

Top 20 Ranker

December 2016

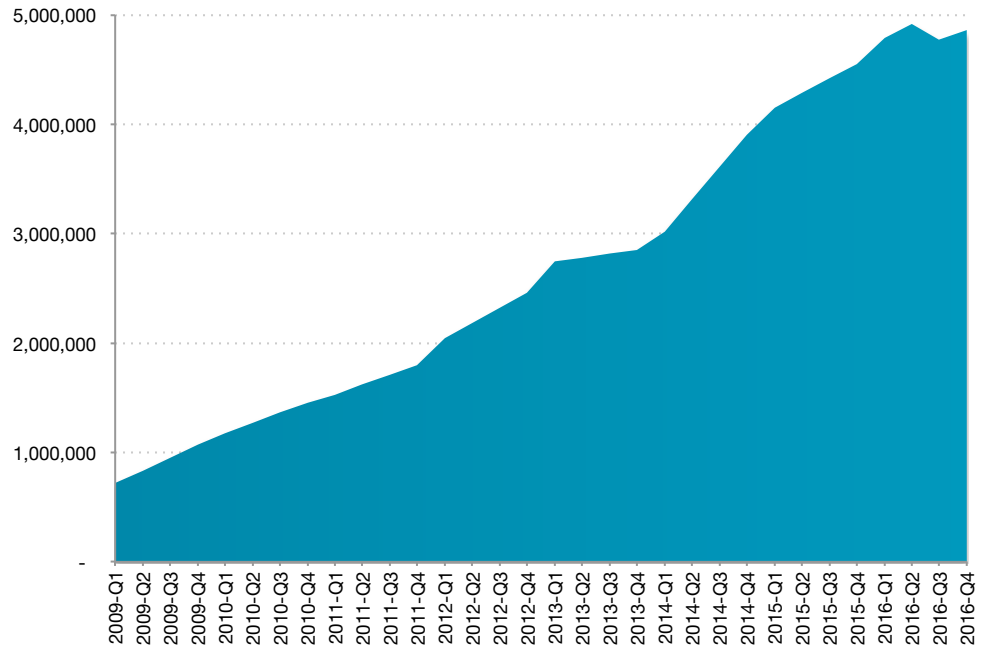
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes global and U.S. listening, as well as insights into listening trends.

December 2016

Digital Audio Insights & Trends

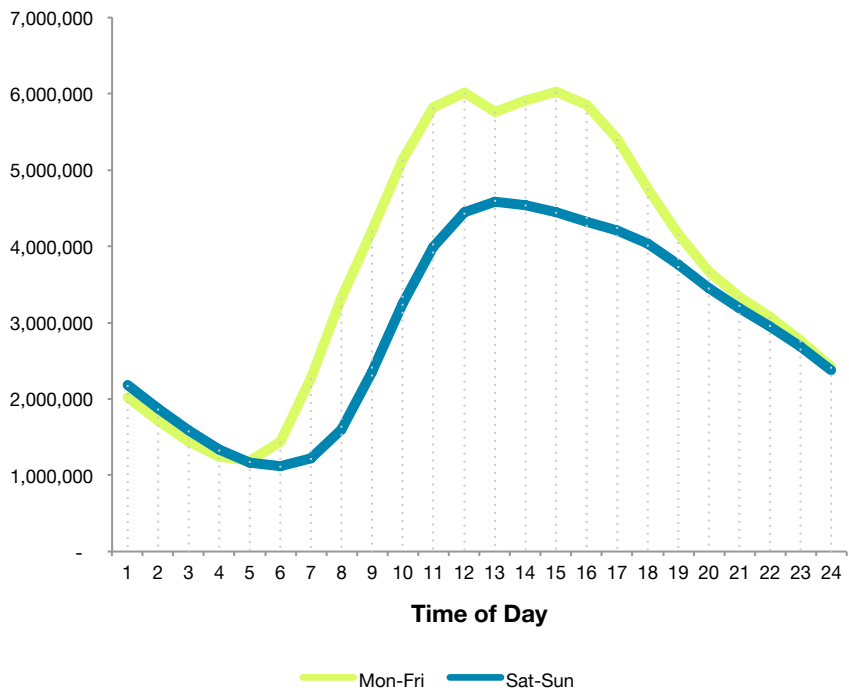
Total weekday listening remains steady at 4.87 million in the U.S.

All measured clients within the U.S. reported a total of 4,879,472 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart and 4,140,464 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



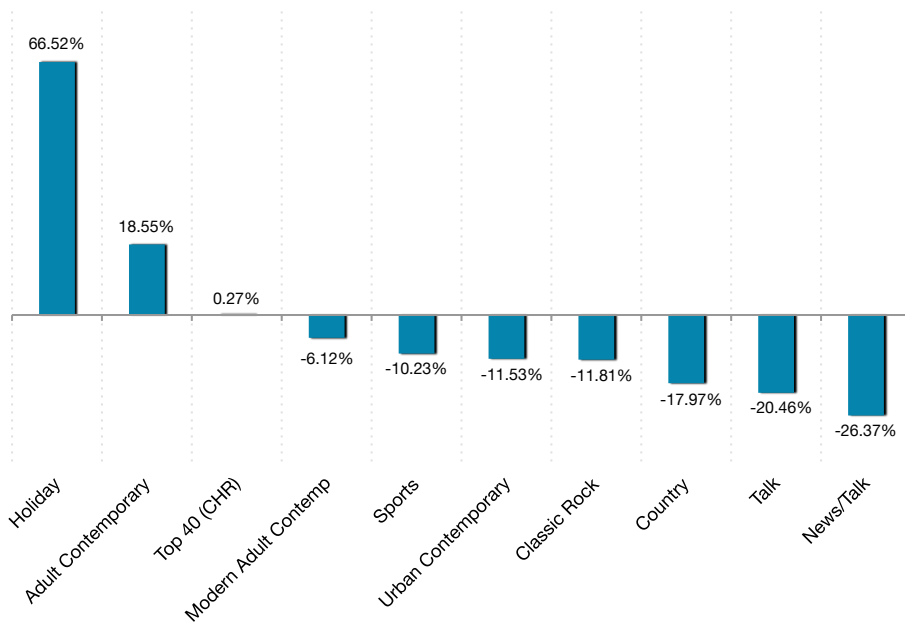
Weekday listening shows highest peak at 3:00pm.

Midweek listening shows peak AAS occurring at 3:00pm in December 2016. On the weekend, listening shows peak AAS at 1:00pm before gradually declining throughout the evening.



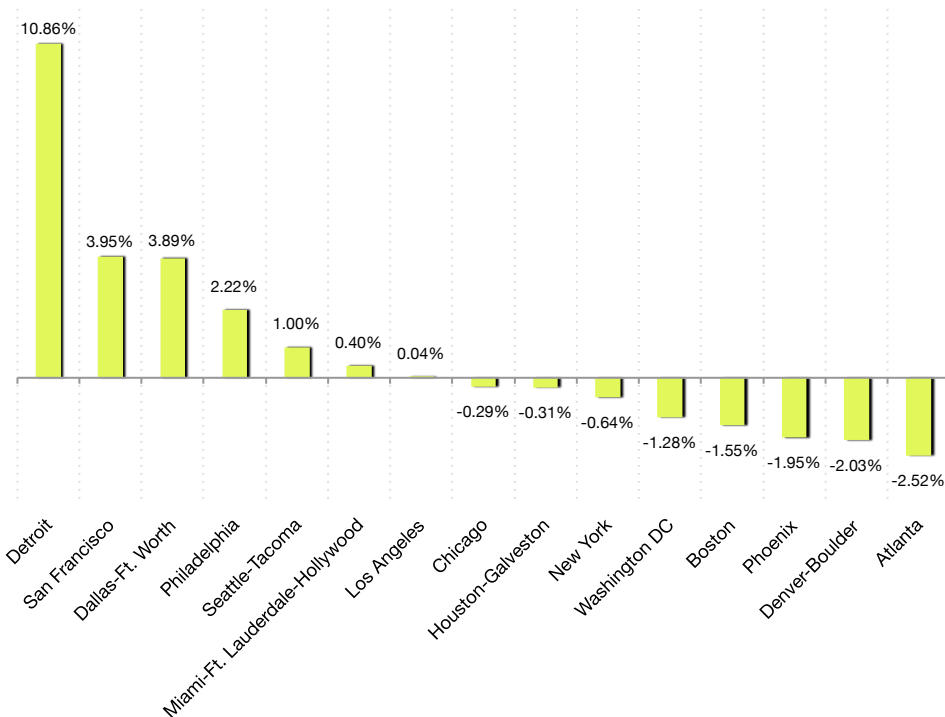
Holiday format shows largest gain at 66% increase.

When compared to November 2016, the Holiday format showed the largest listening gains with a 66.52 percent increase in AAS during the Monday through Friday 6:00am to 7:00pm daypart, followed by Adult Contemporary and Top 40 (CHR).



Detroit market shows largest gain at 10.86% increase.

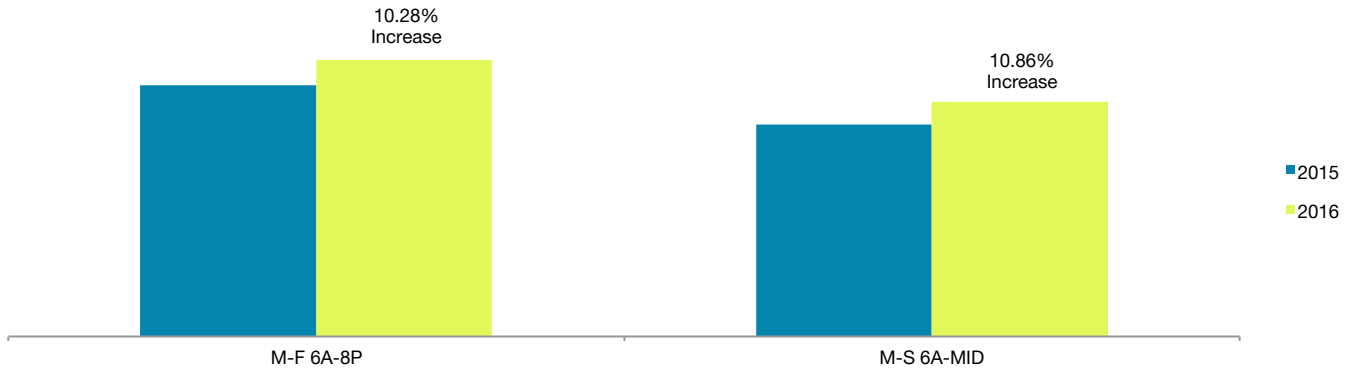
Looking at the Top 15 Markets as compared to November 2016, Detroit showed the largest listening gain with a 10.86 percent increase in AAS during the Monday through Friday 6:00am to 7:00pm daypart.



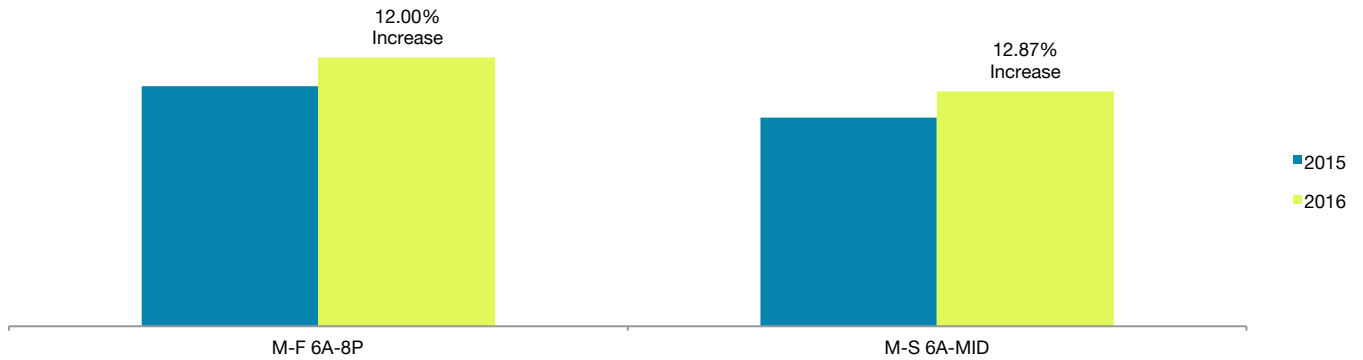
Total listening shows over 10% year-over-year growth.

Total listening for all publishers showed positive listening gains when compared to December 2015, with a 10.28 percent increase in AAS during the Monday through Friday 6:00am to 8:00pm daypart, and 10.86 percent increase during the Monday through Sunday 6:00am to Midnight daypart.

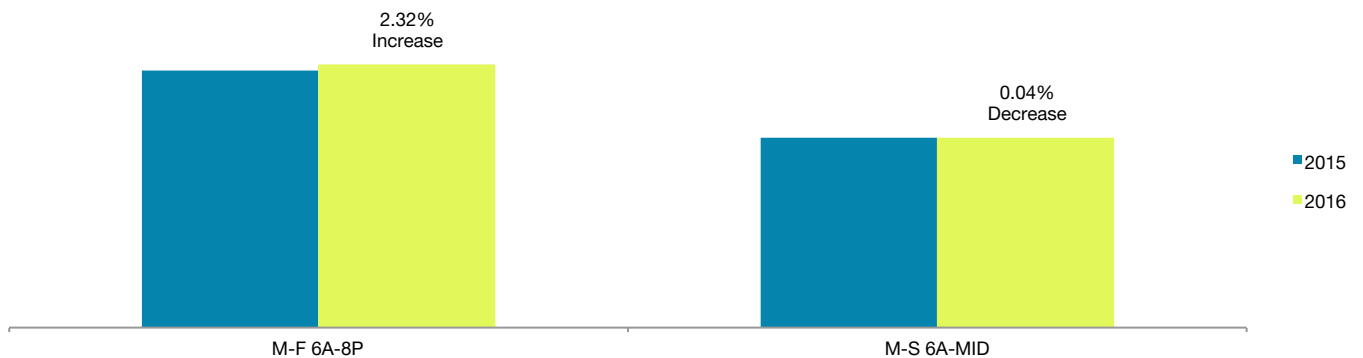
Year-Over-Year Listening For All



Year-Over-Year Listening for Pureplay



Year-Over-Year Listening for Broadcasters



December 2016

Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for December 2016. 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 December rankings below:

DECEMBER DOMESTIC RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	iHeartMedia Network ¹	1,031,911	496,401,248	0.63
1	Pandora Corporate	2,421,003	1,262,215,964	0.58
2	Spotify Corporate	1,568,424	1,215,811,518	0.39
3	iHeartRadio	417,273	256,716,441	0.49
4	NPR Member Stations ²	53,258	19,699,423	0.80
5	Cumulus Streaming Network	48,808	19,407,281	0.75
6	CBS Radio Inc.	44,623	17,235,845	0.77
7	AccuRadio	24,727	3,548,573	2.08
8	Entercom Communications Corp.	23,555	10,532,830	0.68
9	ESPN Radio Corporate	19,633	8,317,654	0.71
10	Univision	18,912	11,750,568	0.49
11	EMF Corporate	16,013	4,109,556	1.17
12	Beasley Broadcasting Corporate ³	14,987	5,438,510	0.83
13	Townsquare Media	11,945	2,880,240	1.24
14	Salem Communications	11,624	4,560,353	0.76
15	New York Public Radio	10,715	3,573,551	0.88
16	Hubbard Broadcasting	10,228	2,537,219	1.20
17	Emmis Communications	9,131	4,099,736	0.67
18	Radio One	8,875	3,913,165	0.68
19	Bonneville Corporate	7,338	2,911,958	0.76
20	Prisa Radio	5,807	2,871,124	0.60

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.

Total Listening Hours (TLH): Total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total and any duration within the reported time period.

Active Sessions (AS): Number of sessions that were active, with a duration of at least one minute in total and any duration within the reported time period.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

1 iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

2 Publisher experienced minor and varied data issues through the period

3 Beasley Broadcasting Corporate includes Greater Media Corporate

In accordance with the Media Rating Council's Invalid Traffic Guidelines, the Triton Streaming Audio Ranker discloses gross received traffic versus net measured traffic. This is represented in Total Listening Hours (TLH) and Active Sessions (AS). The difference between gross received traffic and net measured traffic represents traffic that is excluded from processing as part of the measurement process, as noted below:

Gross Total Listening Hours: 1,464,544,346

Net Total Listening Hours: 1,462,038,501

Gross Active Sessions: 2,922,416,710

Net Active Sessions: 2,917,708,694

% Filtered Total Listening Hours: 99.83%

% Filtered Active Sessions: 99.84%

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
iHeartMedia Network ¹	1,049,237	504,016,124	0.63
1 iHeartRadio	422,863	259,625,321	0.49
2 Prisa Radio	86,029	28,752,076	0.86
3 NPR Member Stations ²	59,289	21,768,040	0.81
4 Cumulus Streaming Network	50,587	19,884,955	0.76
5 CBS Radio Inc.	45,093	17,414,919	0.77
6 AccuRadio	39,342	5,789,885	1.97
7 Entercom Communications Corp.	24,393	10,835,485	0.69
8 ESPN Radio Corporate	20,469	8,666,652	0.71
9 Univision	19,978	12,259,327	0.50
10 Sky Radio B.V.	19,909	3,425,491	1.42
11 EMF Corporate	17,293	4,570,473	1.13
12 Beasley Broadcasting Corporate ³	15,364	5,571,197	0.83
13 Townsquare Media	12,637	3,046,416	1.24
14 Karnaval.com	12,429	7,552,685	0.47
15 Salem Communications	11,850	4,634,558	0.76
16 New York Public Radio	11,670	3,937,358	0.87
17 Hubbard Broadcasting	10,338	2,591,795	1.18
18 Emmis Communications	9,215	4,144,604	0.67
19 Radio One	8,931	3,938,287	0.68
20 Grupo Acir	8,496	2,771,294	0.93

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Gross Total Listening Hours: 279,454,945

Net Total Listening Hours: 279,101,161

Gross Active Sessions: 445,048,125

Net Active Sessions: 444,661,248

% Filtered Total Listening Hours: 99.87%

% Filtered Active Sessions: 99.91%



DECEMBER DOMESTIC RANKER (based on AAS)

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	iHeartMedia Network ¹	705,675	654,224,756	0.59
1	Pandora Corporate	2,077,778	1,974,057,412	0.58
2	Spotify Corporate	1,440,341	1,988,407,961	0.40
3	iHeartRadio	310,650	372,544,336	0.46
4	NPR Member Stations ²	41,206	27,593,806	0.81
5	Cumulus Streaming Network	32,642	23,606,739	0.75
6	CBS Radio Inc.	31,049	21,573,854	0.78
7	AccuRadio	16,469	4,303,380	2.07
8	Entercom Communications Corp.	15,962	12,941,303	0.68
9	ESPN Radio Corporate	13,337	10,283,973	0.71
10	Univision	12,888	14,200,020	0.50
11	EMF Corporate	10,914	5,609,140	1.06
12	Beasley Broadcasting Corporate ³	9,931	6,583,529	0.82
13	New York Public Radio	8,339	4,940,275	0.90
14	Salem Communications	7,830	5,474,950	0.77
15	Townsquare Media	7,825	3,436,261	1.24
16	Hubbard Broadcasting	6,607	2,998,727	1.19
17	Emmis Communications	6,467	5,473,524	0.65
18	Radio One	5,832	4,789,841	0.66
19	Bonneville Corporate	4,891	3,572,803	0.75
20	Prisa Radio	4,163	3,729,198	0.61

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Gross Total Listening Hours: 2,273,345,021

Net Total Listening Hours: 2,268,337,473

Gross Active Sessions: 4,559,096,008

Net Active Sessions: 4,550,255,524

% Filtered Total Listening Hours: 99.78%

% Filtered Active Sessions: 99.81%

DECEMBER 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
	iHeartMedia Network ¹	719,790	665,848,313	0.59
1	iHeartRadio	315,801	377,529,708	0.46
2	Prisa Radio	60,231	38,595,358	0.82
3	NPR Member Stations ²	46,668	31,003,534	0.81
4	Cumulus Streaming Network	34,170	24,333,432	0.76
5	CBS Radio Inc.	31,474	21,860,948	0.78
6	AccuRadio	28,420	7,761,496	1.93
7	Entercom Communications Corp.	16,645	13,400,400	0.69
8	Sky Radio B.V.	15,948	5,077,665	1.42
9	ESPN Radio Corporate	13,998	10,800,175	0.71
10	Univision	13,574	14,775,760	0.51
11	EMF Corporate	12,029	6,345,304	1.03
12	Karnaval.com	10,272	12,109,866	0.44
13	Beasley Broadcasting Corporate ³	10,229	6,772,441	0.83
14	New York Public Radio	9,189	5,521,242	0.89
15	Townsquare Media	8,398	3,690,019	1.23
16	Salem Communications	8,025	5,583,916	0.78
17	Hubbard Broadcasting	6,710	3,092,505	1.17
18	Emmis Communications	6,541	5,549,494	0.64
19	Radio One	5,879	4,828,653	0.66
20	Grupo Acir	5,655	3,531,041	0.88

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Gross Total Listening Hours: 368,796,903

Net Total Listening Hours: 368,199,363

Gross Active Sessions: 617,475,486

Net Active Sessions: 616,808,557

% Filtered Total Listening Hours: 99.84%

% Filtered Active Sessions: 99.89%

