

# DECEMBER 2015 TOP 20 RANKER

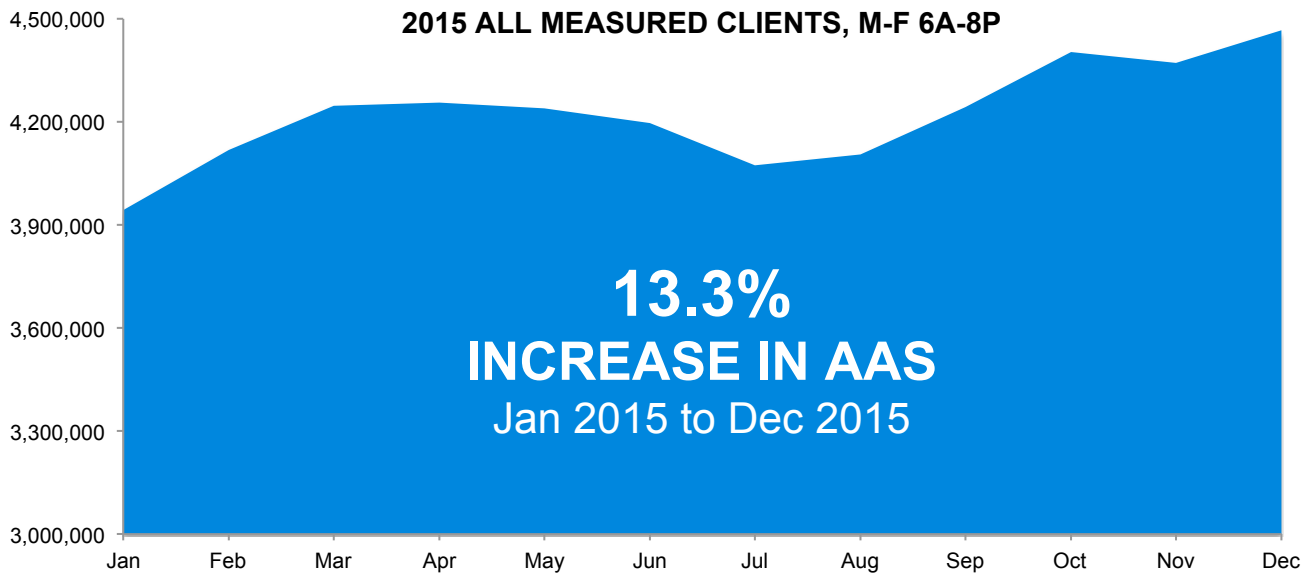
BY WEBCAST METRICS®

## 2015 INSIGHTS & TRENDS

Before diving in to the December 2015 Rankings, we wanted to take a moment to look back at the past year. It's been an incredible year for audio as a medium and our industry as a whole. Here are a few highlights.

### Continued Growth

Overall streaming reached an all-time high in 2015. Over the course of the year, Average Active Sessions (AAS) increased by 13.3 percent for the Domestic Monday-Friday 6:00AM-8:00PM daypart and by 13.6 percent for the Domestic Monday-Sunday 6:00AM-Midnight daypart.



### Mobile Continued to Drive Growth

In breaking out mobile and desktop listening, we again saw impressive year-over-year growth in mobile listening. AAS on mobile increased by 22.2 percent (M-F 6A-8P), while desktop increased by 5.2 percent.

## DECEMBER DIGITAL AUDIO INSIGHTS & TRENDS

### Total Listening for All Measured Clients

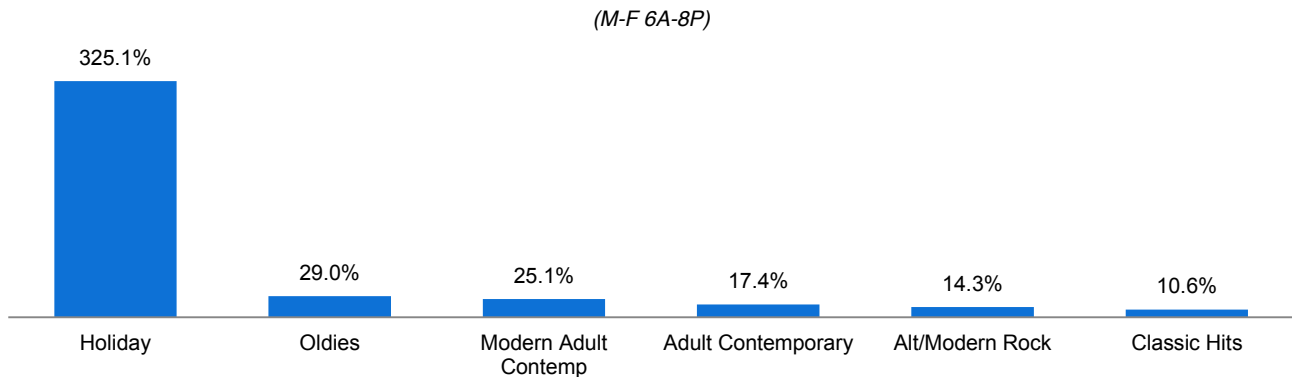
All measured clients within the Domestic U.S. reported a total of 4,464,545 Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and 3,765,321 AAS during the Monday-Sunday 6:00AM-Midnight daypart.

### The Christmas Effect

Overall AAS declined 13.4 percent (M-F 6A-8P) during the week of Christmas when compared to the three weeks prior. Mobile listening declined by 2.8 percent, while desktop listening dropped 37.3 percent. Pureplay listening was down 10.4 percent, while broadcast streams declined by 33.8 percent. These listening patterns are consistent with 2014 trends.

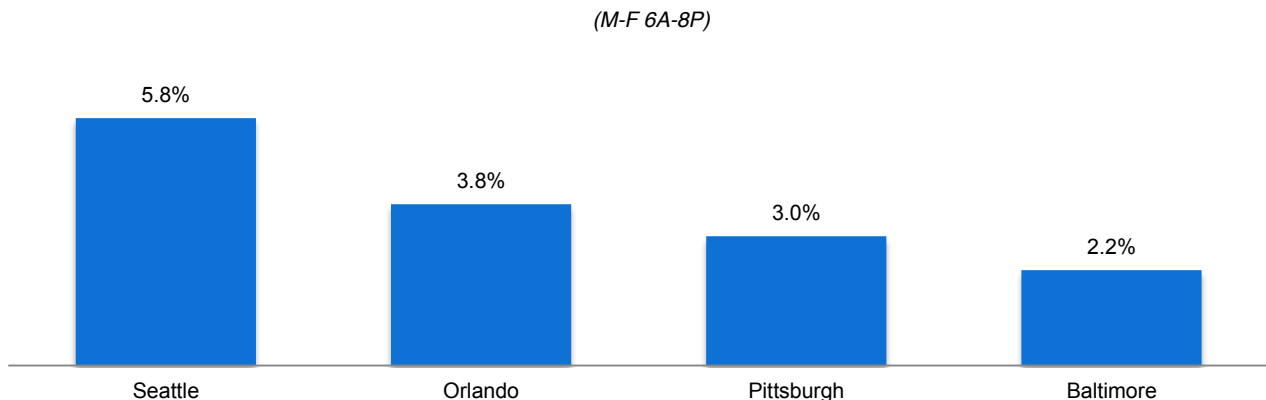
### Top Formats

When compared to November 2015, the Holiday format showed the largest listening gains with a 321.5 percent increase in AAS, followed by Oldies (29 percent), Modern Adult Contemporary (25.1 percent), Adult Contemporary (17.4 percent), Alt/Modern Rock (14.3 percent), and Classic Hits (10.6 percent). This trend is typical for this time period, as many stations change to the Holiday format right after Thanksgiving.



### Top Markets

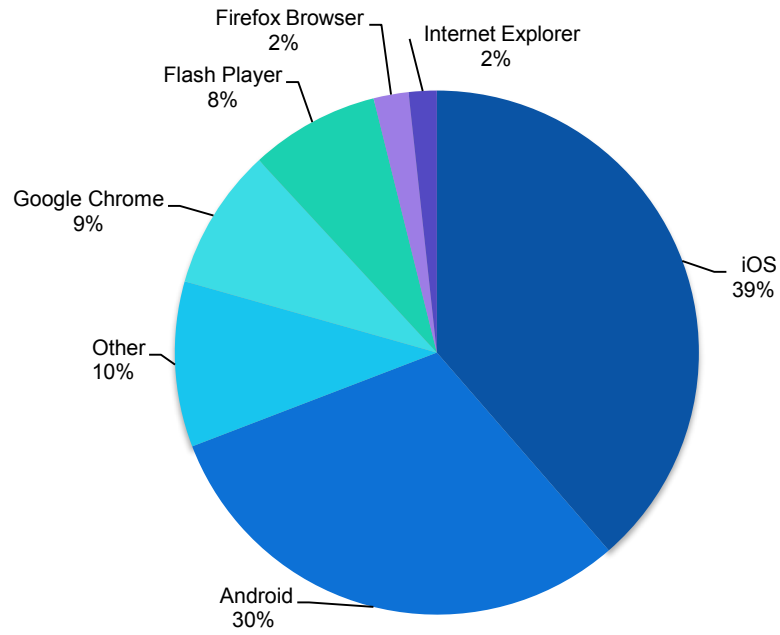
Looking at the top 20 markets, Seattle showed the largest listening gain from November 2015 with a 5.8 percent increase in AAS, followed by Orlando (3.8 percent), Pittsburgh (3 percent), and Baltimore (2.2 percent).



### Top Devices

39 percent of listening took place on an iOS device, followed by Android at 30 percent, Google Chrome at 9 percent, and Flash Player at 8 percent.

(M-F 6A-8P)



## DECEMBER DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for December 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](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 December rankings below:

## DECEMBER DOMESTIC RANKER (based on AAS)

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

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,506,308	1,257,584,592	0.63
2	Spotify Corporate	1,093,211	852,110,797	0.41
3	iHeartRadio <sup>1 2</sup>	408,063	183,867,144	0.70
4	Cumulus Streaming Network	51,999	20,616,932	0.79
5	CBS Radio Inc.	51,414	18,434,833	0.87
6	NPR Member Stations	44,824	18,988,049	0.73
7	Entercom Communications Corp.	23,905	10,307,650	0.74
8	ESPN Radio Corporate	22,961	13,479,127	0.54
9	EMF Corporate	19,835	4,630,870	1.34
10	Univision	17,391	9,821,204	0.56
11	idobi Radio <sup>3</sup>	15,765	2,451,850	1.86
12	AccuRadio	14,045	2,547,808	1.73
13	Townsquare Media	11,634	2,640,184	1.38
14	Greater Media Corporate	11,556	4,565,228	0.80
15	Salem Communications	11,366	3,946,306	0.89
16	Emmis Communications	8,612	3,967,744	0.68
17	Hubbard Broadcasting	8,465	2,440,356	1.07
18	New York Public Radio	8,296	2,325,671	1.06
19	Bonneville Corporate	8,119	3,277,209	0.78
20	Beasley Broadcasting Corporate	5,490	2,039,731	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.

**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>1</sup> iHeartRadio was previously listed as iHeartMedia

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

<sup>3</sup> A technical issue in November resulted in a partial data loss for Idobi Radio. The December increase is a result of their numbers normalizing

## DECEMBER 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	iHeartRadio <sup>1 2</sup>	412,385	186,202,451	0.70
2	Prisa Radio	82,337	31,900,908	0.78
3	Cumulus Streaming Network	53,589	21,260,363	0.79
4	CBS Radio Inc.	51,885	18,617,982	0.87
5	NPR Member Stations	49,493	20,799,611	0.73
6	Entercom Communications Corp.	24,693	10,604,124	0.74
7	ESPN Radio Corporate	23,994	13,961,667	0.55
8	AccuRadio	23,527	4,544,467	1.58
9	EMF Corporate	21,261	5,125,685	1.29
10	Karnaval.com	20,791	11,150,031	0.55
11	idobi Radio <sup>3</sup>	19,726	3,115,061	1.84
12	Univision	18,509	10,342,692	0.57
13	Sky Radio B.V.	17,342	2,873,130	1.53
14	Townsquare Media	12,395	2,882,975	1.34
15	Greater Media Corporate	12,004	4,777,533	0.79
16	Salem Communications	11,571	4,021,184	0.89
17	New York Public Radio	9,100	2,622,717	1.04
18	Hubbard Broadcasting	9,078	2,684,948	1.04
19	Emmis Communications	8,651	3,988,511	0.68
20	Bonneville Corporate	8,253	3,335,978	0.78

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## DECEMBER DOMESTIC RANKER (based on AAS)

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

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	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Pandora Corporate	2,118,419	1,891,757,640	0.62
2	Spotify Corporate	1,003,216	1,332,529,498	0.42
3	iHeartRadio <sup>1 2</sup>	307,655	251,981,618	0.67
4	CBS Radio Inc.	36,051	22,855,680	0.85
5	Cumulus Streaming Network	35,583	25,030,181	0.77
6	NPR Member Stations	35,310	26,320,059	0.72
7	Entercom Communications Corp.	16,494	12,173,198	0.75
8	idobi Radio <sup>3</sup>	16,207	4,312,150	1.93
9	ESPN Radio Corporate	15,856	15,864,454	0.55
10	EMF Corporate	13,839	6,040,772	1.24
11	Univision	12,409	11,986,597	0.57
12	AccuRadio	9,665	3,072,699	1.71
13	Salem Communications	7,962	4,763,632	0.90
14	Greater Media Corporate	7,728	5,389,443	0.79
15	Townsquare Media	7,670	3,134,868	1.32
16	New York Public Radio	6,461	3,131,393	1.08
17	Emmis Communications	6,197	5,242,247	0.65
18	Bonneville Corporate	5,678	4,078,352	0.76
19	Hubbard Broadcasting	5,571	2,820,575	1.06
20	Beasley Broadcasting Corporate	3,764	2,485,272	0.82

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
1	iHeartRadio <sup>1 2</sup>	311,927	255,896,612	0.67
2	Prisa Radio	59,505	41,642,459	0.75
3	NPR Member Stations	39,553	29,163,912	0.73
4	Cumulus Streaming Network	36,954	26,000,860	0.77
5	CBS Radio Inc.	36,481	23,150,418	0.85
6	idobi Radio <sup>3</sup>	20,271	5,437,411	1.91
7	AccuRadio	17,537	6,001,754	1.55
8	Entercom Communications Corp.	17,092	12,562,272	0.75
9	ESPN Radio Corporate	16,663	16,520,465	0.56
10	Karnaval.com	16,396	16,329,544	0.52
11	EMF Corporate	15,041	6,789,960	1.20
12	Sky Radio B.V.	13,534	3,994,320	1.52
13	Univision	13,133	12,558,877	0.58
14	Townsquare Media	8,308	3,520,793	1.27
15	Salem Communications	8,148	4,877,790	0.90
16	Greater Media Corporate	8,081	5,679,226	0.78
17	New York Public Radio	7,190	3,599,840	1.04
18	Emmis Communications	6,234	5,277,100	0.65
19	Hubbard Broadcasting	6,139	3,216,400	1.02
20	977Music.com Corporate	5,899	3,626,464	0.86

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