

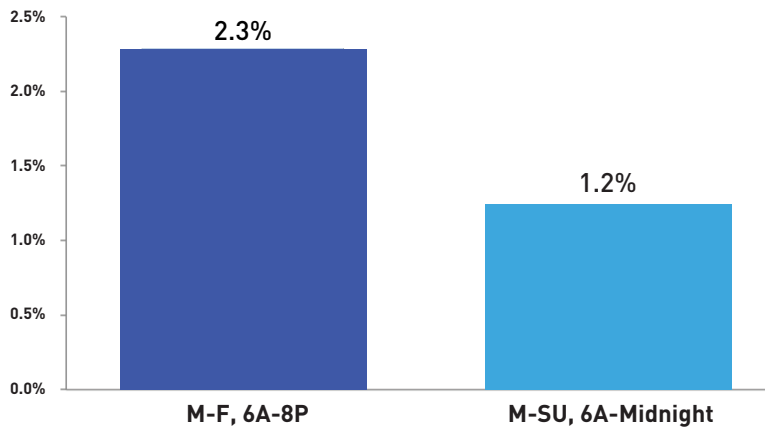
MARCH 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital
May 6, 2014

Insights & Trends

March Shows Modest Increase in Listening

Compared to February, March Average Active Sessions (AAS) showed a modest increase in both the Monday-Friday 6A-8P daypart and the Monday-Sunday 6A-Midnight daypart.



Mobile Listening Continues to Rise

Mobile listening in the M-F 6A-8P daypart continued to rise for both pureplay and terrestrial publishers.

6.1%

INCREASE IN TERRESTRIAL AAS MOBILE LISTENING (M-F 6A-8P)

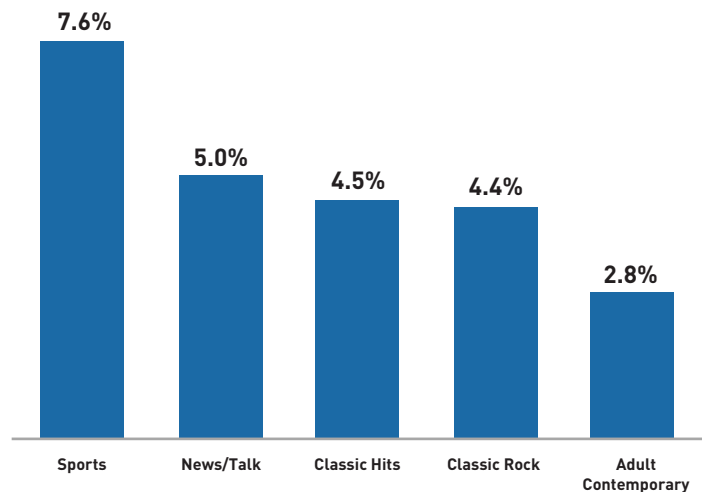
4.1%

INCREASE IN PUREPLAY AAS MOBILE LISTENING (M-F 6A-8P)

Taking a Closer Look

Looking at AAS growth by format, the Sports format saw a 7.6% increase in AAS (M-F 6A-8P) when compared to the month prior, likely in part to College basketball's March Madness.

When looking at the top markets, the three big sports towns of Philadelphia, Boston and New York showed the largest gains. Philadelphia saw a 13.6% increase in AAS (M-F 6A-8P), followed by Boston (12%) and New York (11.1%).



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

March 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 March 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 March rankings below:

MARCH 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	453,504	187,064,600	0.70
1	Pandora Corporate	2,153,986	1,033,684,623	0.60
2	Clear Channel Radio ∞	327,787	145,203,165	0.65
3	CBS Radio Inc.	64,425	21,374,001	0.87
4	Slacker, Inc.	61,554	28,039,030	0.64
5	Cumulus Streaming Network ∞	59,856	19,940,986	0.86
6	NPR Member Stations	51,620	15,229,515	0.94
7	EMF Corporate	29,025	5,553,726	1.50
8	Cox Radio Inc. ∞	25,145	7,864,187	0.92
9	ESPN Radio Corporate	24,933	10,172,214	0.71
10	Entercom Communications Corp. ∞	23,296	8,684,204	0.77
11	Univision ∞	19,770	11,388,414	0.50
12	idobi Radio	15,997	2,170,714	1.94
13	Greater Media Corporate ∞	14,227	3,759,964	1.09
14	Townsquare Media ∞	13,119	2,433,417	1.54
15	Salem Communications ∞	10,459	3,147,967	0.95
16	Hubbard Broadcasting ∞	9,616	2,329,863	1.18
17	New York Public Radio	9,490	2,449,049	1.08
18	AccuRadio ∞	6,463	817,407	2.27
19	Beasley Broadcasting Corporate ∞	5,537	1,942,549	0.83
20	Prisa Radio	5,469	2,983,487	0.53

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

MARCH 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	479,909	195,529,260	0.71
1	Clear Channel Radio ∞	330,440	146,821,571	0.65
2	Prisa Radio	102,810	40,401,975	0.72
3	Slacker, Inc.	67,246	30,541,789	0.64
4	CBS Radio Inc.	65,262	21,650,537	0.86
5	Cumulus Streaming Network ∞	61,448	20,394,440	0.86
6	NPR Member Stations	56,587	16,951,820	0.93
7	Karnaval.com	32,911	13,645,528	0.65
8	EMF Corporate	30,981	6,136,342	1.44
9	ESPN Radio Corporate	25,951	10,604,557	0.71
10	Cox Radio Inc. ∞	25,252	7,903,884	0.92
11	Entercom Communications Corp. ∞	23,830	8,868,665	0.78
12	Univision ∞	21,095	11,764,253	0.52
13	idobi Radio	20,145	2,831,870	1.88
14	Sky Radio B.V.	17,032	2,439,373	1.63
15	Greater Media Corporate ∞	14,896	3,963,740	1.08
16	Townsquare Media ∞	13,730	2,589,736	1.51
17	AccuRadio ∞	13,583	1,863,227	2.01
18	COPE	13,410	4,970,192	0.70
19	977Music.com Corporate ∞	12,208	4,477,371	0.77
20	Salem Communications ∞	10,692	3,222,089	0.94

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¹ March All Streams Ranker does not include Pandora Corporate

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MARCH 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	308,964	262,194,182	0.65
1	Pandora Corporate	1,866,659	1,730,067,293	0.60
2	Clear Channel Radio ∞	227,848	208,029,692	0.60
3	Slacker, Inc.	50,296	46,921,104	0.59
4	CBS Radio Inc.	41,795	27,309,833	0.84
5	NPR Member Stations	39,658	22,417,921	0.95
6	Cumulus Streaming Network ∞	38,554	25,026,460	0.84
7	EMF Corporate	19,187	7,830,964	1.34
8	Cox Radio Inc. ∞	16,368	10,196,821	0.88
9	idobi Radio	16,348	4,247,754	1.98
10	ESPN Radio Corporate	15,058	11,715,135	0.71
11	Entercom Communications Corp. ∞	14,435	10,529,306	0.75
12	Univision ∞	13,957	15,884,256	0.48
13	Greater Media Corporate ∞	8,857	4,615,336	1.05
14	Townsquare Media ∞	8,212	3,056,928	1.47
15	New York Public Radio	7,119	3,488,591	1.09
16	Salem Communications ∞	6,868	4,003,167	0.93
17	Hubbard Broadcasting ∞	5,852	2,827,022	1.13
18	AccuRadio ∞	4,308	1,091,783	2.16
19	Prisa Radio	3,735	3,954,170	0.52
20	Beasley Broadcasting Corporate ∞	3,697	2,764,980	0.74

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MARCH 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	330,735	276,254,308	0.66
1	Clear Channel Radio ∞	230,333	210,914,780	0.60
2	Prisa Radio	70,625	55,007,748	0.69
3	Slacker, Inc.	55,262	51,143,050	0.60
4	NPR Member Stations	44,144	25,413,248	0.93
5	CBS Radio Inc.	42,560	27,791,340	0.84
6	Cumulus Streaming Network ∞	39,900	25,745,195	0.85
7	Karnaval.com	24,687	20,332,194	0.63
8	EMF Corporate	20,789	8,799,719	1.29
9	idobi Radio	20,546	5,459,584	1.94
10	Cox Radio Inc. ∞	16,450	10,253,430	0.88
11	ESPN Radio Corporate	15,782	12,322,717	0.71
12	Entercom Communications Corp. ∞	14,837	10,789,999	0.75
13	Univision ∞	14,747	16,324,491	0.50
14	Sky Radio B.V.	12,578	3,557,768	1.62
15	977Music.com Corporate ∞	10,381	7,600,049	0.74
16	AccuRadio ∞	9,981	2,767,245	1.91
17	COPE	9,594	7,095,840	0.69
18	Greater Media Corporate ∞	9,375	4,930,578	1.04
19	Townsquare Media ∞	8,694	3,311,011	1.43
20	New York Public Radio	7,817	4,130,731	1.01

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