

# OCTOBER 2015 TOP 20 RANKER

BY WEBCAST METRICS®

## OCTOBER DIGITAL AUDIO INSIGHTS & TRENDS

### Total Listening for All Measured Clients

All measured clients within the Domestic U.S. showed an all-time high with 4,406,524 Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and 3,647,930 AAS during the Monday-Sunday 6:00AM-Midnight daypart.

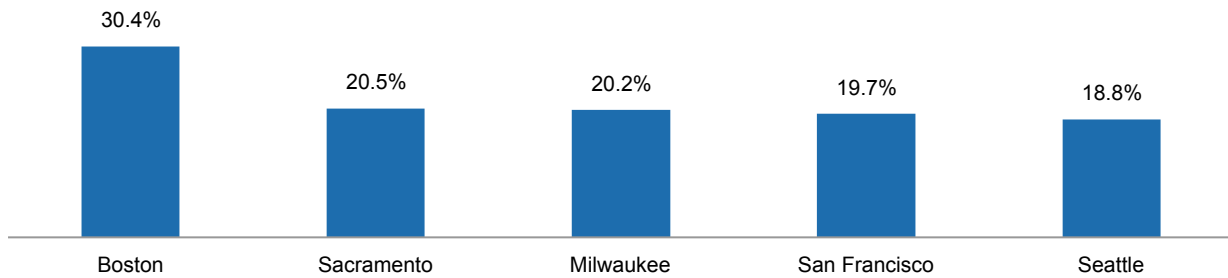
### Taking a Closer Look

Overall streaming has seen steady growth when compared to October 2014. October 2015 AAS grew in both the Domestic M-F 6A-8P daypart (15.0 percent) and the Domestic M-SU 6A-Midnight daypart (12.7 percent).

### Top Markets

Looking at the top 20 markets, Boston showed the largest listening gain with a 30.4 percent increase in AAS, followed by Sacramento, Milwaukee, San Francisco, and Seattle.

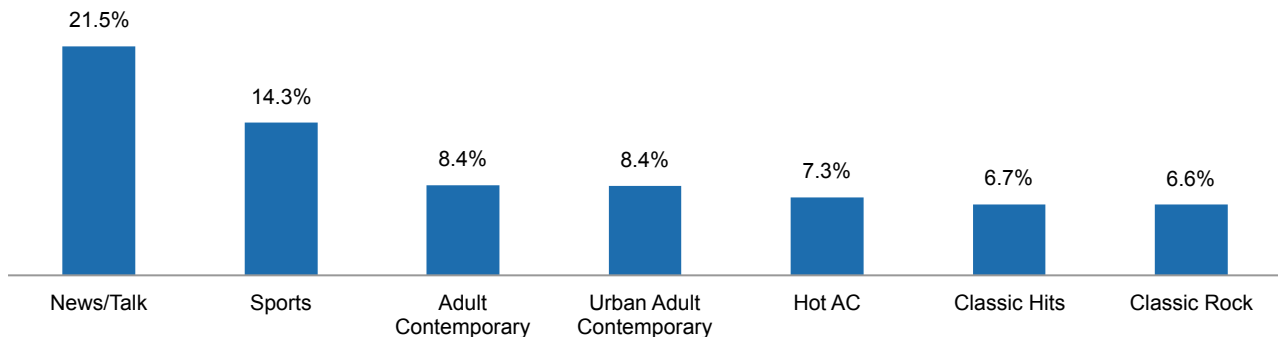
*(M-F 6A-8P, October 2015 vs. September 2015)*



### Top Formats

The News/Talk format showed the largest listening gains with a 21.5 percent increase in AAS, followed by Sports, Adult Contemporary, Urban Adult Contemporary, Hot AC, Classic Hits, and Classic Rock. Political debates have helped News/Talk growth in October, while the NFL, MLB playoffs and the start of the NHL season contributed to Sports gain.

*(M-F 6A-8P, October 2015 vs. September 2015)*



### Pureplay and Broadcast Listening

Mobile continues to drive growth in both pureplay and broadcast listening. Pureplay mobile listening is up 13.7 percent from the beginning of 2015 and broadcast mobile listening is up 14.9 percent in the Domestic M-F 6A-8P daypart.

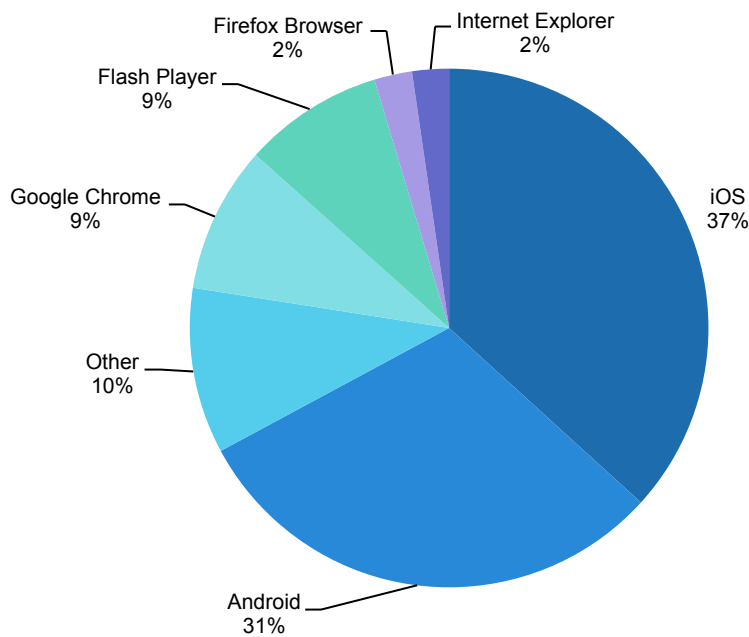
**+13.7% IN PUREPLAY**  
MOBILE AAS YEAR-TO-DATE

**+14.9% IN BROADCAST**  
MOBILE AAS YEAR-TO-DATE

### Top Devices

iOS led with 37 percent of listening taking place on an iOS device, followed by Android at 31 percent and Google Chrome and Flash at 9 percent.

(M-F 6A-8P)



## OCTOBER DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for October 2015. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics<sup>®</sup> audience measurement platform.

Webcast Metrics<sup>®</sup> 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](http://www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf)

If you have any further questions, please contact: [Measurement@TritonDigital.com](mailto:Measurement@TritonDigital.com)

See October rankings below:

## OCTOBER DOMESTIC RANKER (based on AAS)

DAYPART 6:00am to 8:00pm, Monday through Friday

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,436,099	1,207,821,004	0.61
2	Spotify Corporate	1,062,422	833,039,796	0.39
3	iHeartRadio <sup>1 2</sup>	392,608	172,901,096	0.68
4	CBS Radio Inc.	63,075	21,977,459	0.86
5	Cumulus Streaming Network	59,127	22,827,146	0.78
6	Slacker, Inc.	51,724	42,393,895	0.37
7	NPR Member Stations	48,788	20,730,071	0.69
8	ESPN Radio Corporate	30,772	17,795,056	0.53
9	Entercom Communications Corp.	27,914	11,779,725	0.72
10	Univision	21,119	11,252,415	0.57
11	EMF Corporate	19,187	4,419,693	1.29
12	idobi Radio	15,908	2,304,026	1.91
13	Townsquare Media	12,845	2,662,348	1.44
14	Greater Media Corporate	12,801	4,838,881	0.80
15	Salem Communications	12,555	4,468,570	0.84
16	AccuRadio	10,428	1,841,578	1.70
17	Hubbard Broadcasting	10,272	2,952,791	1.03
18	Emmis Communications	9,497	4,258,818	0.67
19	New York Public Radio	8,475	2,289,274	1.06
20	Bonneville Corporate	7,782	3,209,351	0.73

**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

<sup>1</sup> iHeartRadio was previously listed as iHeartMedia

<sup>2</sup> iHeartRadio includes TheBlaze Radio Network

# OCTOBER 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
1	iHeartRadio <sup>1 2</sup>	396,593	174,964,433	0.68
2	Prisa Radio	98,460	38,779,350	0.75
3	CBS Radio Inc.	63,626	22,196,689	0.86
4	Cumulus Streaming Network	60,809	23,403,363	0.78
5	Slacker, Inc.	54,750	44,082,109	0.38
6	NPR Member Stations	53,699	22,597,901	0.70
7	ESPN Radio Corporate	32,521	18,705,601	0.53
8	Entercom Communications Corp.	28,653	12,058,643	0.72
9	Univision	22,356	11,762,491	0.58
10	Karnaval.com	21,435	9,964,346	0.60
11	EMF Corporate	20,912	4,908,130	1.27
12	idobi Radio	19,917	2,932,550	1.88
13	AccuRadio	18,433	3,491,140	1.54
14	Sky Radio B.V.	14,531	2,171,508	1.60
15	Townsquare Media	13,642	2,917,133	1.39
16	Greater Media Corporate	13,313	5,053,865	0.80
17	Salem Communications	12,805	4,552,651	0.84
18	Hubbard Broadcasting	10,922	3,221,077	1.00
19	Emmis Communications	9,538	4,281,995	0.67
20	New York Public Radio	9,261	2,576,261	1.03

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<sup>2</sup> iHeartRadio includes TheBlaze Radio Network

## OCTOBER DOMESTIC RANKER (based on AAS)

DAYPART 6:00am to 12:00am, Monday through Sunday

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,034,379	1,879,616,248	0.60
2	Spotify Corporate	964,998	1,332,771,142	0.40
3	iHeartRadio <sup>1 2</sup>	283,223	239,055,913	0.65
4	Slacker, Inc.	43,361	68,106,109	0.35
5	CBS Radio Inc.	41,920	27,166,160	0.84
6	Cumulus Streaming Network	38,979	28,334,472	0.75
7	NPR Member Stations	37,323	29,385,248	0.68
8	ESPN Radio Corporate	22,312	23,093,443	0.53
9	Entercom Communications Corp.	18,353	13,827,851	0.73
10	idobi Radio	15,864	4,201,566	1.94
11	Univision	14,492	13,792,102	0.58
12	EMF Corporate	13,030	5,973,099	1.18
13	Salem Communications	8,438	5,393,646	0.84
14	Townsquare Media	8,173	3,220,651	1.37
15	Greater Media Corporate	8,030	5,618,629	0.78
16	AccuRadio	6,924	2,263,496	1.66
17	Emmis Communications	6,661	5,663,084	0.65
18	Hubbard Broadcasting	6,382	3,380,695	1.01
19	New York Public Radio	6,353	3,113,917	1.07
20	Bonneville Corporate	5,236	4,045,311	0.71

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# OCTOBER 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
1	iHeartRadio <sup>1 2</sup>	287,137	242,647,132	0.65
2	Prisa Radio	67,942	50,416,297	0.72
3	Slacker, Inc.	46,055	70,891,674	0.36
4	CBS Radio Inc.	42,392	27,511,786	0.84
5	NPR Member Stations	41,705	32,429,255	0.69
6	Cumulus Streaming Network	40,400	29,220,809	0.75
7	ESPN Radio Corporate	23,764	24,427,189	0.54
8	idobi Radio	19,853	5,309,911	1.92
9	Entercom Communications Corp.	18,895	14,195,106	0.73
10	Karnaval.com	16,448	15,029,928	0.57
11	Univision	15,281	14,358,894	0.59
12	EMF Corporate	14,371	6,730,977	1.16
13	AccuRadio	13,428	4,777,797	1.49
14	Sky Radio B.V.	11,083	3,145,926	1.58
15	Townsquare Media	8,815	3,628,608	1.31
16	Salem Communications	8,658	5,526,478	0.84
17	Greater Media Corporate	8,416	5,917,632	0.78
18	New York Public Radio	7,050	3,575,386	1.04
19	Hubbard Broadcasting	6,975	3,828,417	0.98
20	977Music.com Corporate	6,781	3,983,461	0.90

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