

APRIL 2015 TOP 20 RANKER

Webcast Metrics®

April 2015 Insights & Trends

All Measured Clients

All measured clients in April 2015 showed 4,259,153 Average Active Sessions (AAS) within the Domestic U.S. during the Monday-Friday 6:00AM-8:00PM (M-F 6A-8P) daypart, and 3,633,032 AAS during the Monday-Sunday 6:00AM-Midnight (M-Su 6A-Mid) daypart.

38.6%

INCREASE IN AAS COMPARED TO APRIL 2014 (M-F 6A-8P)

41.8%

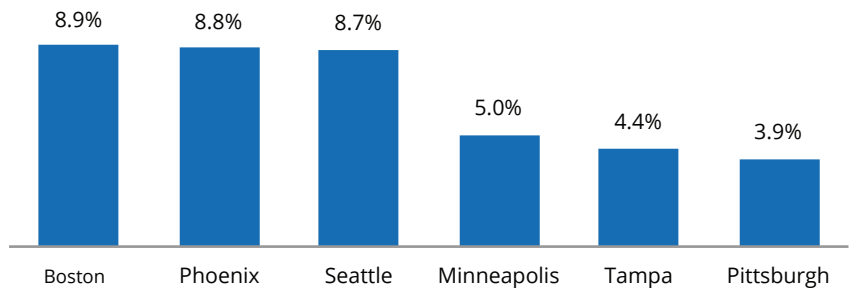
INCREASE IN AAS COMPARED TO APRIL 2014 (M-SU 6A-MID)

Taking a Closer Look

April 2015 showed positive growth in both dayparts when compared to April 2014. AAS within the Domestic U.S. grew by 38.6 percent (M-F 6A-8P) and 41.8 percent (M-Su 6A-Mid).

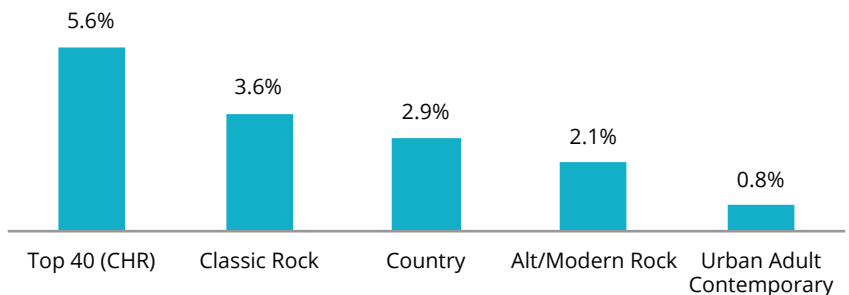
Listening by Market

Looking at the top 20 markets, Boston showed the largest listening gain with a 8.9 percent increase in AAS (M-F 6A-8P), followed by Phoenix, Seattle, Minneapolis, Tampa, and Pittsburgh. (April 2015 vs. March 2015)



Listening by Format

The Top 40 (CHR) format showed the largest listening gains with a 5.6 percent increase in AAS (M-F 6A-8P), followed by Classic Rock, Country, Alt/Modern Rock, and Urban Adult Contemporary (April 2015 vs. March 2015).

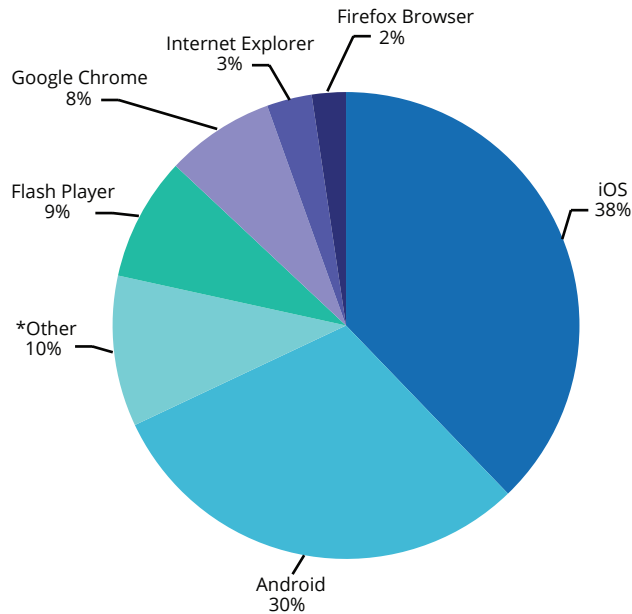


Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

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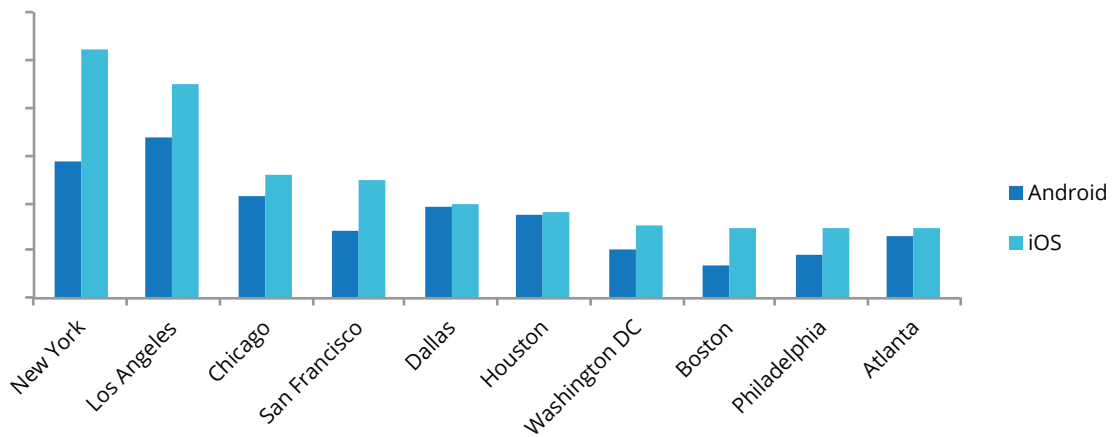
Audio Consumption by Device

In April 2015, 38 percent of listening took place on an iOS device (M-F 6A-8P), followed by Android (30 percent), Flash Player (9 percent) and Google Chrome (8 percent).



Top 10 Markets by Operating System

Comparing listening by operating system within the top ten markets in April 2015, New York had the most iOS listeners (M-F 6A-8P) while Los Angeles had the most Android listeners.



**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.*

April 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 April 2015. 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 April rankings below:

APRIL DOMESTIC RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,421,047	1,244,655,829	0.59
2	Spotify Corporate	904,490	663,773,466	0.42
3	iHeartMedia ^{1 2}	345,687	149,256,284	0.70
4	CBS Radio Inc.	57,095	20,385,757	0.84
5	Slacker, Inc.	56,489	39,566,749	0.43
6	Cumulus Streaming Network	54,039	20,544,868	0.79
7	NPR Member Stations	45,462	16,504,394	0.80
8	ESPN Radio Corporate	31,741	15,611,038	0.62
9	EMF Corporate	21,693	4,697,447	1.38
10	idobi Radio	17,451	2,427,515	1.98
11	Townsquare Media	13,058	2,407,280	1.61
12	Greater Media Corporate	13,029	4,163,990	0.94
13	Salem Communications	11,654	3,810,678	0.91
14	Hubbard Broadcasting	10,167	2,589,350	1.16
15	New York Public Radio	8,449	2,267,172	1.07
16	AccuRadio	7,929	1,562,418	1.53
17	Beasley Broadcasting Corporate	6,898	2,541,165	0.82
18	Radio One	6,447	981,394	1.97
19	Bonneville Corporate	6,409	3,425,128	0.57
20	Prisa Radio	5,254	3,172,047	0.50

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

¹ iHeartMedia includes TheBlaze Radio Network

² During this period, the code that measures audience and time spent listening was inadvertently omitted by iHeartRadio in some versions of their mobile applications. Therefore, not all iHeartRadio mobile listening is captured in this report. This omission will affect April and May Rankers

APRIL ALL STREAMS RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	iHeartMedia ^{1 2}	350,005	151,065,161	0.70
2	Prisa Radio	93,018	40,031,379	0.69
3	Slacker, Inc.	60,632	41,663,466	0.44
4	CBS Radio Inc.	57,542	20,578,911	0.84
5	Cumulus Streaming Network	55,681	21,051,422	0.79
6	NPR Member Stations	49,844	18,102,202	0.80
7	ESPN Radio Corporate	32,986	16,183,457	0.62
8	Karnaval.com	28,127	12,392,299	0.64
9	EMF Corporate	24,637	5,318,305	1.38
10	idobi Radio	21,887	3,127,340	1.93
11	Sky Radio B.V.	14,780	2,283,915	1.56
12	AccuRadio	14,652	3,051,944	1.41
13	Townsquare Media	13,884	2,678,864	1.54
14	Greater Media Corporate	13,580	4,346,529	0.94
15	Salem Communications	11,889	3,890,161	0.91
16	Hubbard Broadcasting	10,849	2,863,913	1.12
17	977Music.com Corporate	9,407	3,123,191	0.88
18	New York Public Radio	9,246	2,571,287	1.03
19	Radio Monte da Gavea	7,300	1,760,584	1.23
20	Beasley Broadcasting Corporate	6,959	2,571,924	0.81

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APRIL DOMESTIC RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,096,580	1,911,998,777	0.59
2	Spotify Corporate	830,763	1,048,837,152	0.42
3	iHeartMedia ^{1 2}	249,942	199,946,444	0.66
4	Slacker, Inc.	48,611	62,674,601	0.41
5	CBS Radio Inc.	39,054	25,445,901	0.81
6	Cumulus Streaming Network	36,240	24,554,427	0.78
7	NPR Member Stations	35,429	22,974,707	0.79
8	ESPN Radio Corporate	21,695	17,570,484	0.66
9	idobi Radio	17,376	4,285,786	2.00
10	EMF Corporate	15,183	6,387,059	1.25
11	Townsquare Media	8,499	2,860,268	1.55
12	Greater Media Corporate	8,495	4,832,916	0.93
13	Salem Communications	7,972	4,599,898	0.90
14	Hubbard Broadcasting	6,478	2,949,708	1.14
15	New York Public Radio	6,385	3,033,035	1.07
16	AccuRadio	5,380	1,903,358	1.49
17	Beasley Broadcasting Corporate	4,588	3,080,005	0.79
18	Bonneville Corporate	4,491	5,110,090	0.47
19	Radio One	4,046	1,091,053	1.94
20	Prisa Radio	3,740	3,998,725	0.50

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APRIL ALL STREAMS RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	iHeartMedia ^{1 2}	254,225	203,016,756	0.66
2	Prisa Radio	66,252	51,212,504	0.67
3	Slacker, Inc.	52,290	66,015,665	0.42
4	CBS Radio Inc.	39,456	25,756,782	0.81
5	NPR Member Stations	39,396	25,559,133	0.79
6	Cumulus Streaming Network	37,653	25,312,754	0.78
7	ESPN Radio Corporate	22,644	18,315,816	0.66
8	idobi Radio	21,782	5,479,134	1.97
9	Karnaval.com	21,721	17,919,163	0.61
10	EMF Corporate	17,492	7,318,638	1.25
11	Sky Radio B.V.	11,545	3,247,679	1.55
12	AccuRadio	10,903	4,158,306	1.35
13	Townsquare Media	9,184	3,288,528	1.46
14	Greater Media Corporate	8,915	5,086,571	0.93
15	Salem Communications	8,184	4,723,620	0.90
16	977Music.com Corporate	8,112	4,948,703	0.84
17	Hubbard Broadcasting	7,101	3,396,873	1.09
18	New York Public Radio	7,098	3,512,048	1.03
19	Radio Monte da Gavea	4,922	2,187,709	1.18
20	Beasley Broadcasting Corporate	4,645	3,130,095	0.78

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