

MAY 2015 TOP 20 RANKER

Webcast Metrics®

May 2015 Insights & Trends

All Measured Clients

All measured clients in May 2015 showed 4,243,719 Average Active Sessions (AAS) within the Domestic U.S. during the Monday-Friday 6:00 AM-8:00 PM (M-F 6A-8P) daypart, and 3,576,523 AAS during the Monday-Sunday 6:00 AM-Midnight (M-Su 6A-Mid) daypart.

40.5%

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

42.5%

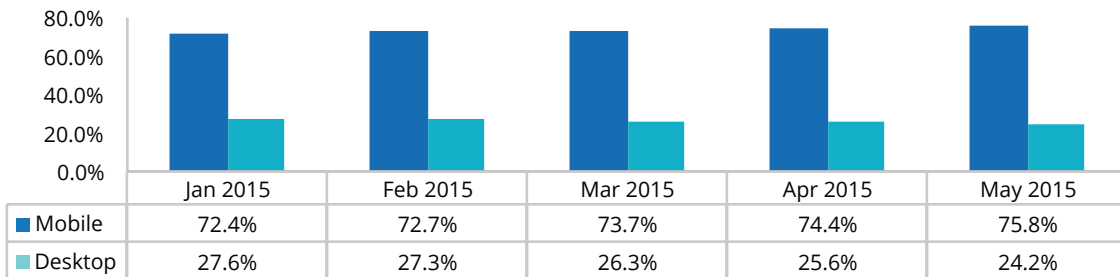
INCREASE IN AAS COMPARED TO APRIL 2014 (M-SU 6A-MID)

Taking a Closer Look

May 2015 showed positive growth in both dayparts when compared to May 2014. AAS within the Domestic U.S. grew by 40.5 percent (M-F 6A-8P) and 42.5 percent (M-Su 6A-Mid).

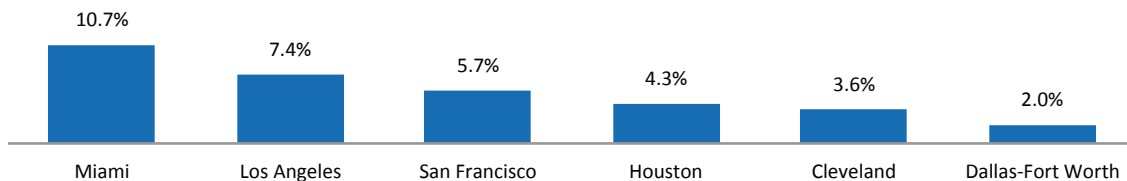
Mobile Represents Over 75 Percent of All Listening

Mobile listening represented 75.8 percent (M-F 6A-8P) of total listening in May 2015, compared to 24.2 percent on desktop. Trending for the last five months is charted below.



Listening by Market

Looking at the top 20 markets, Miami showed the largest listening gain with a 10.7 percent increase in AAS (M-F 6A-8P), followed by Los Angeles, San Francisco, Houston, Cleveland and Dallas-Ft. Worth, when compared to April 2015.

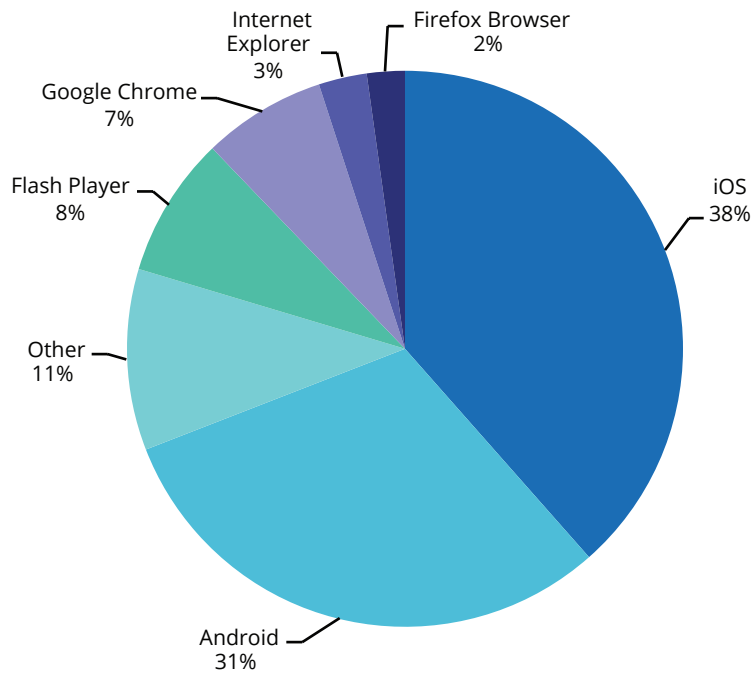


Average Active Sessions (AAS) is the average number of listeners (with duration of at least one minute) during the daypart/time period.

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Audio Consumption by Device

In May 2015, 38 percent of listening took place on an iOS device (M-F 6A-8P), followed by Android (31 percent), Flash Player (8 percent) and Google Chrome (7 percent).



**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.*

May 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 May 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 May rankings below:

MAY 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	2,366,941	1,174,163,502	0.58
2	Spotify Corporate	921,369	645,957,389	0.42
3	iHeartMedia ^{1 2}	356,348	148,924,552	0.69
4	CBS Radio Inc.	55,719	19,000,854	0.84
5	Slacker, Inc.	55,021	38,255,379	0.42
6	Cumulus Streaming Network	52,082	19,158,014	0.78
7	NPR Member Stations	44,677	15,721,355	0.79
8	ESPN Radio Corporate	35,105	16,681,612	0.61
9	EMF Corporate	21,881	4,512,154	1.38
10	Univision	20,288	11,096,593	0.53
11	idobi Radio	16,465	2,217,705	1.95
12	Greater Media Corporate	12,514	3,870,478	0.93
13	Townsquare Media	12,361	2,262,287	1.55
14	Salem Communications	11,183	3,485,475	0.91
15	Hubbard Broadcasting	9,780	2,548,843	1.07
16	AccuRadio	7,818	1,363,363	1.64
17	New York Public Radio	7,001	1,811,592	1.06
18	Beasley Broadcasting Corporate	6,732	2,430,695	0.80
19	Bonneville Corporate	6,235	3,398,540	0.53
20	Radio One	5,705	931,045	1.76

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

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

MAY 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}	360,174	150,692,245	0.69
2	Prisa Radio	93,238	38,265,484	0.69
3	Slacker, Inc.	59,135	40,254,072	0.43
4	CBS Radio Inc.	56,161	19,175,784	0.84
5	Cumulus Streaming Network	53,724	19,671,827	0.78
6	NPR Member Stations	49,110	17,270,449	0.79
7	ESPN Radio Corporate	36,748	17,413,079	0.61
8	Karnaval.com	28,190	11,343,770	0.66
9	EMF Corporate	25,128	5,207,631	1.37
10	Univision	21,536	11,613,148	0.54
11	idobi Radio	20,648	2,835,863	1.92
12	AccuRadio	14,747	2,784,260	1.47
13	Sky Radio B.V.	14,406	2,132,416	1.56
14	Townsquare Media	13,201	2,530,964	1.48
15	Greater Media Corporate	13,044	4,044,435	0.93
16	Salem Communications	11,418	3,559,675	0.91
17	Hubbard Broadcasting	10,504	2,864,405	1.02
18	977Music.com Corporate	9,456	3,042,313	0.86
19	Radio Monte da Gavea	8,077	1,778,844	1.29
20	New York Public Radio	7,702	2,072,665	1.02

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MAY 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	2,033,869	1,943,615,438	0.58
2	Spotify Corporate	833,655	1,097,410,934	0.42
3	iHeartMedia ^{1 2}	255,663	216,881,877	0.64
4	Slacker, Inc.	47,298	65,771,646	0.40
5	CBS Radio Inc.	36,187	24,611,860	0.80
6	NPR Member Stations	34,024	23,322,790	0.78
7	Cumulus Streaming Network	33,324	23,807,722	0.76
8	ESPN Radio Corporate	22,864	19,751,421	0.64
9	idobi Radio	16,648	4,243,233	2.01
10	EMF Corporate	14,492	6,415,176	1.23
11	Univision	13,721	14,170,111	0.54
12	Greater Media Corporate	7,822	4,736,147	0.90
13	Townsquare Media	7,626	2,794,337	1.47
14	Salem Communications	7,253	4,332,257	0.90
15	Hubbard Broadcasting	5,953	3,021,745	1.05
16	New York Public Radio	5,212	2,584,142	1.06
17	AccuRadio	5,118	1,747,926	1.59
18	Beasley Broadcasting Corporate	4,261	3,067,965	0.76
19	Bonneville Corporate	4,103	5,321,165	0.43
20	Prisa Radio	3,547	3,975,201	0.49

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MAY 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}	259,478	220,064,341	0.64
2	Prisa Radio	63,898	51,271,242	0.67
3	Slacker, Inc.	51,002	69,280,102	0.41
4	NPR Member Stations	37,996	25,958,681	0.78
5	CBS Radio Inc.	36,567	24,900,342	0.80
6	Cumulus Streaming Network	34,709	24,619,679	0.77
7	ESPN Radio Corporate	24,081	20,776,372	0.64
8	Karnaval.com	21,393	17,742,030	0.62
9	idobi Radio	20,861	5,381,874	1.98
10	EMF Corporate	16,970	7,450,220	1.23
11	Univision	14,466	14,743,397	0.54
12	Sky Radio B.V.	11,097	3,276,154	1.54
13	AccuRadio	10,722	4,038,525	1.41
14	Townsquare Media	8,311	3,242,294	1.38
15	Greater Media Corporate	8,219	4,991,479	0.90
16	977Music.com Corporate	8,106	5,226,227	0.82
17	Salem Communications	7,461	4,454,596	0.90
18	Hubbard Broadcasting	6,614	3,574,649	0.99
19	New York Public Radio	5,838	3,034,783	1.01
20	Radio Monte da Gavea	5,141	2,276,521	1.22

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