

JULY 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital

Insights & Trends

Monthly Insights

Compared to July 2013, July 2014 Average Active Sessions (AAS) grew significantly in both the M-F 6A-8P daypart (20.7%) and the M-SU 6A-Midnight daypart (22.3%).

Mobile Growth

When comparing July 2014 to July 2013, Mobile listening saw a 37.2% increase during the M-F 6A-8P daypart and a 35.8% increase during M-SU 6A-Midnight daypart.

37.2%

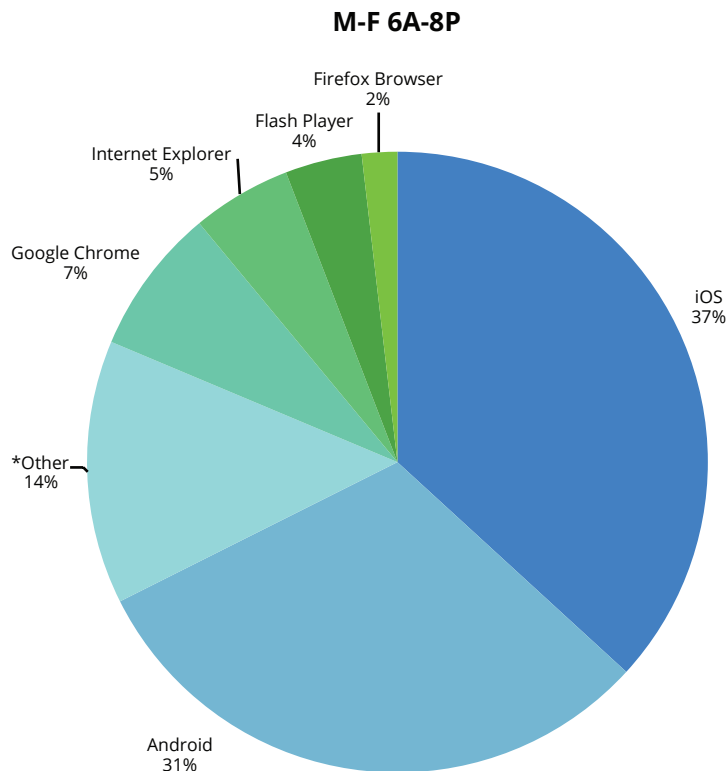
**INCREASE IN MOBILE AAS
JULY 2014 VS. JULY 2013
(M-F 6A-8P)**

35.8%

**INCREASE IN MOBILE AAS
JULY 2014 VS. JULY 2013
(M-SU 6A-MID)**

Audio Consumption

During the M-F 6A-8P daypart, mobile devices made up 68% of AAS with 37% of that listening taking place on iOS, and 31% taking place on Android. This is up from 62% in June.

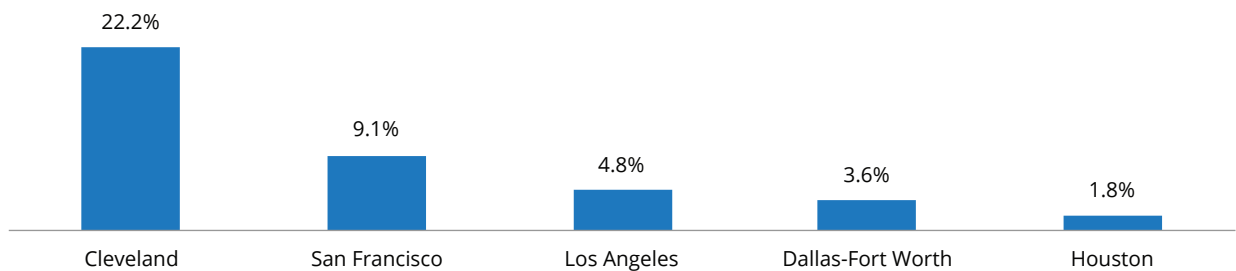


**The category 'Other' consists of devices, types and browsers that are less than 2% of total audio consumption and audio consumption that cannot be classified. Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.*

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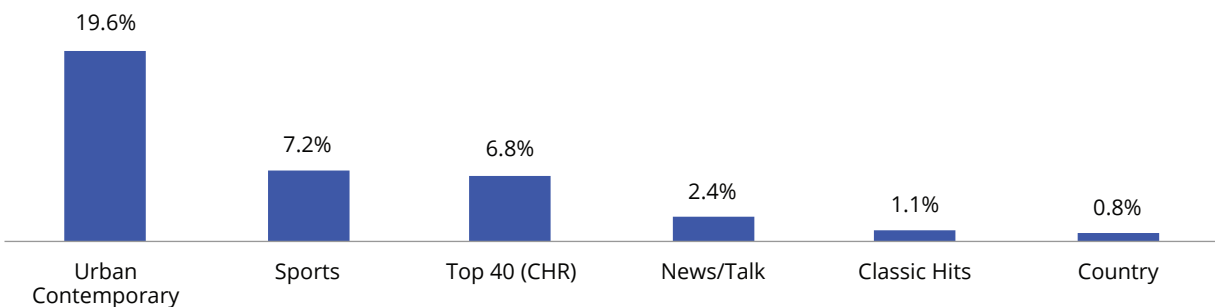
Listening by Market

Looking at the top 20 markets, Cleveland showed the largest listening gain with a 22.2% increase in AAS, followed by San Francisco, Los Angeles, Dallas-Forth Worth and Houston. The gain in the Cleveland market could be attributed to the announcement that LeBron James was returning to the Cleveland Cavaliers, as well as the the media coverage of Johnny Manziel during the Cleveland Browns football camp. AAS for MS: 6a-Midnight was double for July vs. June in the Cleveland market (Sports format).



Listening by Format

The Urban Contemporary format showed the largest listening gains with a 19.6% increase in AAS (M-SU 6A-Midnight), followed by Sports, Top 40 (CHR), News/Talk, Classic Hits and Country.



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

July 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 July 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 July rankings below:

JULY 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	437,886	212,649,863	0.65
1	Pandora Corporate	2,122,685	1,106,905,524	0.61
2	Clear Channel Radio ^{∞ 1}	323,477	170,743,496	0.60
3	Slacker, Inc.	58,895	39,271,834	0.48
4	Cumulus Streaming Network [∞]	52,830	20,772,005	0.80
5	CBS Radio Inc.	52,800	19,827,949	0.84
6	NPR Member Stations	44,934	15,499,998	0.89
7	ESPN Radio Corporate	29,565	15,657,629	0.60
8	Cox Radio Inc. [∞]	23,562	8,227,446	0.90
9	EMF Corporate	21,692	4,885,826	1.40
10	Entercom Communications Corp. [∞]	19,256	7,831,410	0.78
11	Univision [∞]	17,538	10,425,996	0.53
12	idobi Radio	16,372	2,395,022	1.97
13	Greater Media Corporate [∞]	13,316	4,152,018	1.01
14	Townsquare Media [∞]	11,730	2,423,513	1.52
15	Salem Communications [∞]	10,231	3,612,127	0.88
16	Hubbard Broadcasting [∞]	8,306	2,198,992	1.19
17	New York Public Radio	7,834	2,496,413	0.96
18	AccuRadio [∞]	6,551	888,820	2.32
19	Beasley Broadcasting Corporate [∞]	5,376	2,173,974	0.78
20	Prisa Radio	4,844	2,942,742	0.52

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

JULY 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	476,363	223,773,864	0.67
1	Clear Channel Radio ^{∞ 2}	341,620	175,526,606	0.62
2	Prisa Radio	90,432	38,983,167	0.72
3	Slacker, Inc.	64,565	42,090,901	0.49
4	Cumulus Streaming Network [∞]	54,375	21,327,587	0.80
5	CBS Radio Inc.	53,190	19,999,713	0.84
6	NPR Member Stations	49,315	17,351,405	0.87
7	ESPN Radio Corporate	30,576	16,220,500	0.60
8	Karnaval.com	29,152	12,887,371	0.66
9	EMF Corporate	27,251	5,951,632	1.44
10	Cox Radio Inc. [∞]	23,653	8,266,424	0.90
11	idobi Radio	20,585	3,123,385	1.90
12	Entercom Communications Corp. [∞]	19,711	8,010,393	0.78
13	Univision [∞]	18,624	10,765,328	0.55
14	Greater Media Corporate [∞]	13,931	4,353,263	1.01
15	AccuRadio [∞]	13,204	1,990,883	2.00
16	Sky Radio B.V.	12,891	1,976,096	1.63
17	Townsquare Media [∞]	12,373	2,609,470	1.49
18	977Music.com Corporate [∞]	10,537	4,163,191	0.78
19	Salem Communications [∞]	10,454	3,703,003	0.88
20	Hubbard Broadcasting [∞]	9,006	2,531,617	1.12

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¹ July All Streams Ranker does not include Pandora Corporate

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² Clear Channel Radio includes TheBlaze Radio Network



JULY 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	318,408	285,305,896	0.61
1	Pandora Corporate	1,838,969	1,710,234,889	0.59
2	Clear Channel Radio [∞] ¹	240,549	233,798,971	0.57
3	Slacker, Inc.	50,573	63,139,166	0.44
4	CBS Radio Inc.	36,265	24,318,477	0.81
5	Cumulus Streaming Network [∞]	36,258	25,378,802	0.78
6	NPR Member Stations	35,571	21,401,985	0.89
7	ESPN Radio Corporate	19,650	18,293,487	0.59
8	idobi Radio	16,554	4,208,769	2.01
9	Cox Radio Inc. [∞]	16,289	10,261,113	0.87
10	EMF Corporate	15,167	6,545,128	1.27
11	Entercom Communications Corp. [∞]	12,627	9,067,885	0.76
12	Univision [∞]	12,618	13,500,939	0.51
13	Greater Media Corporate [∞]	8,893	5,003,720	0.98
14	Townsquare Media [∞]	7,760	2,870,435	1.48
15	Salem Communications [∞]	7,096	4,400,850	0.88
16	New York Public Radio	6,078	3,310,231	0.98
17	Hubbard Broadcasting [∞]	5,334	2,515,732	1.16
18	AccuRadio [∞]	4,576	1,147,953	2.18
19	Beasley Broadcasting Corporate [∞]	3,785	2,872,765	0.73
20	Prisa Radio	3,444	3,686,946	0.51

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JULY 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	348,021	301,255,295	0.63
1	Clear Channel Radio ^{∞ 2}	253,318	240,157,939	0.58
2	Prisa Radio	64,014	49,381,338	0.70
3	Slacker, Inc.	55,655	67,589,329	0.46
4	NPR Member Stations	39,568	24,420,734	0.87
5	Cumulus Streaming Network [∞]	37,596	26,314,190	0.78
6	CBS Radio Inc.	36,606	24,587,325	0.81
7	Karnaval.com	22,916	18,670,410	0.63
8	idobi Radio	20,791	5,428,107	1.96
9	ESPN Radio Corporate	20,424	19,069,533	0.59
10	EMF Corporate	19,047	7,927,011	1.31
11	Cox Radio Inc. [∞]	16,362	10,316,961	0.87
12	Univision [∞]	13,312	13,887,470	0.53
13	Entercom Communications Corp. [∞]	12,973	9,310,340	0.76
14	AccuRadio [∞]	10,056	2,803,873	1.90
15	Sky Radio B.V.	9,851	2,744,502	1.62
16	Greater Media Corporate [∞]	9,376	5,297,720	0.97
17	977Music.com Corporate [∞]	9,029	6,458,955	0.75
18	Townsquare Media [∞]	8,276	3,163,524	1.43
19	Salem Communications [∞]	7,295	4,560,669	0.87
20	New York Public Radio	6,668	3,926,527	0.91

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