

# SEPTEMBER 2014 TOP 20 RANKER

Webcast Metrics® by Triton Digital

# Insights & Trends

Before diving into the September 2014 Rankings, we want to introduce a new feature on the Insights & Trends. Starting this month, we will now be showing data for all measured clients, not just the ones that appear in our Monthly Ranker.

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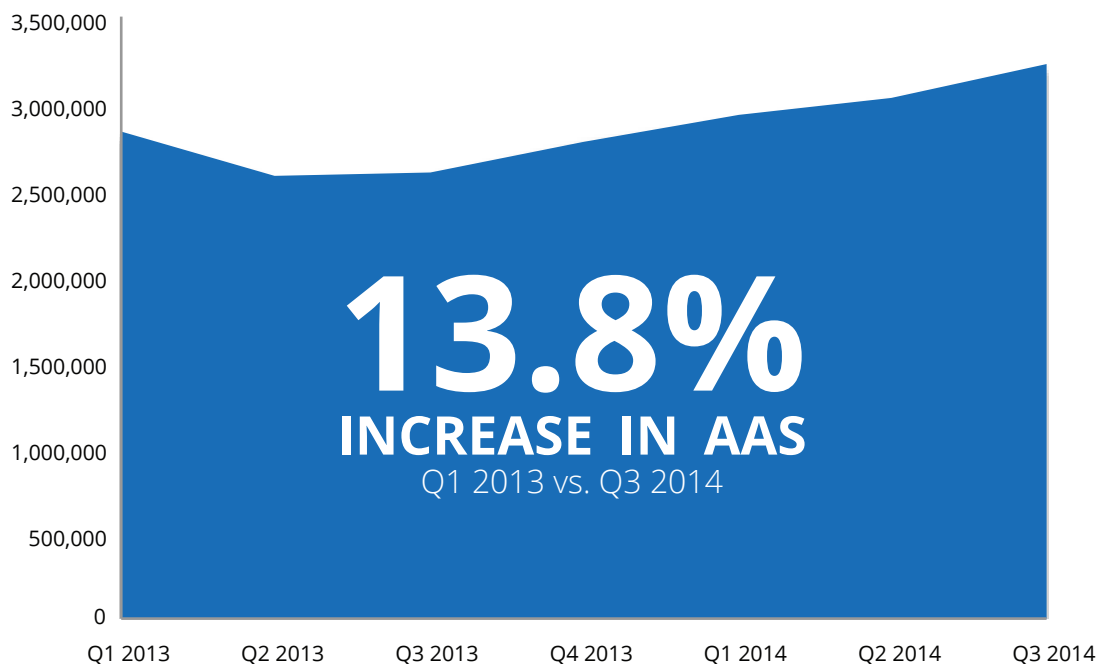
## All Measured Clients

September 2014 Average Active Sessions (AAS) were 3,716,396 in the Domestic M-F 6A-8P daypart and 3,155,478 in the Domestic M-SU 6A-Midnight daypart.

## Taking a Closer Look

September 2014 Average Active Sessions (AAS) grew in both the Domestic M-F 6A-8P daypart (33.1%) and the Domestic M-SU 6A-Midnight daypart (36.2%) when compared to the start of 2014.

**All Measured Clients, M-F 6A-8P, Q1 2013-Q3 2014**



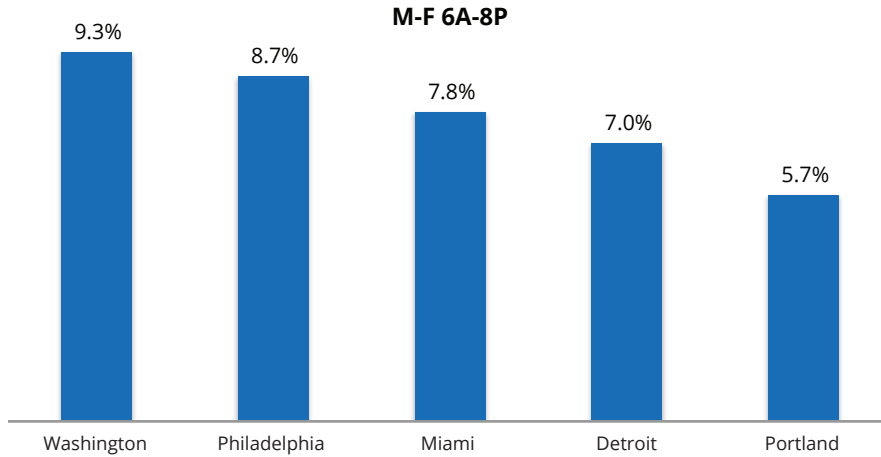
*Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.*

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# Insights & Trends

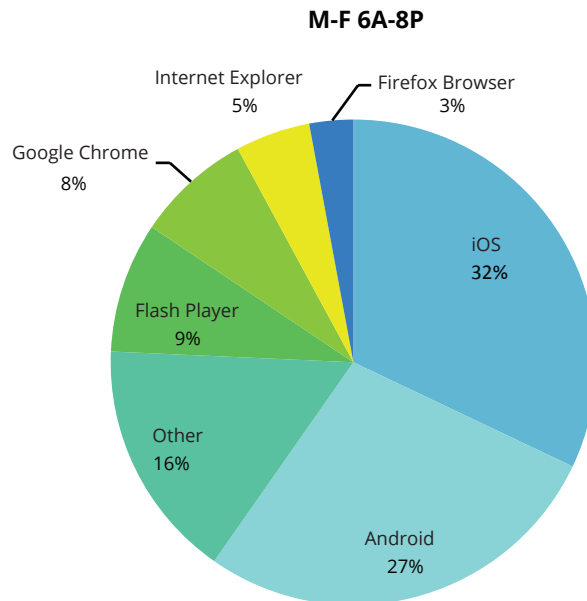
## Listening by Market

Looking at the top markets, Washington, DC showed the largest listening gain with a 9.3% increase in AAS during the M-F 6A-8P daypart, followed by Philadelphia, Miami, Detroit and Portland.



## Audio Consumption

During the M-F 6A-8P daypart, 32% of listening took place on an iOS device, followed by Android (27%) and Flash Player (9%).

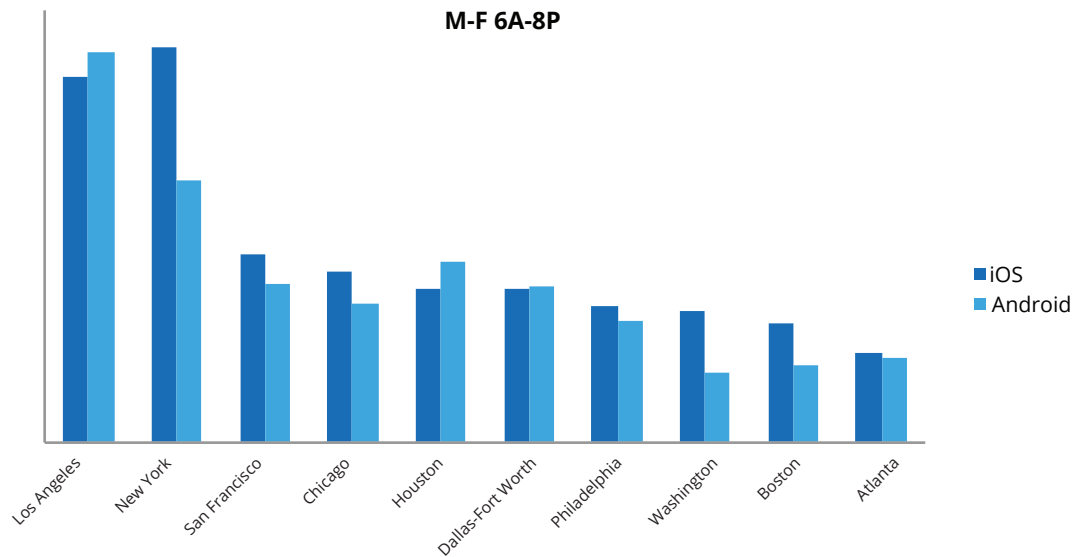


*\*The category 'Other' consists of devices, types and browsers that are less than 2% of total audio consumption and audio consumption that cannot be classified. Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.*

# Insights & Trends

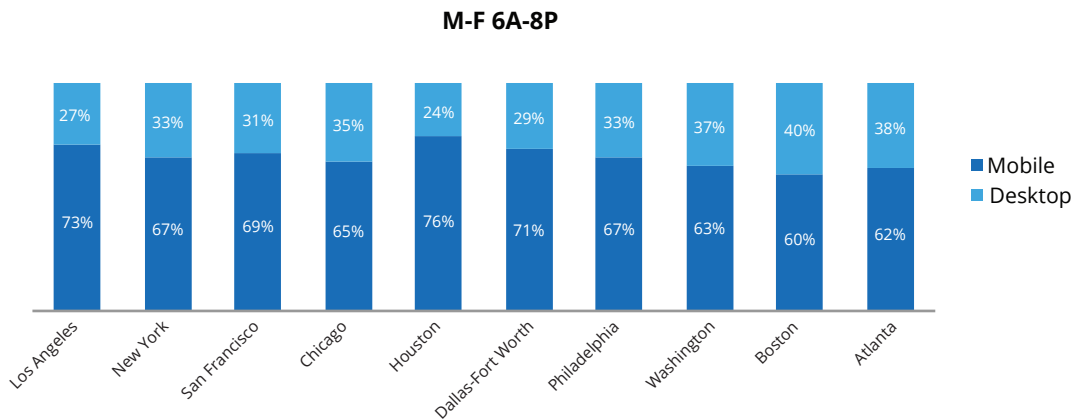
## Top 10 Markets by Operating System

Los Angeles had the most Android users and New York had the most iOS users during the M-F 6A-8P daypart.



## Top 10 Markets by Listening Device

The following chart shows the Top 10 markets by AAS during the M-F 6A-8P daypart broken out by listening type.



## September 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 September 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](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 September rankings below:

## SEPTEMBER DOMESTIC RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	<b>Katz Digital Audio</b>	<b>431,952</b>	<b>191,094,704</b>	<b>0.68</b>
1	Pandora Corporate	2,185,651	1,117,111,507	0.59
2	iHeartMedia <sup>∞</sup> <sup>1</sup>	332,347	158,113,254	0.64
3	CBS Radio Inc.	59,152	29,477,536	0.61
4	Cumulus Streaming Network <sup>∞</sup>	56,755	20,310,347	0.84
5	Slacker, Inc.	54,515	35,963,891	0.46
6	NPR Member Stations	47,516	15,833,311	0.88
7	ESPN Radio Corporate	27,597	14,037,190	0.60
8	Cox Radio Inc. <sup>∞</sup>	23,601	7,659,936	0.93
9	EMF Corporate	23,490	5,145,400	1.37
10	Univision <sup>∞</sup>	17,853	9,642,730	0.56
11	idobi Radio	17,557	2,485,058	1.95
12	Greater Media Corporate <sup>∞</sup>	14,501	4,352,054	1.01
13	Townsquare Media <sup>∞</sup>	12,456	2,555,269	1.47
14	Salem Communications <sup>∞</sup>	10,282	3,361,230	0.91
15	Hubbard Broadcasting <sup>∞</sup>	8,846	2,298,480	1.16
16	New York Public Radio	8,716	2,679,214	0.95
17	AccuRadio <sup>∞</sup>	7,251	1,040,024	2.10
18	Beasley Broadcasting Corporate <sup>∞</sup>	5,988	2,143,723	0.85
19	Prisa Radio	4,889	2,901,535	0.51
20	Lincoln Financial Media <sup>∞</sup>	4,472	1,737,708	0.78

**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>∞</sup> These groups are part of Katz Digital Audio

<sup>1</sup> iHeartMedia includes TheBlaze Radio Network

# SEPTEMBER ALL STREAMS RANKER (based on AAS)<sup>1</sup>

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	<b>Katz Digital Audio</b>	<b>460,838</b>	<b>199,858,193</b>	<b>0.70</b>
1	iHeartMedia <sup>∞ 2</sup>	341,021	160,976,392	0.64
2	Prisa Radio	92,166	38,174,771	0.71
3	CBS Radio Inc.	59,602	29,737,099	0.61
4	Slacker, Inc.	59,510	38,399,510	0.47
5	Cumulus Streaming Network <sup>∞</sup>	58,344	20,768,369	0.84
6	NPR Member Stations	51,837	17,514,173	0.87
7	EMF Corporate	30,483	6,371,150	1.43
8	Karnaval.com	29,725	11,822,704	0.70
9	ESPN Radio Corporate	28,636	14,488,242	0.60
10	Cox Radio Inc. <sup>∞</sup>	23,697	7,699,263	0.93
11	idobi Radio	22,051	3,228,279	1.89
12	Univision <sup>∞</sup>	19,037	9,987,723	0.58
13	Greater Media Corporate <sup>∞</sup>	15,182	4,559,048	1.01
14	Sky Radio B.V.	14,493	2,128,693	1.63
15	AccuRadio <sup>∞</sup>	14,427	2,192,477	1.90
16	Townsquare Media <sup>∞</sup>	13,139	2,736,520	1.44
17	Salem Communications <sup>∞</sup>	10,505	3,434,996	0.91
18	977Music.com Corporate <sup>∞</sup>	10,104	3,848,402	0.77
19	Hubbard Broadcasting <sup>∞</sup>	9,550	2,614,495	1.10
20	New York Public Radio	9,447	3,088,996	0.90

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<sup>1</sup> September All Streams Ranker does not include Pandora Corporate

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

## SEPTEMBER DOMESTIC RANKER (based on AAS)

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

Station	Average Active Sessions	Session Starts	Average Time Spent Listening
<b>Katz Digital Audio</b>	<b>310,149</b>	<b>259,024,543</b>	<b>0.64</b>
1 Pandora Corporate	1,900,644	1,733,590,282	0.59
2 iHeartMedia <sup>∞</sup> <sup>1</sup>	242,638	217,910,733	0.59
3 Slacker, Inc.	46,387	57,368,617	0.43
4 CBS Radio Inc.	40,592	35,563,247	0.61
5 Cumulus Streaming Network <sup>∞</sup>	38,697	25,123,320	0.82
6 NPR Member Stations	37,408	21,929,758	0.89
7 ESPN Radio Corporate	18,539	16,151,290	0.61
8 idobi Radio	17,535	4,396,120	1.98
9 EMF Corporate	16,334	6,881,421	1.26
10 Cox Radio Inc. <sup>∞</sup>	16,089	9,634,679	0.89
11 Univision <sup>∞</sup>	12,582	12,331,860	0.54
12 Greater Media Corporate <sup>∞</sup>	9,547	5,232,325	0.97
13 Townsquare Media <sup>∞</sup>	8,185	3,106,100	1.40
14 Salem Communications <sup>∞</sup>	7,084	4,111,540	0.91
15 New York Public Radio	6,723	3,584,544	0.97
16 Hubbard Broadcasting <sup>∞</sup>	5,608	2,651,008	1.12
17 AccuRadio <sup>∞</sup>	4,987	1,315,851	2.01
18 Beasley Broadcasting Corporate <sup>∞</sup>	4,179	2,827,567	0.79
19 Prisa Radio	3,487	3,671,538	0.50
20 Lincoln Financial Media <sup>∞</sup>	2,979	2,096,960	0.76

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# SEPTEMBER ALL STREAMS RANKER (based on AAS)<sup>1</sup>

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	<b>Katz Digital Audio</b>	<b>333,615</b>	<b>272,439,634</b>	<b>0.65</b>
1	iHeartMedia <sup>∞ 2</sup>	249,385	222,318,754	0.60
2	Prisa Radio	65,637	49,044,757	0.70
3	Slacker, Inc.	50,797	61,217,787	0.44
4	NPR Member Stations	41,325	24,624,681	0.87
5	CBS Radio Inc.	40,978	35,937,957	0.61
6	Cumulus Streaming Network <sup>∞</sup>	40,065	25,831,341	0.82
7	Karnaval.com	22,812	17,093,452	0.66
8	idobi Radio	22,008	5,648,505	1.94
9	EMF Corporate	21,058	8,438,738	1.32
10	ESPN Radio Corporate	19,300	16,729,342	0.62
11	Cox Radio Inc. <sup>∞</sup>	16,165	9,688,931	0.89
12	Univision <sup>∞</sup>	13,327	12,720,820	0.56
13	Sky Radio B.V.	11,032	2,997,550	1.61
14	AccuRadio <sup>∞</sup>	10,845	3,051,440	1.83
15	Greater Media Corporate <sup>∞</sup>	10,073	5,525,022	0.97
16	Townsquare Media <sup>∞</sup>	8,728	3,383,391	1.36
17	977Music.com Corporate <sup>∞</sup>	8,703	6,066,156	0.75
18	New York Public Radio	7,364	4,256,363	0.90
19	Salem Communications <sup>∞</sup>	7,283	4,225,524	0.91
20	COPE	6,627	4,574,673	0.70

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