

MARCH 2015 TOP 20 RANKER

Webcast Metrics®

March 2015 Insights & Trends

All Measured Clients

All measured clients in March 2015 showed 4,260,886 Average Active Sessions (AAS) within the Domestic U.S. during the Monday-Friday 6:00AM-8:00PM (M-F 6A-8P) daypart, and 3,603,593 AAS during the Monday-Sunday 6:00AM-Midnight (M-Su 6A-Mid) daypart.

Taking a Closer Look

March 2015 showed positive growth in both dayparts when compared to March 2014. AAS within the Domestic U.S. grew by 40.8 percent (M-F 6A-8P) and 45.8 percent (M-Su 6A-Mid).

40.8%

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

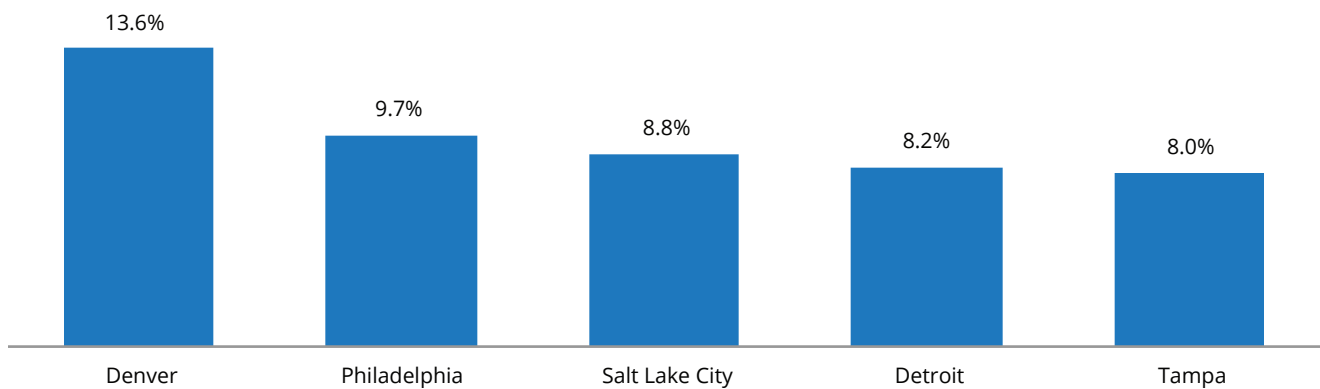
45.8%

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

Both Pureplay and Terrestrial broadcasters showed positive growth when compared to the beginning of 2015. AAS (M-F 6A-8P) within the Domestic U.S. grew by 9.6 percent for Pureplays and 9.2 percent for Terrestrials.

Listening by Market

Looking at the top 20 markets, Denver showed the largest listening gain with a 13.6 percent increase in AAS (M-F 6A-8P), followed by Philadelphia, Salt Lake City, Detroit, and Tampa.

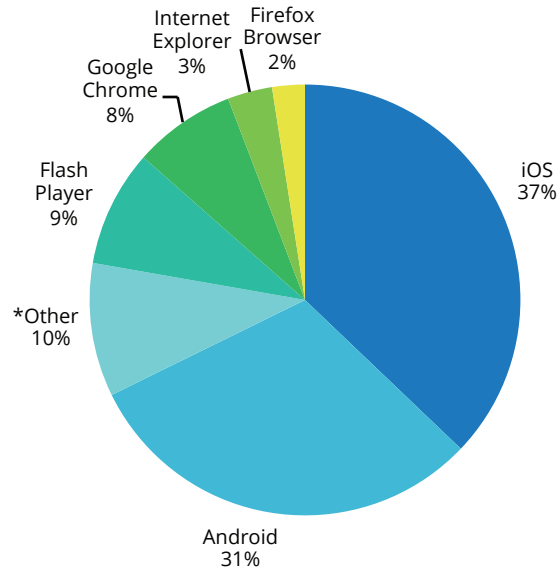


Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

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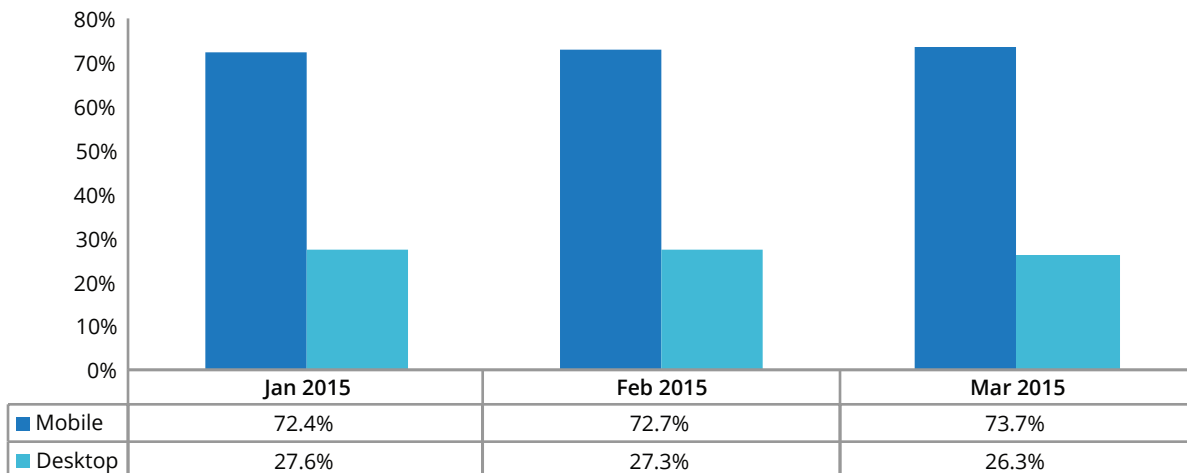
Audio Consumption

During the M-F 6A-8P daypart, 37 percent of listening took place on an iOS device, followed by Android at 31 percent, Flash Player at 9 percent, and Google Chrome at 8 percent.



Mobile Continues to Rise

March mobile consumption during the M-F 6A-8P daypart represented 73.7 percent of total listening, compared to 26.3 percent for desktop. Trending for the first three months of 2015 is charted below.



*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.

March Digital Audio Top 20 Ranker



Learn More

Contact a 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.

Webcast Metrics® has released its monthly digital audio Top 20 Ranker for March 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 Webcast Metrics® 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	439,969	182,237,637	0.73
1	Pandora Corporate	2,442,227	1,244,151,843	0.60
2	Spotify Corporate	861,929	631,106,259	0.42
3	iHeartMedia [∞] ¹	364,180	156,899,070	0.70
4	CBS Radio Inc.	59,962	22,616,057	0.80
5	Slacker, Inc.	55,305	37,333,806	0.45
6	Cumulus Streaming Network [∞]	53,765	20,950,707	0.77
7	NPR Member Stations	43,607	16,006,319	0.80
8	ESPN Radio Corporate	32,517	16,132,697	0.61
9	EMF Corporate	26,560	5,471,699	1.45
10	idobi Radio	17,318	2,452,495	1.94
11	Greater Media Corporate [∞]	14,511	4,540,888	0.96
12	Townsquare Media [∞]	13,203	2,522,620	1.56
13	Salem Communications [∞]	11,492	3,881,631	0.88
14	Hubbard Broadcasting [∞]	9,876	2,506,318	1.18
15	New York Public Radio	8,142	2,263,896	1.04
16	AccuRadio [∞]	8,059	1,521,603	1.59
17	Univision [∞]	6,980	3,945,163	0.54
18	Beasley Broadcasting Corporate [∞]	6,809	2,525,448	0.81
19	Bonneville Corporate [∞]	6,408	3,347,505	0.58
20	Radio One [∞]	6,194	908,947	2.04

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

¹ iHeartMedia includes TheBlaze Radio Network

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	463,078	189,819,140	0.73
1	iHeartMedia ^{∞ 2}	368,123	158,717,712	0.70
2	Prisa Radio	99,955	42,432,777	0.69
3	CBS Radio Inc.	60,459	22,832,014	0.79
4	Slacker, Inc.	59,560	39,487,004	0.46
5	Cumulus Streaming Network [∞]	55,400	21,465,705	0.77
6	NPR Member Stations	47,953	17,659,894	0.79
7	ESPN Radio Corporate	33,720	16,674,814	0.62
8	Karnaval.com	32,784	13,182,419	0.70
9	EMF Corporate	29,441	6,136,182	1.43
10	idobi Radio	21,718	3,155,682	1.90
11	Sky Radio B.V.	17,557	2,551,890	1.65
12	Greater Media Corporate [∞]	15,122	4,739,522	0.96
13	AccuRadio [∞]	15,016	3,058,470	1.44
14	Townsquare Media [∞]	13,988	2,768,884	1.50
15	Salem Communications [∞]	11,735	3,966,739	0.88
16	Hubbard Broadcasting [∞]	10,586	2,788,839	1.13
17	977Music.com Corporate [∞]	10,068	3,452,469	0.85
18	New York Public Radio	8,919	2,574,444	1.00
19	Radio Monte da Gavea	8,225	2,037,727	1.19
20	Univision [∞]	7,347	4,097,580	0.54

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¹ March All Streams Ranker does not include Pandora Corporate

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² iHeartMedia includes TheBlaze Radio Network



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	311,977	249,427,912	0.68
1	Pandora Corporate	2,102,656	1,964,781,548	0.59
2	Spotify Corporate	785,040	1,027,278,665	0.42
3	iHeartMedia [∞] ¹	262,868	218,194,998	0.66
4	Slacker, Inc.	47,894	61,655,136	0.43
5	CBS Radio Inc.	40,151	27,870,619	0.78
6	Cumulus Streaming Network [∞]	35,335	25,113,882	0.77
7	NPR Member Stations	33,804	23,117,832	0.78
8	ESPN Radio Corporate	21,591	18,210,349	0.65
9	EMF Corporate	17,935	7,471,268	1.30
10	idobi Radio	17,317	4,484,455	1.97
11	Greater Media Corporate [∞]	9,198	5,264,623	0.96
12	Townsquare Media [∞]	8,436	3,036,289	1.50
13	Salem Communications [∞]	7,731	4,741,014	0.88
14	New York Public Radio	6,167	3,130,866	1.04
15	Hubbard Broadcasting [∞]	6,136	2,911,419	1.14
16	AccuRadio [∞]	5,371	1,894,776	1.54
17	Univision [∞]	4,689	4,883,123	0.53
18	Beasley Broadcasting Corporate [∞]	4,442	3,110,804	0.78
19	Bonneville Corporate [∞]	4,210	4,859,036	0.48
20	Radio One [∞]	3,768	1,017,431	2.01

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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	331,657	261,675,487	0.69
1	iHeartMedia [∞] ²	266,629	221,346,162	0.66
2	Prisa Radio	69,672	54,972,776	0.68
3	Slacker, Inc.	51,674	65,201,712	0.44
4	CBS Radio Inc.	40,598	28,243,390	0.78
5	NPR Member Stations	37,691	25,801,123	0.78
6	Cumulus Streaming Network [∞]	36,726	25,891,437	0.77
7	Karnaval.com	24,712	19,397,262	0.66
8	ESPN Radio Corporate	22,497	18,949,234	0.65
9	idobi Radio	21,706	5,722,618	1.94
10	EMF Corporate	20,234	8,502,949	1.29
11	Sky Radio B.V.	13,264	3,641,111	1.64
12	AccuRadio [∞]	11,011	4,260,133	1.38
13	Greater Media Corporate [∞]	9,655	5,544,619	0.95
14	Townsquare Media [∞]	9,080	3,436,448	1.42
15	977Music.com Corporate [∞]	8,632	5,629,378	0.82
16	Salem Communications [∞]	7,950	4,876,788	0.88
17	New York Public Radio	6,863	3,638,307	0.99
18	Hubbard Broadcasting [∞]	6,783	3,392,328	1.08
19	Radio Monte da Gavea	5,355	2,473,193	1.16
20	Univision [∞]	4,914	5,051,677	0.53

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