

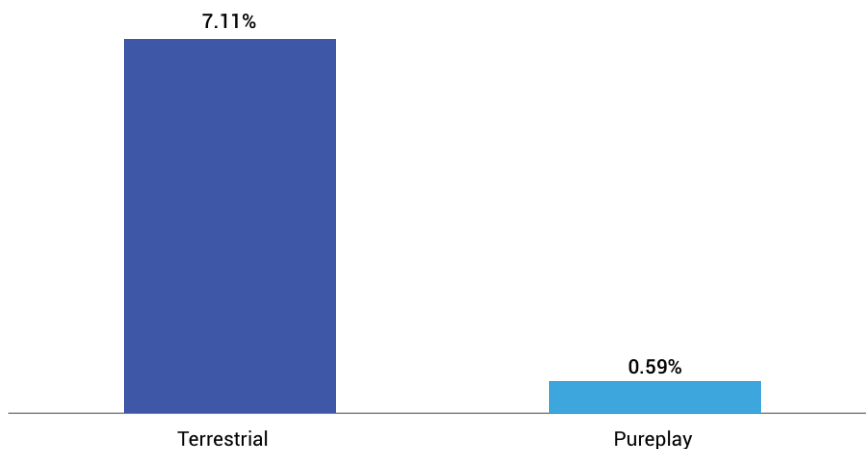
JANUARY 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital
March 10, 2014

Insights & Trends

Positive Growth in the New Year

With the holiday season behind us, January 2014 showed positive growth in the Monday-Sunday 6a-Midnight daypart compared to the month prior. Terrestrial publishers saw particularly impressive growth with a 7.11% increase in Average Active Sessions (AAS), while pureplays increased by .59%.



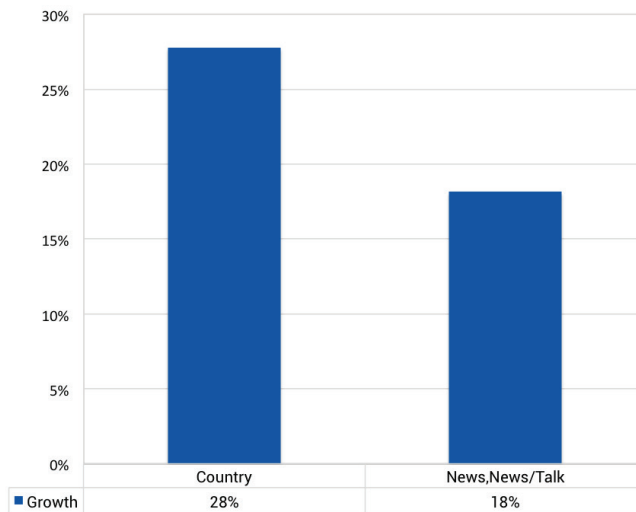
7.11%
INCREASE IN TERRESTRIAL
AAS DURING THE M-SU
6A-MID DAYPART

.59%
INCREASE IN PUREPLAY
AAS DURING THE M-SU
6A-MID DAYPART

Country Format Sees Big Gains

Taking a closer look at the terrestrial growth by format, the Country genre topped the list with a 28% increase in AAS. Broadcast radio typically experiences a drop in Country listening during December, when loyalists turn to more general holiday music offerings, and sees a resurgence in January. Digital audio appears to be following this trend.

The News/Talk genre also saw significant growth with a 18% increase in AAS, likely propelled by the weather across the East and Midwest in January.



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

January 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 January 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 January rankings below:

JANUARY 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	429,860	188,215,558	0.72
1	Pandora Corporate	1,964,268	1,013,815,253	0.62
2	Clear Channel Radio ∞	312,045	146,633,269	0.67
3	CBS Radio Inc.	65,022	22,656,676	0.90
4	Slacker, Inc.	59,247	28,343,109	0.66
5	Cumulus Streaming Network ∞	57,579	20,202,972	0.90
6	NPR Member Stations	45,231	14,283,438	0.96
7	EMF Corporate	31,232	5,645,669	1.74
8	ESPN Radio Corporate	26,764	12,016,594	0.70
9	Cox Radio Inc. ∞	23,083	7,567,486	0.96
10	Entercom Communications Corp. ∞	21,486	8,573,284	0.79
11	Univision ∞	17,193	10,623,060	0.51
12	idobi Radio	15,375	2,094,999	2.10
13	Greater Media Corporate ∞	12,831	3,549,791	1.14
14	Townsquare Media ∞	12,107	2,515,777	1.51
15	Salem Communications ∞	9,932	3,178,615	0.97
16	Hubbard Broadcasting ∞	9,636	2,423,894	1.25
17	New York Public Radio	8,349	2,700,387	0.94
18	AccuRadio ∞	5,741	761,576	2.37
19	Radio One ∞	5,577	1,041,229	1.69
20	Beasley Broadcasting Corporate ∞	5,098	1,969,285	0.82

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

JANUARY 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	456,150	197,780,231	0.73
1	Clear Channel Radio ∞	314,950	148,656,790	0.67
2	Prisa Radio	91,478	40,543,569	0.69
3	CBS Radio Inc.	66,788	23,313,571	0.90
4	Slacker, Inc.	64,654	30,982,556	0.66
5	Cumulus Streaming Network ∞	59,016	20,643,128	0.90
6	NPR Member Stations	48,994	15,669,471	0.95
7	EMF Corporate	35,940	6,482,485	1.73
8	Karnaval.com	30,649	13,128,783	0.68
9	ESPN Radio Corporate	27,943	12,616,848	0.70
10	Cox Radio Inc. ∞	23,256	7,672,515	0.95
11	Entercom Communications Corp. ∞	22,043	8,774,640	0.79
12	idobi Radio	19,393	2,742,103	2.03
13	Univision ∞	18,340	10,996,835	0.53
14	Sky Radio B.V.	17,994	2,987,982	1.54
15	Greater Media Corporate ∞	13,461	3,768,372	1.12
16	Townsquare Media ∞	12,701	2,662,623	1.49
17	AccuRadio ∞	12,630	1,833,362	2.06
18	977Music.com Corporate ∞	12,278	5,009,368	0.76
19	COPE	11,055	4,265,953	0.73
20	Hubbard Broadcasting ∞	10,373	2,733,598	1.19

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JANUARY 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	307,145	250,065,704	0.68
1	Pandora Corporate	1,715,627	1,557,851,865	0.61
2	Clear Channel Radio ∞	226,290	197,952,500	0.63
3	Slacker, Inc.	48,967	43,143,261	0.63
4	CBS Radio Inc.	45,115	28,164,450	0.87
5	Cumulus Streaming Network ∞	39,695	24,804,212	0.88
6	NPR Member Stations	35,770	19,641,290	0.97
7	EMF Corporate	21,677	7,515,234	1.58
8	ESPN Radio Corporate	17,732	14,332,269	0.68
9	Cox Radio Inc. ∞	15,899	9,485,006	0.92
10	idobi Radio	15,857	3,817,355	2.13
11	Entercom Communications Corp. ∞	14,354	10,300,855	0.76
12	Univision ∞	12,860	14,257,276	0.50
13	Greater Media Corporate ∞	8,533	4,245,342	1.10
14	Townsquare Media ∞	8,059	3,041,688	1.45
15	Salem Communications ∞	6,942	3,912,344	0.96
16	New York Public Radio	6,571	3,616,510	0.97
17	Hubbard Broadcasting ∞	6,264	2,841,934	1.20
18	AccuRadio ∞	4,051	972,144	2.28
19	Beasley Broadcasting Corporate ∞	3,576	2,634,156	0.75
20	Radio One ∞	3,532	1,201,568	1.61

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JANUARY 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	329,389	264,763,262	0.68
1	Clear Channel Radio ∞	228,935	201,154,127	0.63
2	Prisa Radio	65,594	51,838,391	0.68
3	Slacker, Inc.	53,717	47,214,525	0.63
4	CBS Radio Inc.	46,670	29,139,103	0.87
5	Cumulus Streaming Network ∞	40,943	25,467,344	0.88
6	NPR Member Stations	39,176	21,853,620	0.96
7	EMF Corporate	25,086	8,684,150	1.58
8	Karnaval.com	23,442	18,704,160	0.64
9	idobi Radio	19,957	4,932,307	2.07
10	ESPN Radio Corporate	18,624	15,159,157	0.67
11	Cox Radio Inc. ∞	16,031	9,616,700	0.91
12	Entercom Communications Corp. ∞	14,793	10,582,797	0.77
13	Sky Radio B.V.	14,050	4,167,069	1.55
14	Univision ∞	13,601	14,690,908	0.51
15	977Music.com Corporate ∞	10,663	7,902,274	0.73
16	AccuRadio ∞	9,755	2,566,074	2.00
17	Greater Media Corporate ∞	9,038	4,563,458	1.08
18	Townsquare Media ∞	8,540	3,264,542	1.43
19	COPE	8,349	5,687,170	0.73
20	New York Public Radio	7,864	4,359,431	0.96

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