

webcast<sup>•••</sup>metrics

**TOP 20 RANKER**

May 2016

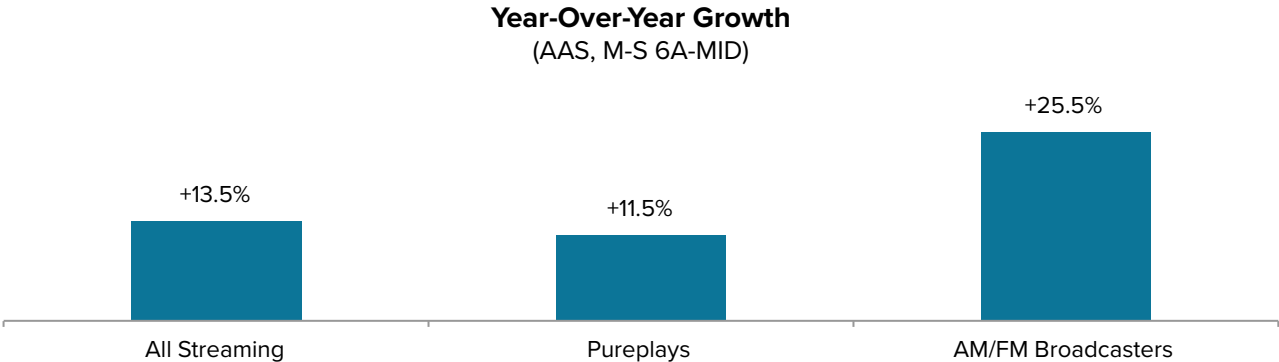
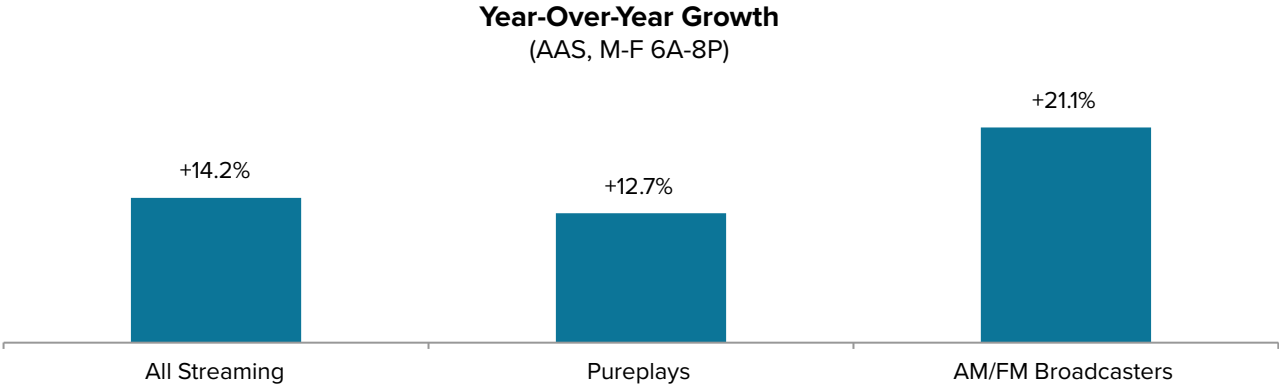
# MAY 2016: DIGITAL AUDIO INSIGHTS & TRENDS

## Total Listening in May 2016

All measured clients within the Domestic U.S. reported a total of **4,845,391** Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and **4,059,599** AAS during the Monday-Sunday 6:00AM-Midnight daypart.

## Year-over-Year Listening (May 2016 vs. May 2015)

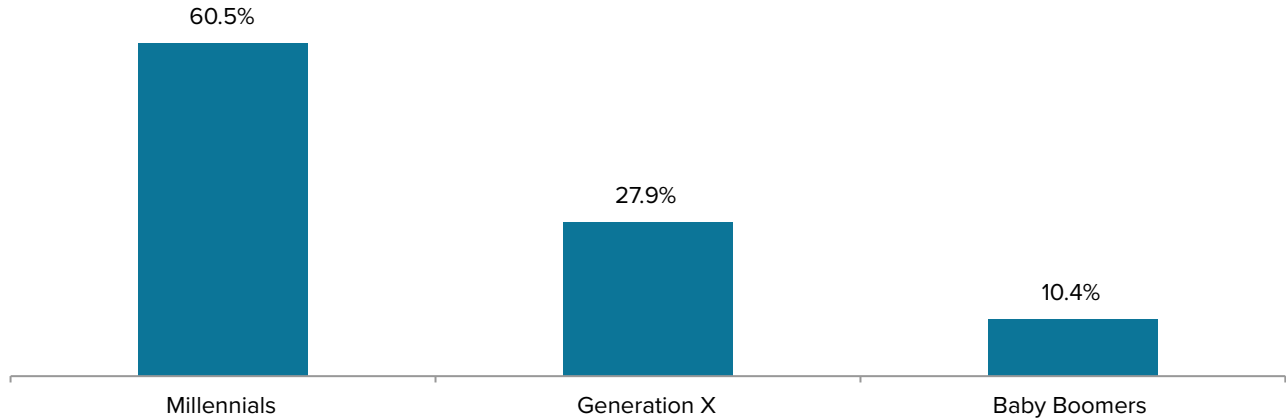
Overall streaming has seen steady growth when compared to May 2015. Both Pureplays and AM/FM Broadcasters showed positive growth during the Monday-Friday 6:00AM-8:00PM daypart and the Monday-Sunday 6:00AM-Midnight daypart.



## Listening by Age in May 2016

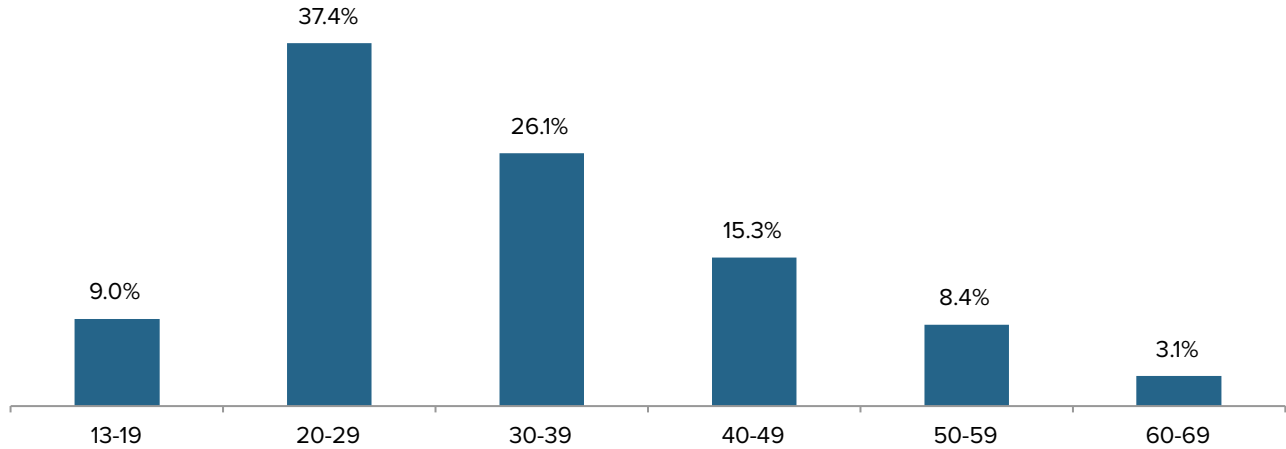
Millennial listening continues to outpace listening of other generations. In May 2016, Millennials accounted for 60.5% of all listening, followed by Generation X (27.9%) and Baby Boomers (10.4%). \*

**Percent of Total Listening by Generation**  
(AAS, M-F 6A-8P)



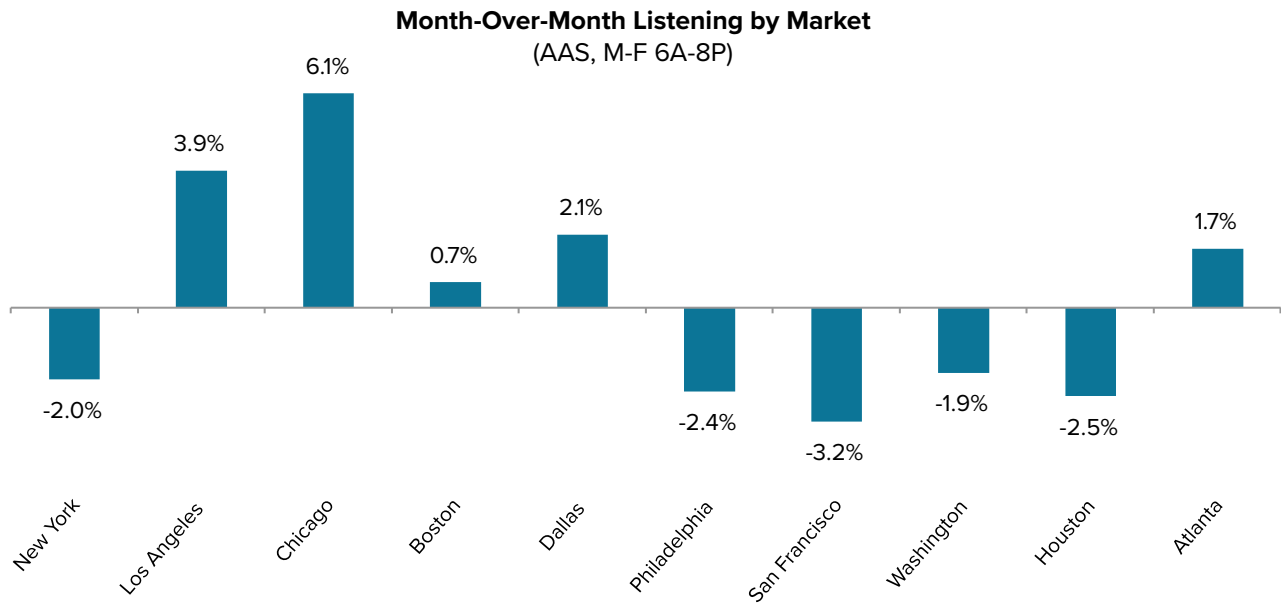
The age groups with the most online listening in May 2016 are ages 20-29 (37.4%), 30-39 (26.1%) and 40-49 (15.3%). \*

**Percent of Total Listening by Age**  
(AAS, M-F 6A-8P)



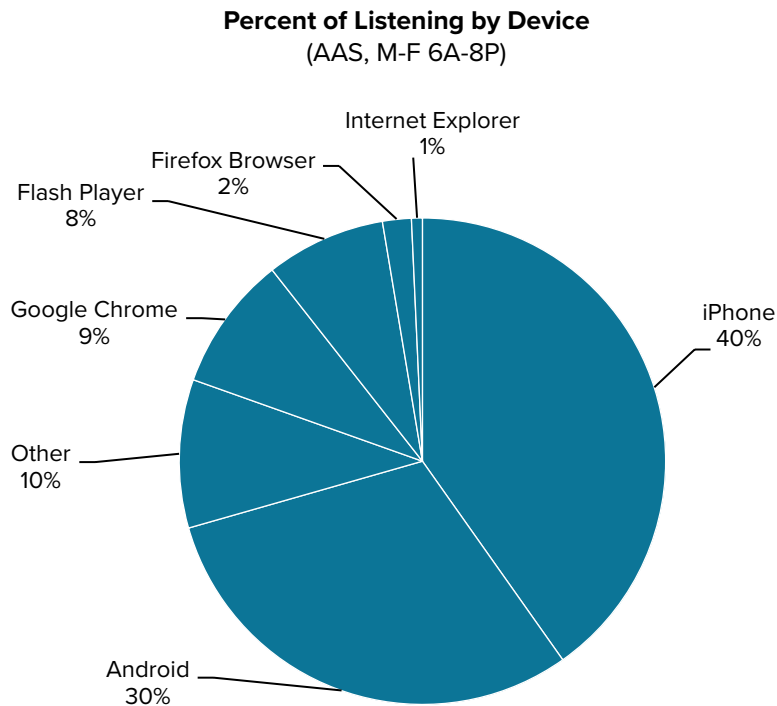
\* Age information is derived from a representative sample of publishers.

## Top 10 Markets (May 2016 vs. April 2016)



## Top Devices in May 2016

40% of listening took place on iOS devices, followed by 30% on Android, 9% on Google Chrome and 8% on Flash Player.



## MAY DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for May 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 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
	iHeartMedia Network <sup>1</sup>	1,101,484	450,594,086	0.74
1	Pandora Corporate	2,593,787	1,306,825,430	0.60
2	Spotify Corporate	1,324,752	1,069,771,953	0.38
3	iHeartRadio	431,222	196,721,528	0.66
4	Cumulus Streaming Network	57,326	21,586,224	0.80
5	CBS Radio Inc.	53,173	18,790,605	0.84
6	NPR Member Stations	50,201	19,080,699	0.77
7	ESPN Radio Corporate	26,902	15,204,036	0.54
8	Entercom Communications Corp.	24,207	10,004,965	0.74
9	Univision	23,448	12,537,729	0.57
10	EMF Corporate	19,421	4,320,250	1.34
11	AccuRadio	13,899	2,649,498	1.58
12	Greater Media Corporate	13,708	4,911,789	0.84
13	Townsquare Media	12,890	2,733,715	1.41
14	Salem Communications	12,066	4,274,002	0.84
15	Hubbard Broadcasting	10,968	2,817,313	1.16
16	Emmis Communications	10,734	4,811,459	0.67
17	New York Public Radio	8,843	2,636,760	0.96
18	Radio One	8,540	2,425,136	1.05
19	Bonneville Corporate	7,723	2,881,400	0.81
20	Beasley Broadcasting Corporate	6,160	2,120,097	0.87

**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

<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: 1,450,924,503  
Net Total Listening Hours: 1,450,671,062

Gross Active Sessions: 2,744,245,511  
Net Active Sessions: 2,743,943,883

% Filtered Total Listening Hours: 99.98%  
% Filtered Active Sessions: 99.99%

# 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
	iHeartMedia Network <sup>1</sup>	1,116,431	457,088,280	0.73
1	iHeartRadio	435,442	198,841,827	0.66
2	Prisa Radio	101,644	35,239,125	0.84
3	Cumulus Streaming Network	59,032	22,118,931	0.80
4	NPR Member Stations	55,984	21,084,868	0.78
5	CBS Radio Inc.	53,670	18,973,895	0.84
6	ESPN Radio Corporate	28,186	15,856,285	0.54
7	Univision	24,758	13,103,004	0.58
8	Entercom Communications Corp.	24,724	10,204,574	0.74
9	AccuRadio	24,347	4,799,537	1.48
10	EMF Corporate	20,996	4,787,527	1.31
11	Karnaval.com	18,509	10,452,342	0.51
12	Sky Radio B.V.	14,542	2,099,381	1.64
13	Greater Media Corporate	14,243	5,087,355	0.84
14	Townsquare Media	13,658	2,972,832	1.37
15	Salem Communications	12,260	4,337,675	0.84
16	Hubbard Broadcasting	11,098	2,879,613	1.15
17	Emmis Communications	10,807	4,844,212	0.67
18	New York Public Radio	9,640	2,923,046	0.95
19	Radio One	8,614	2,452,783	1.05
20	977Music.com Corporate	8,018	2,407,401	0.96

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<sup>1</sup> iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

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Gross Total Listening Hours: 292,978,249  
Net Total Listening Hours: 292,652,582

Gross Active Sessions: 397,821,171  
Net Active Sessions: 397,368,078

% Filtered Total Listening Hours: 99.89%  
% Filtered Active Sessions: 99.89%



# 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
	iHeartMedia Network <sup>1</sup>	747,077	579,003,460	0.70
1	Pandora Corporate	2,190,144	2,058,304,402	0.59
2	Spotify Corporate	1,202,087	1,739,886,842	0.38
3	iHeartRadio	319,932	278,323,579	0.63
4	NPR Member Stations	38,907	26,802,695	0.78
5	Cumulus Streaming Network	37,537	26,019,657	0.78
6	CBS Radio Inc.	35,725	23,177,687	0.83
7	ESPN Radio Corporate	17,553	17,485,132	0.55
8	Univision	15,990	15,245,214	0.58
9	Entercom Communications Corp.	15,618	11,475,213	0.75
10	EMF Corporate	13,173	5,872,432	1.22
11	AccuRadio	9,210	3,211,432	1.56
12	Greater Media Corporate	8,733	5,714,808	0.84
13	Townsquare Media	8,201	3,253,264	1.36
14	Salem Communications	8,051	5,128,072	0.85
15	Emmis Communications	7,527	6,448,183	0.64
16	Hubbard Broadcasting	6,908	3,243,183	1.15
17	New York Public Radio	6,741	3,624,539	0.98
18	Radio One	5,452	2,943,467	1.01
19	Bonneville Corporate	5,098	3,409,761	0.82
20	Beasley Broadcasting Corporate	4,050	2,617,969	0.84

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Gross Total Listening Hours: 2,208,211,757  
 Net Total Listening Hours: 2,207,802,899

Gross Active Sessions: 4,290,613,457  
 Net Active Sessions: 4,290,104,208

% Filtered Total Listening Hours: 99.98%  
 % Filtered Active Sessions: 99.99%



# 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
	iHeartMedia Network <sup>1</sup>	759,597	589,026,834	0.70
1	iHeartRadio	324,076	282,020,015	0.63
2	Prisa Radio	70,017	46,064,211	0.81
3	NPR Member Stations	44,104	30,104,897	0.78
4	Cumulus Streaming Network	38,983	26,844,839	0.79
5	CBS Radio Inc.	36,156	23,466,111	0.83
6	ESPN Radio Corporate	18,574	18,468,280	0.55
7	AccuRadio	17,643	6,487,737	1.44
8	Univision	16,818	15,869,204	0.59
9	Entercom Communications Corp.	16,027	11,757,423	0.75
10	Karnaval.com	14,495	15,668,159	0.49
11	EMF Corporate	14,437	6,610,312	1.18
12	Sky Radio B.V.	11,101	3,104,513	1.60
13	Greater Media Corporate	9,145	5,963,330	0.84
14	Townsquare Media	8,794	3,627,762	1.31
15	Salem Communications	8,223	5,224,644	0.85
16	Emmis Communications	7,594	6,503,521	0.64
17	New York Public Radio	7,462	4,088,874	0.96
18	Hubbard Broadcasting	7,028	3,351,214	1.13
19	977Music.com Corporate	6,936	4,006,313	0.92
20	Radio One	5,513	2,986,912	1.00

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Gross Total Listening Hours: 381,703,053  
Net Total Listening Hours: 381,183,650

Gross Active Sessions: 537,058,101  
Net Active Sessions: 536,311,471

% Filtered Total Listening Hours: 99.86%  
% Filtered Active Sessions: 99.86%

