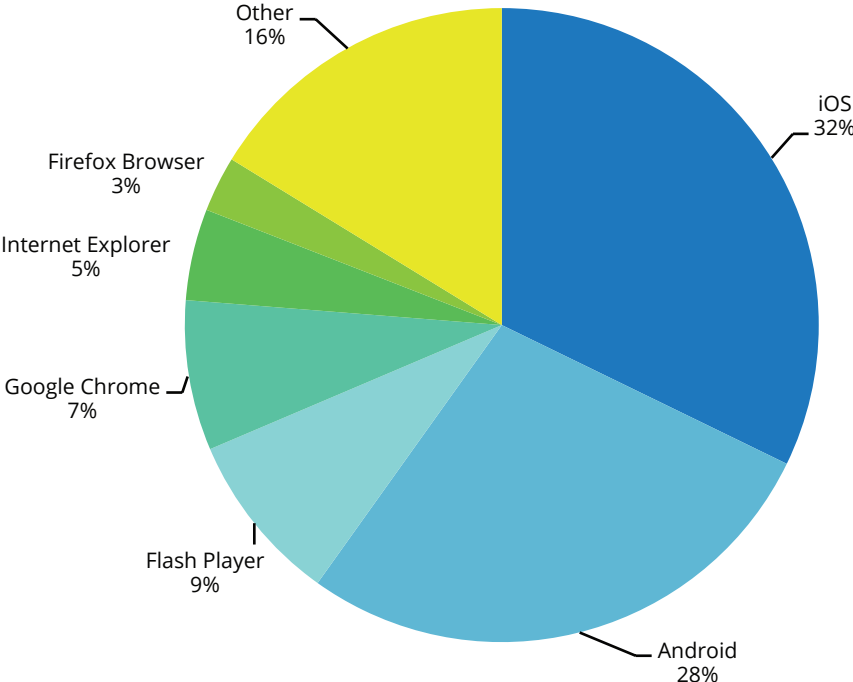


Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

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Audio Consumption

During the M-F 6A-8P daypart, 32% of listening took place on an iOS device, followed by Android (28%), and Flash Player (9%).



**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.*



October 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 October 2014. 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 October rankings below:

OCTOBER 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	442,703	201,980,022	0.69
1	Pandora Corporate	2,215,664	1,187,948,474	0.59
2	iHeartMedia [∞] ¹	340,391	166,036,824	0.65
3	CBS Radio Inc.	59,723	24,080,586	0.78
4	Cumulus Streaming Network [∞]	58,104	23,107,077	0.79
5	Slacker, Inc.	54,174	38,272,425	0.45
6	NPR Member Stations	45,921	17,202,009	0.82
7	ESPN Radio Corporate	31,001	16,761,158	0.59
8	Cox Radio Inc. [∞]	23,674	8,121,224	0.92
9	EMF Corporate	20,289	4,628,716	1.37
10	Univision [∞]	19,189	10,794,367	0.56
11	idobi Radio	17,932	2,592,536	1.99
12	Greater Media Corporate [∞]	14,503	4,411,354	1.04
13	Townsquare Media [∞]	12,882	2,761,447	1.47
14	Salem Communications [∞]	10,926	3,780,582	0.90
15	Hubbard Broadcasting [∞]	9,723	2,610,836	1.17
16	New York Public Radio	7,913	2,662,180	0.91
17	AccuRadio [∞]	7,835	1,402,303	1.77
18	Beasley Broadcasting Corporate [∞]	5,414	2,022,533	0.84
19	Prisa Radio	4,982	3,102,596	0.51
20	Radio One [∞]	4,706	930,216	1.60

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 iHeartMedia includes TheBlaze Radio Network

OCTOBER 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	471,555	211,011,279	0.71
1	iHeartMedia ^{∞ 2}	348,969	168,723,566	0.65
2	Prisa Radio	95,429	41,015,839	0.72
3	CBS Radio Inc.	60,174	24,295,951	0.78
4	Cumulus Streaming Network [∞]	59,714	23,612,309	0.80
5	Slacker, Inc.	59,001	40,758,196	0.46
6	NPR Member Stations	50,338	19,102,995	0.81
7	ESPN Radio Corporate	32,128	17,309,251	0.59
8	Karnaval.com	26,885	11,537,561	0.68
9	Cox Radio Inc. [∞]	23,769	8,160,875	0.92
10	EMF Corporate	23,010	5,264,839	1.36
11	idobi Radio	22,489	3,369,108	1.93
12	Univision [∞]	20,366	11,152,535	0.58
13	Greater Media Corporate [∞]	15,166	4,624,227	1.03
14	Sky Radio B.V.	15,093	2,407,642	1.59
15	AccuRadio [∞]	14,975	2,868,225	1.60
16	Townsquare Media [∞]	13,561	2,957,617	1.44
17	Salem Communications [∞]	11,157	3,860,412	0.90
18	Hubbard Broadcasting [∞]	10,391	2,908,932	1.12
19	977Music.com Corporate [∞]	10,152	3,922,147	0.79
20	New York Public Radio	8,610	3,076,559	0.86

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² iHeartMedia includes TheBlaze Radio Network

OCTOBER 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	318,152	267,681,898	0.65
1	Pandora Corporate	1,912,229	1,801,697,123	0.59
2	iHeartMedia [∞] ¹	248,781	223,726,169	0.61
3	Slacker, Inc.	45,371	58,735,239	0.43
4	CBS Radio Inc.	41,274	29,672,353	0.76
5	Cumulus Streaming Network [∞]	39,820	28,234,818	0.77
6	NPR Member Stations	35,953	23,462,634	0.82
7	ESPN Radio Corporate	21,959	21,048,106	0.58
8	idobi Radio	17,941	4,595,655	2.00
9	Cox Radio Inc. [∞]	16,120	10,057,592	0.88
10	EMF Corporate	14,242	6,198,800	1.26
11	Univision [∞]	13,455	13,498,588	0.55
12	Greater Media Corporate [∞]	9,535	5,185,596	1.01
13	Townsquare Media [∞]	8,468	3,271,444	1.41
14	Salem Communications [∞]	7,554	4,569,457	0.90
15	Hubbard Broadcasting [∞]	6,202	2,995,942	1.13
16	New York Public Radio	6,086	3,536,120	0.92
17	AccuRadio [∞]	5,368	1,724,631	1.71
18	Beasley Broadcasting Corporate [∞]	3,673	2,502,048	0.80
19	Prisa Radio	3,593	3,926,721	0.50
20	Lincoln Financial Media [∞]	3,049	2,261,611	0.74

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OCTOBER 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	341,550	281,091,171	0.67
1	iHeartMedia [∞] ²	255,448	227,620,495	0.62
2	Prisa Radio	68,232	52,267,375	0.70
3	Slacker, Inc.	49,584	62,554,138	0.44
4	CBS Radio Inc.	41,667	30,005,583	0.76
5	Cumulus Streaming Network [∞]	41,204	28,999,166	0.78
6	NPR Member Stations	39,942	26,501,664	0.81
7	ESPN Radio Corporate	22,877	21,882,170	0.58
8	idobi Radio	22,482	5,900,828	1.96
9	Karnaval.com	20,484	16,189,751	0.65
10	EMF Corporate	16,395	7,123,509	1.26
11	Cox Radio Inc. [∞]	16,195	10,110,998	0.88
12	Univision [∞]	14,204	13,900,057	0.56
13	Sky Radio B.V.	11,536	3,320,662	1.58
14	AccuRadio [∞]	11,186	3,872,841	1.55
15	Greater Media Corporate [∞]	10,049	5,482,350	1.00
16	Townsquare Media [∞]	9,014	3,568,395	1.38
17	977Music.com Corporate [∞]	8,691	6,094,466	0.77
18	Salem Communications [∞]	7,764	4,692,670	0.90
19	Hubbard Broadcasting [∞]	6,807	3,477,017	1.07
20	New York Public Radio	6,709	4,222,896	0.85

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