



**TOP 20 RANKER**  
MARCH 2016

# MARCH 2016

## DIGITAL AUDIO INSIGHTS & TRENDS

### Total Listening in March 2016

All measured clients within the Domestic U.S. reported a total of **4,819,474** Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and **4,057,698** AAS during the Monday-Sunday 6:00AM-Midnight daypart.

### Year-over-Year Listening

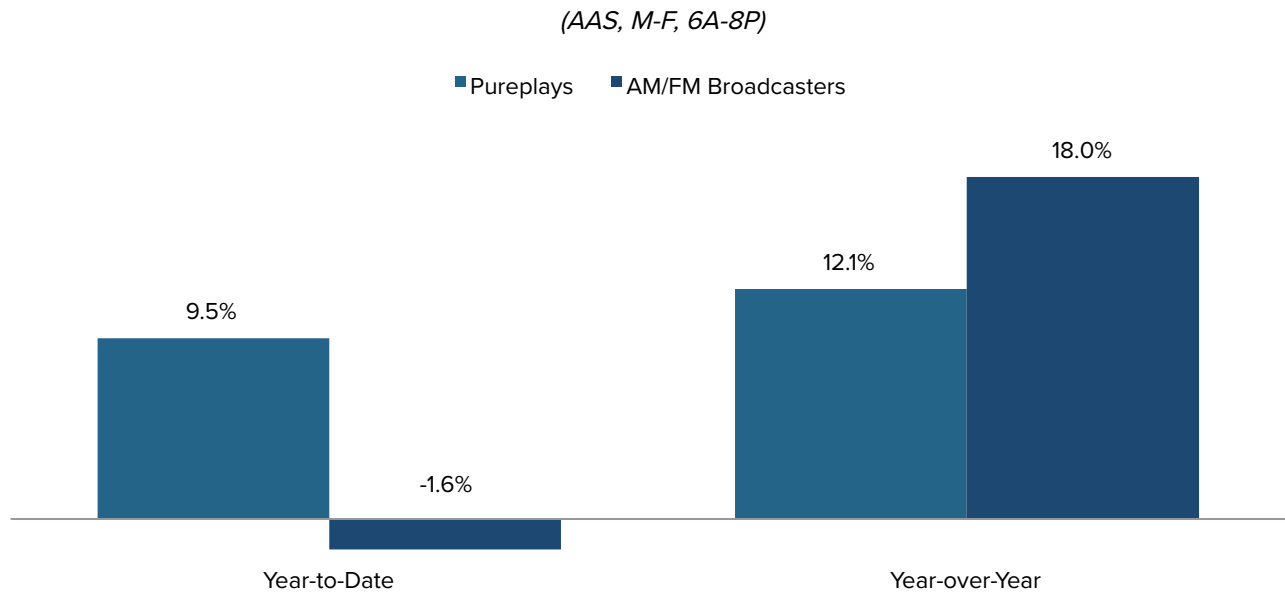
# 13.1%

Increase in AAS compared to March 2015 during the M-F 6A-8P daypart

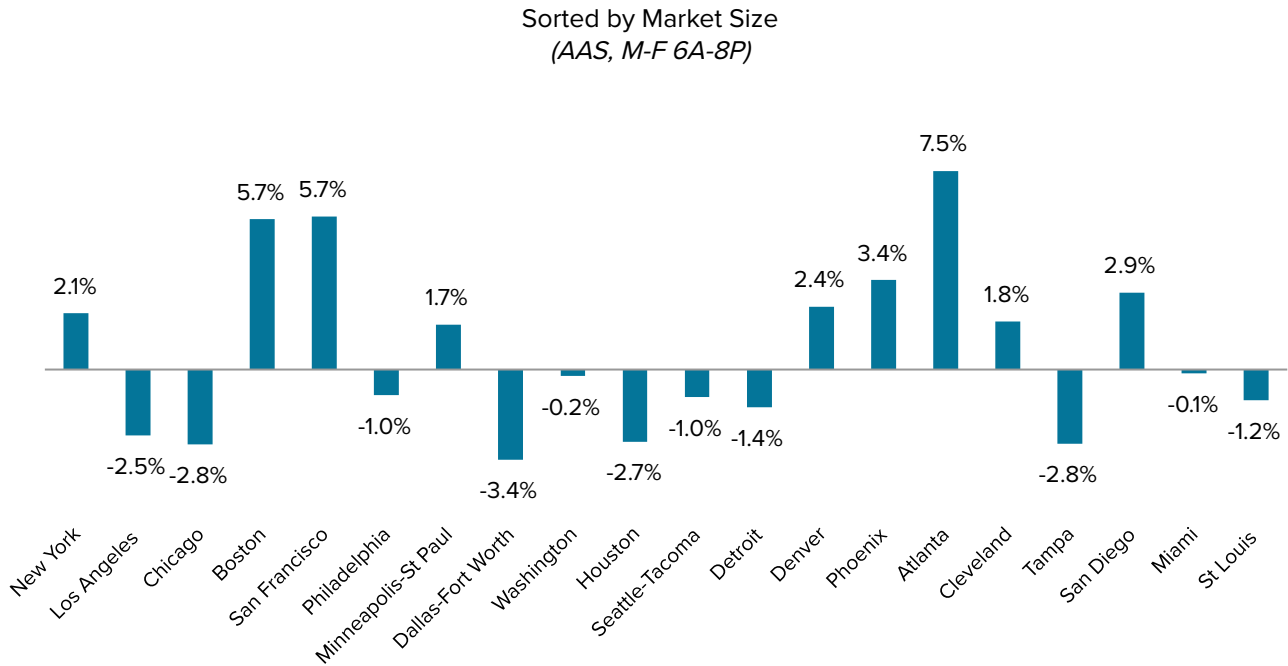
# 12.6%

Increase in AAS compared to March 2015 during the M-SUN 6A-MID daypart

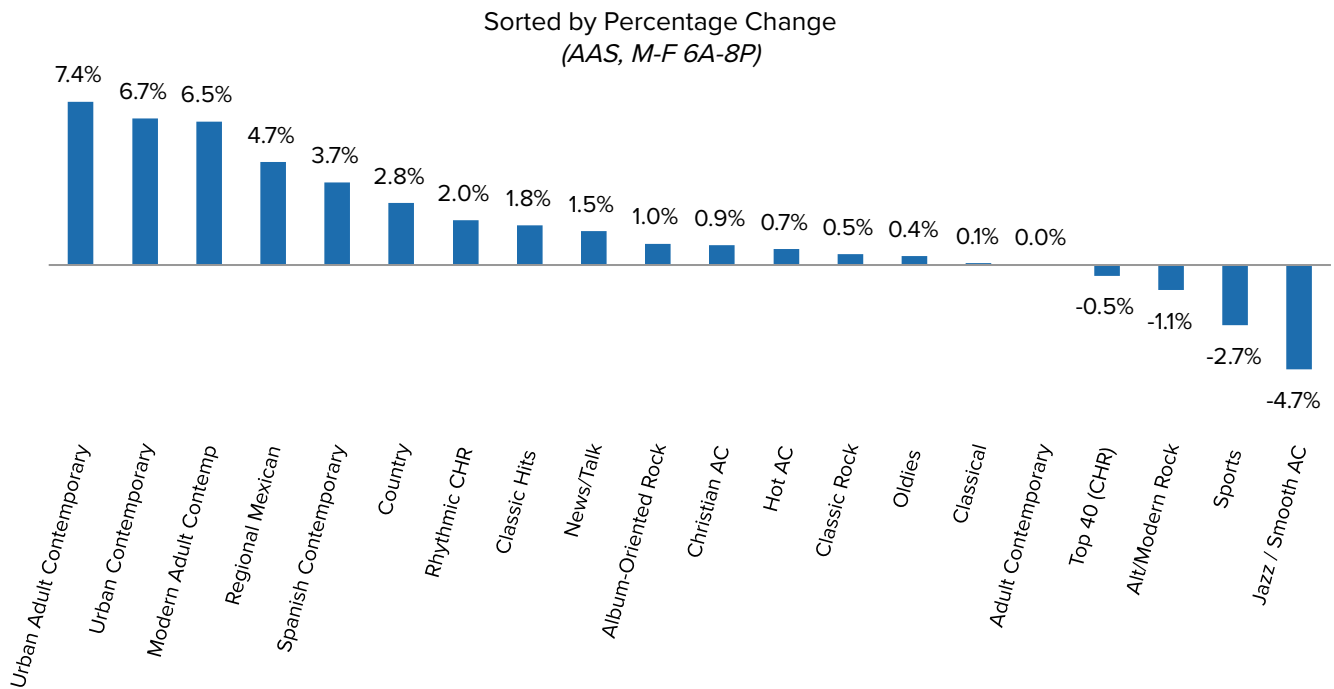
### Streaming Listening Trends



## Top 20 Markets (March 2016 vs. February 2016)



## Top 20 Formats (March 2016 vs. February 2016)



## MARCH DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for March 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](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 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 |
|----|----------------------------------|-------------------------|----------------|------------------------------|
|    | iHeartMedia Network <sup>1</sup> | 1,172,124               | 498,647,001    | 0.74                         |
| 1  | Pandora Corporate                | 2,612,919               | 1,355,870,711  | 0.61                         |
| 2  | Spotify Corporate                | 1,244,285               | 1,026,179,704  | 0.39                         |
| 3  | iHeartRadio                      | 447,326                 | 211,808,052    | 0.67                         |
| 4  | Cumulus Streaming Network        | 60,216                  | 24,101,891     | 0.78                         |
| 5  | CBS Radio Inc.                   | 55,916                  | 19,751,713     | 0.88                         |
| 6  | NPR Member Stations              | 52,906                  | 21,497,121     | 0.76                         |
| 7  | Entercom Communications Corp.    | 25,363                  | 10,870,565     | 0.74                         |
| 8  | EMF Corporate                    | 24,155                  | 5,424,901      | 1.39                         |
| 9  | ESPN Radio Corporate             | 23,851                  | 13,969,876     | 0.54                         |
| 10 | Univision                        | 22,444                  | 12,612,870     | 0.57                         |
| 11 | Greater Media Corporate          | 14,294                  | 5,258,697      | 0.86                         |
| 12 | AccuRadio                        | 14,253                  | 2,685,100      | 1.67                         |
| 13 | Townsquare Media                 | 13,859                  | 3,311,759      | 1.31                         |
| 14 | Salem Communications             | 13,705                  | 5,138,353      | 0.83                         |
| 15 | Emmis Communications             | 11,206                  | 5,339,755      | 0.66                         |
| 16 | Hubbard Broadcasting             | 11,034                  | 3,140,308      | 1.09                         |
| 17 | New York Public Radio            | 9,915                   | 3,045,923      | 0.98                         |
| 18 | Radio One                        | 8,408                   | 2,374,116      | 1.11                         |
| 19 | Bonneville Corporate             | 7,971                   | 3,234,247      | 0.78                         |
| 20 | Beasley Broadcasting Corporate   | 6,558                   | 2,376,042      | 0.87                         |

**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.

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

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: 1,508,362,426  
Net Total Listening Hours: 1,507,147,140

Gross Active Sessions: 2,771,169,899  
Net Active Sessions: 2,769,825,847

% Filtered Total Listening Hours: 99.92%  
% Filtered Active Sessions: 99.95%

# MARCH 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 <sup>1</sup> | 1,187,162               | 506,066,702    | 0.74                         |
| 1  | iHeartRadio                      | 451,385                 | 214,153,145    | 0.66                         |
| 2  | Prisa Radio                      | 98,610                  | 36,710,670     | 0.82                         |
| 3  | Cumulus Streaming Network        | 61,935                  | 24,700,358     | 0.79                         |
| 4  | NPR Member Stations              | 58,571                  | 23,569,730     | 0.76                         |
| 5  | CBS Radio Inc.                   | 56,423                  | 19,951,955     | 0.88                         |
| 6  | Entercom Communications Corp.    | 25,832                  | 11,058,170     | 0.74                         |
| 7  | EMF Corporate                    | 25,774                  | 5,977,719      | 1.34                         |
| 8  | ESPN Radio Corporate             | 24,885                  | 14,491,887     | 0.55                         |
| 9  | AccuRadio                        | 24,709                  | 4,828,204      | 1.56                         |
| 10 | Univision                        | 23,668                  | 13,160,414     | 0.57                         |
| 11 | Karnaval.com                     | 20,280                  | 12,223,871     | 0.50                         |
| 12 | Sky Radio B.V.                   | 16,381                  | 2,508,412      | 1.63                         |
| 13 | Greater Media Corporate          | 14,849                  | 5,454,056      | 0.86                         |
| 14 | Townsquare Media                 | 14,641                  | 3,534,636      | 1.29                         |
| 15 | Salem Communications             | 13,934                  | 5,223,226      | 0.83                         |
| 16 | Hubbard Broadcasting             | 11,762                  | 3,426,676      | 1.07                         |
| 17 | Emmis Communications             | 11,276                  | 5,373,652      | 0.66                         |
| 18 | New York Public Radio            | 10,800                  | 3,415,576      | 0.95                         |
| 19 | Radio One                        | 8,468                   | 2,395,205      | 1.10                         |
| 20 | Bonneville Corporate             | 8,083                   | 3,287,791      | 0.78                         |

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Gross Total Listening Hours: 317,618,601  
Net Total Listening Hours: 316,289,320

Gross Active Sessions: 430,921,383  
Net Active Sessions: 429,555,990

% Filtered Total Listening Hours: 99.58%  
% Filtered Active Sessions: 99.68%



# 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 |
|----|----------------------------------|-------------------------|----------------|------------------------------|
|    | iHeartMedia Network <sup>1</sup> | 808,304                 | 619,500,877    | 0.71                         |
| 1  | Pandora Corporate                | 2,215,410               | 2,040,157,498  | 0.60                         |
| 2  | Spotify Corporate                | 1,140,079               | 1,589,218,846  | 0.40                         |
| 3  | iHeartRadio                      | 334,319                 | 287,276,944    | 0.64                         |
| 4  | NPR Member Stations              | 41,326                  | 29,047,220     | 0.76                         |
| 5  | Cumulus Streaming Network        | 40,636                  | 28,717,126     | 0.77                         |
| 6  | CBS Radio Inc.                   | 38,623                  | 23,854,552     | 0.88                         |
| 7  | Entercom Communications Corp.    | 16,860                  | 12,247,872     | 0.76                         |
| 8  | EMF Corporate                    | 16,747                  | 7,100,217      | 1.28                         |
| 9  | ESPN Radio Corporate             | 15,928                  | 15,624,483     | 0.56                         |
| 10 | Univision                        | 15,898                  | 15,205,210     | 0.58                         |
| 11 | AccuRadio                        | 9,721                   | 3,215,101      | 1.64                         |
| 12 | Salem Communications             | 9,439                   | 6,085,385      | 0.84                         |
| 13 | Greater Media Corporate          | 9,371                   | 5,973,203      | 0.86                         |
| 14 | Townsquare Media                 | 9,089                   | 3,825,124      | 1.29                         |
| 15 | Emmis Communications             | 7,909                   | 6,854,976      | 0.63                         |
| 16 | New York Public Radio            | 7,661                   | 4,044,785      | 1.00                         |
| 17 | Hubbard Broadcasting             | 7,197                   | 3,526,240      | 1.10                         |
| 18 | Radio One                        | 5,538                   | 2,817,577      | 1.07                         |
| 19 | Bonneville Corporate             | 5,242                   | 3,596,134      | 0.80                         |
| 20 | Beasley Broadcasting Corporate   | 4,443                   | 2,869,978      | 0.84                         |

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Gross Total Listening Hours: 2,206,947,195  
Net Total Listening Hours: 2,204,899,971

Gross Active Sessions: 4,123,669,352  
Net Active Sessions: 4,121,365,991

% Filtered Total Listening Hours: 99.91%  
% Filtered Active Sessions: 99.94%

# MARCH 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 <sup>1</sup> | 820,931                 | 630,514,294    | 0.71                         |
| 1  | iHeartRadio                      | 338,262                 | 291,186,674    | 0.64                         |
| 2  | Prisa Radio                      | 70,043                  | 46,791,816     | 0.79                         |
| 3  | NPR Member Stations              | 46,440                  | 32,272,363     | 0.77                         |
| 4  | Cumulus Streaming Network        | 42,096                  | 29,589,302     | 0.77                         |
| 5  | CBS Radio Inc.                   | 39,082                  | 24,174,171     | 0.87                         |
| 6  | AccuRadio                        | 18,242                  | 6,336,574      | 1.53                         |
| 7  | EMF Corporate                    | 18,112                  | 7,948,769      | 1.23                         |
| 8  | Entercom Communications Corp.    | 17,215                  | 12,492,003     | 0.76                         |
| 9  | ESPN Radio Corporate             | 16,712                  | 16,308,079     | 0.56                         |
| 10 | Univision                        | 16,696                  | 15,805,484     | 0.58                         |
| 11 | Karnaval.com                     | 15,892                  | 17,404,165     | 0.48                         |
| 12 | Sky Radio B.V.                   | 12,648                  | 3,468,145      | 1.63                         |
| 13 | Greater Media Corporate          | 9,804                   | 6,240,420      | 0.86                         |
| 14 | Townsquare Media                 | 9,707                   | 4,154,639      | 1.27                         |
| 15 | Salem Communications             | 9,642                   | 6,209,852      | 0.84                         |
| 16 | New York Public Radio            | 8,458                   | 4,667,795      | 0.95                         |
| 17 | Emmis Communications             | 7,971                   | 6,906,979      | 0.63                         |
| 18 | Hubbard Broadcasting             | 7,874                   | 3,986,014      | 1.06                         |
| 19 | 977Music.com Corporate           | 6,984                   | 4,065,775      | 0.91                         |
| 20 | Radio One                        | 5,587                   | 2,849,480      | 1.06                         |

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Gross Total Listening Hours: 402,477,175  
Net Total Listening Hours: 400,346,357

Gross Active Sessions: 559,315,460  
Net Active Sessions: 557,077,730

% Filtered Total Listening Hours: 99.47%  
% Filtered Active Sessions: 99.60%

