

NOVEMBER 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital

Insights & Trends

All Measured Clients

All measured clients in November 2014 showed 3,815,379 Average Active Sessions (AAS) within the Domestic US during the Monday-Friday 6:00AM-8:00PM daypart, and 3,159,014 AAS during the Monday-Sunday 6:00AM-Midnight daypart.

Yearly Growth

Compared to November 2013, AAS within the Domestic US grew by 24.5 percent (M-F 6A-8P) and 26.9 percent (M-SU 6A-Midnight) in November 2014.

The Thanksgiving Effect

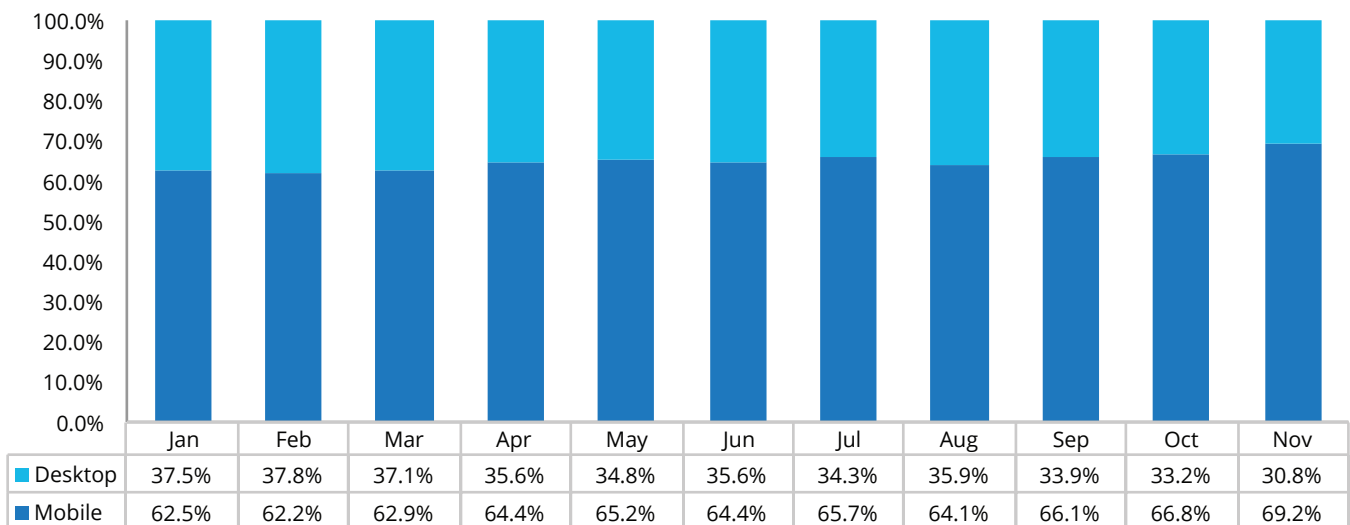
Overall AAS declined 11.3 percent during the week of Thanksgiving (M-F 6A-8P) when compared to the three weeks prior. However, mobile listening was near to flat (-0.9 percent) while desktop dropped by 24.3 percent. PurePlay listening was down 8.3 percent while broadcast streams declined by 29.5 percent.

Total AAS was down 30 percent on the Thursday and Friday of Thanksgiving week when compared to the other Thursday's and Friday's during the month. The majority of the top listened to formats were down 30-40 percent during the holiday week, with Sports having the largest decline at 43.8 percent.

Mobile Consumption

69.2 Percent of all listening took place on a mobile device (MF 6A-8P) in November 2014. Compared to November 2013, mobile listening was up 50.7 percent.

ALL STREAMS, MF 6A-8P

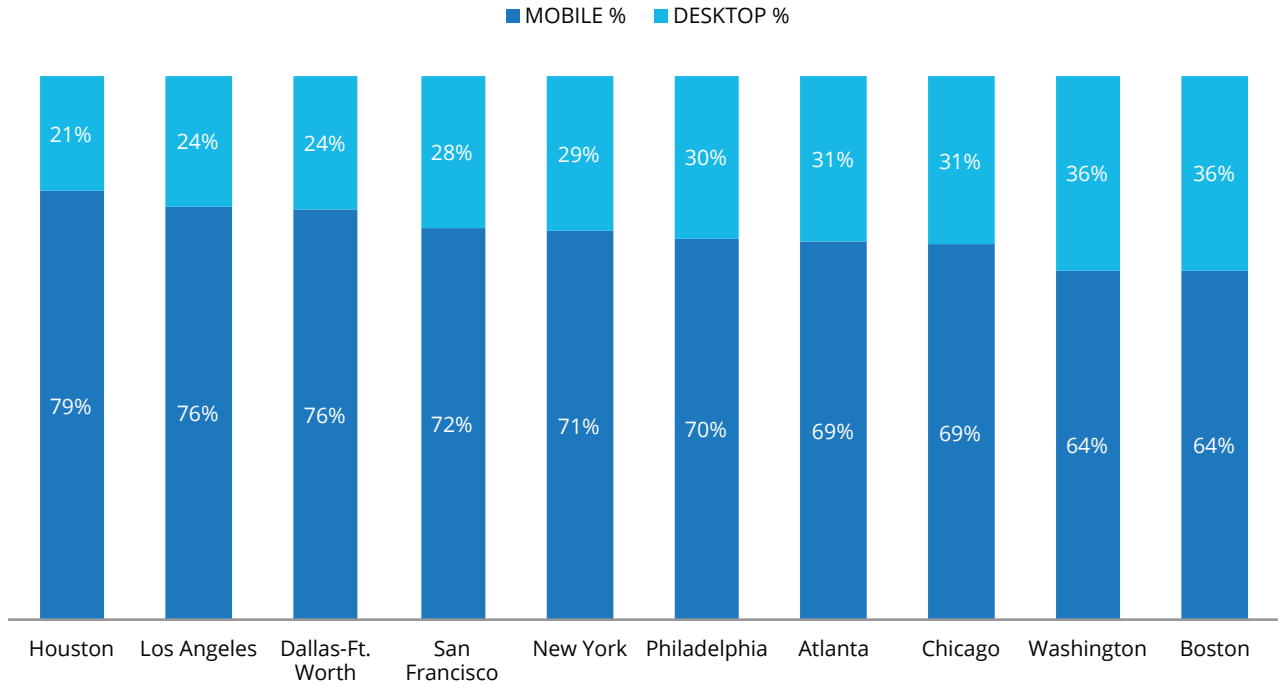


**The category 'Other' consists of devices, types and browsers that are less than 2% of total audio consumption and audio consumption that cannot be classified. Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.*

Insights & Trends

Top 10 Markets by Listening Device

The following chart shows the top 10 markets by AAS (M-F 6A-8P) broken out by listening device.



November 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 November 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 November rankings below:

NOVEMBER 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	426,348	172,825,850	0.68
1	Pandora Corporate	2,229,829	1,027,274,238	0.60
2	iHeartMedia [∞] ¹	326,838	141,720,143	0.63
3	CBS Radio Inc.	56,954	19,442,208	0.80
4	Cumulus Streaming Network [∞]	53,133	17,830,169	0.81
5	Slacker, Inc. ²	48,410	29,716,927	0.45
6	NPR Member Stations	42,085	13,094,420	0.86
7	Cox Radio Inc. [∞]	21,679	6,892,871	0.86
8	EMF Corporate	21,499	4,144,190	1.41
9	ESPN Radio Corporate	21,456	9,813,010	0.60
10	Univision [∞]	19,322	9,332,759	0.57
11	idobi Radio	17,035	2,217,037	1.92
12	Greater Media Corporate [∞]	13,394	3,553,753	1.04
13	Townsquare Media [∞]	11,831	2,133,939	1.51
14	Salem Communications [∞]	10,499	3,245,333	0.88
15	Hubbard Broadcasting [∞]	9,065	2,043,914	1.21
16	AccuRadio [∞]	8,464	1,497,371	1.56
17	New York Public Radio	7,590	2,102,588	0.95
18	Bonneville Corporate [∞]	5,155	1,325,246	1.07
19	Radio One [∞]	4,867	799,927	1.67
20	Beasley Broadcasting Corporate [∞]	4,833	1,574,029	0.84

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.

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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

² Slacker, Inc. experienced a brief technical issue resulting in minor data loss November 20-21

NOVEMBER 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	454,654	180,487,319	0.69
1	iHeartMedia ^{∞ 2}	334,959	143,878,140	0.64
2	Prisa Radio	92,209	33,278,864	0.73
3	CBS Radio Inc.	57,414	19,631,149	0.80
4	Cumulus Streaming Network [∞]	54,546	18,240,019	0.82
5	Slacker, Inc. ³	52,706	31,678,572	0.46
6	NPR Member Stations	46,705	14,604,866	0.85
7	Karnaval.com	27,952	10,460,322	0.67
8	EMF Corporate	25,152	4,777,790	1.43
9	ESPN Radio Corporate	22,307	10,169,020	0.60
10	Cox Radio Inc. [∞]	21,772	6,927,183	0.86
11	idobi Radio	21,398	2,876,378	1.87
12	Univision [∞]	20,353	9,610,254	0.58
13	AccuRadio [∞]	16,174	3,035,202	1.42
14	Sky Radio B.V.	16,021	2,226,410	1.58
15	Greater Media Corporate [∞]	14,027	3,738,587	1.03
16	Townsquare Media [∞]	12,506	2,316,196	1.47
17	Salem Communications [∞]	10,705	3,315,410	0.88
18	Hubbard Broadcasting [∞]	9,753	2,299,724	1.16
19	977Music.com Corporate [∞]	9,663	3,138,435	0.82
20	New York Public Radio	8,337	2,512,854	0.88

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NOVEMBER 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	294,294	246,249,511	0.64
1	Pandora Corporate	1,886,731	1,696,627,383	0.59
2	iHeartMedia [∞] ¹	230,705	206,228,708	0.60
3	Slacker, Inc. ²	40,860	51,360,707	0.43
4	CBS Radio Inc.	37,180	25,388,189	0.77
5	Cumulus Streaming Network [∞]	34,075	23,026,592	0.78
6	NPR Member Stations	32,810	19,697,697	0.87
7	idobi Radio	17,434	4,292,362	2.01
8	EMF Corporate	14,187	5,920,329	1.27
9	Cox Radio Inc. [∞]	13,878	8,874,406	0.83
10	ESPN Radio Corporate	13,641	12,466,331	0.58
11	Univision [∞]	12,849	12,368,880	0.55
12	Greater Media Corporate [∞]	8,172	4,314,467	1.01
13	Townsquare Media [∞]	7,268	2,683,493	1.43
14	Salem Communications [∞]	6,849	4,109,052	0.88
15	New York Public Radio	5,633	3,060,337	0.95
16	AccuRadio [∞]	5,476	1,952,368	1.49
17	Hubbard Broadcasting [∞]	5,401	2,457,740	1.16
18	Bonneville Corporate [∞]	3,459	1,820,393	1.01
19	Prisa Radio	3,238	3,383,508	0.51
20	Beasley Broadcasting Corporate [∞]	3,094	2,061,643	0.80

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NOVEMBER 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	316,837	258,796,446	0.65
1	iHeartMedia ^{∞ 2}	236,889	209,754,023	0.60
2	Prisa Radio	62,416	45,319,339	0.71
3	Slacker, Inc. ³	44,646	54,725,438	0.44
4	CBS Radio Inc.	37,570	25,700,899	0.77
5	NPR Member Stations	36,943	22,336,271	0.86
6	Cumulus Streaming Network [∞]	35,220	23,685,082	0.79
7	idobi Radio	21,879	5,521,920	1.96
8	Karnaval.com	21,118	16,661,634	0.63
9	EMF Corporate	17,079	6,935,500	1.30
10	ESPN Radio Corporate	14,268	12,984,405	0.58
11	Cox Radio Inc. [∞]	13,947	8,923,549	0.83
12	Univision [∞]	13,460	12,693,819	0.56
13	Sky Radio B.V.	12,023	3,423,061	1.55
14	AccuRadio [∞]	11,601	4,398,297	1.37
15	Greater Media Corporate [∞]	8,635	4,593,141	1.00
16	977Music.com Corporate [∞]	8,230	5,382,193	0.79
17	Townsquare Media [∞]	7,792	2,989,335	1.38
18	Salem Communications [∞]	7,025	4,225,395	0.87
19	New York Public Radio	6,287	3,765,820	0.86
20	Hubbard Broadcasting [∞]	6,026	2,922,206	1.09

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