

Top 20 Ranker

November 2016

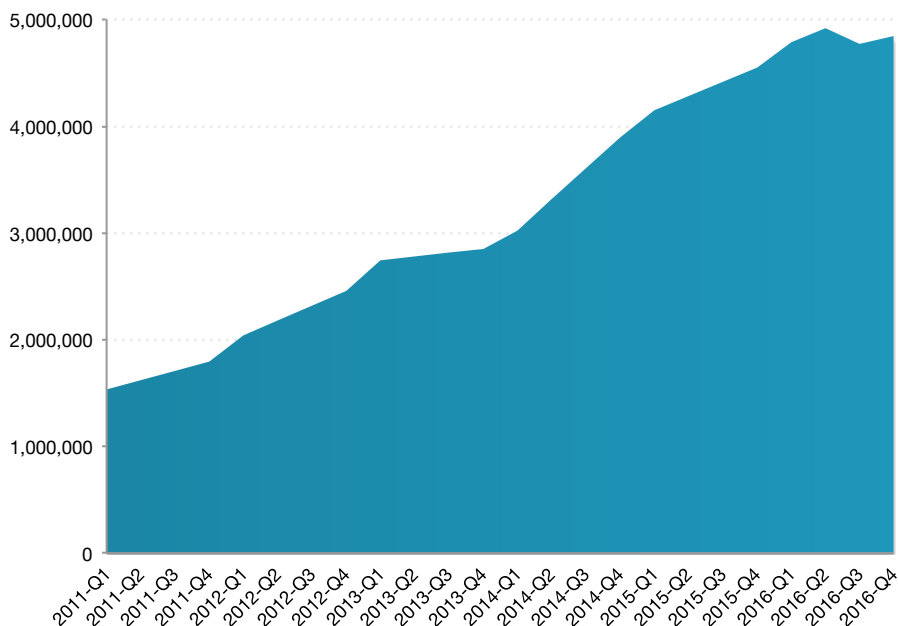
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes global and U.S. listening, as well as insights into listening trends.

November 2016

Digital Audio Insights & Trends

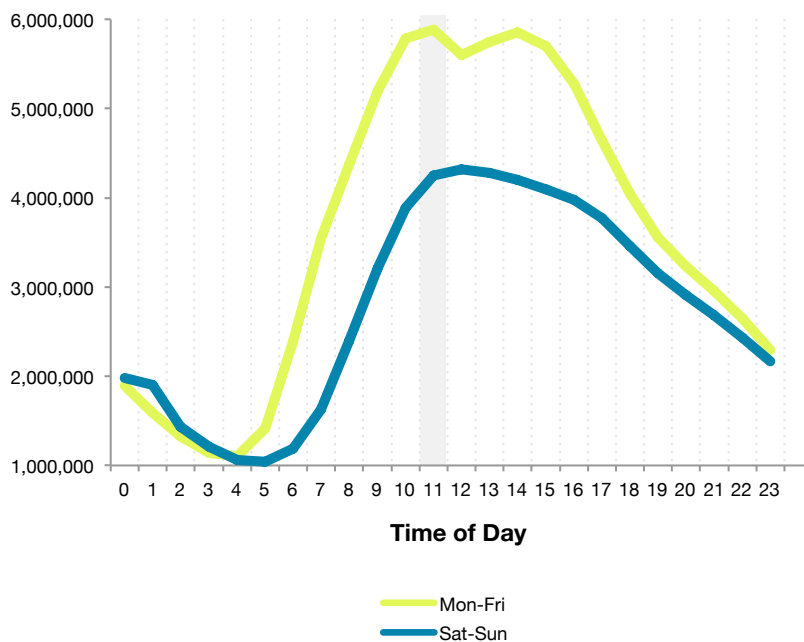
Total weekday listening remains steady at 4.82 million in the U.S.

All measured clients within the U.S. reported a total of 4,828,455 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart and 4,066,434 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



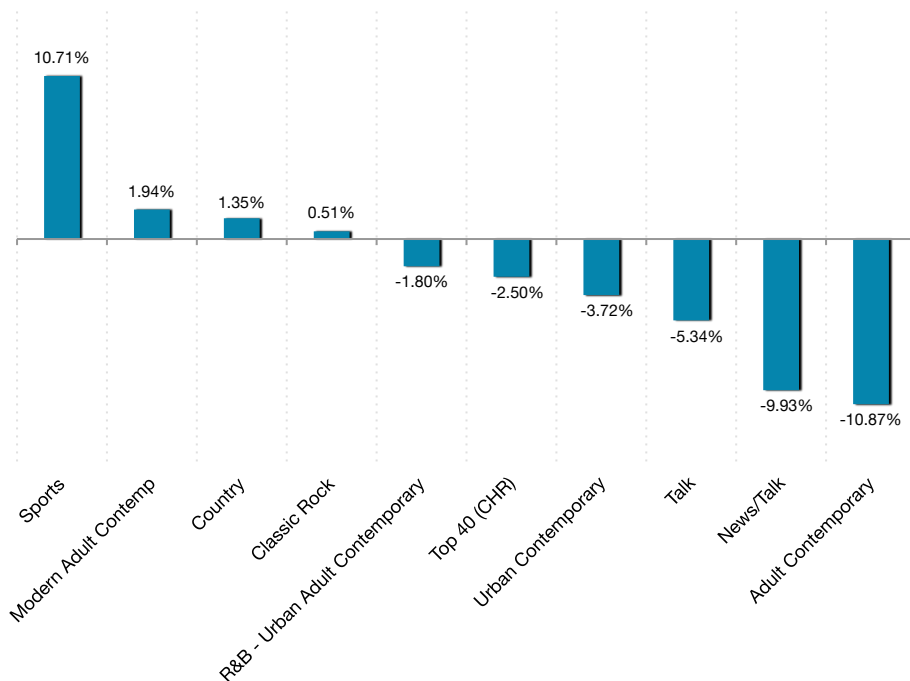
Weekday listening shows highest peak at 11:00am.

Midweek listening shows peak AAS occurring just before the lunch hour at 11am. On the weekend, listening remains steady between 11:00am and 1:00pm before gradually declining throughout the afternoon.



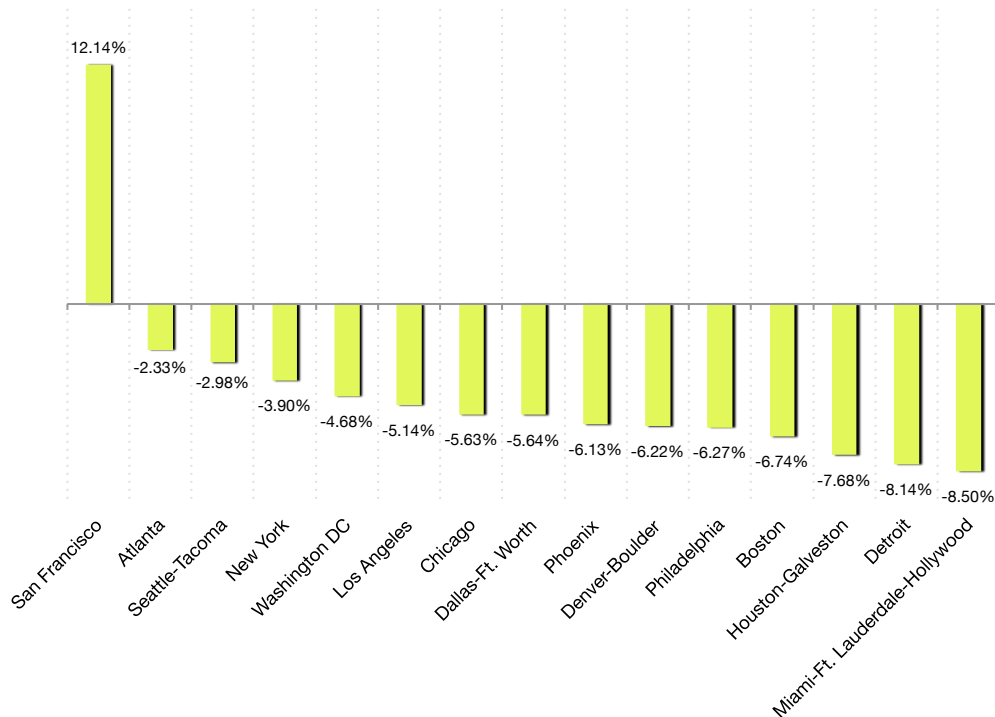
Sports format shows largest gain at 10.71% increase.

When compared to October 2016, the Sports format showed the largest listening gains with a 10.71 percent increase in AAS during the Monday through Friday 6:00am to 7:00pm daypart, followed by Modern Adult Contemporary and Country.



San Francisco market shows largest gain at 12.14% increase.

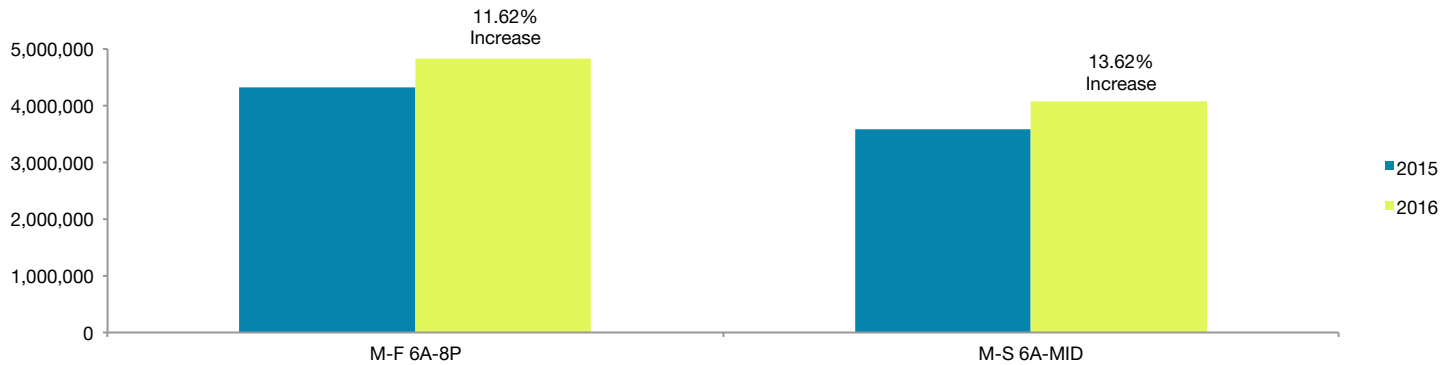
Looking at the Top 15 Markets as compared to October 2016, San Francisco showed the largest listening gain with a 12.14 percent increase in AAS during the Monday through Friday 6:00am to 7:00pm daypart.



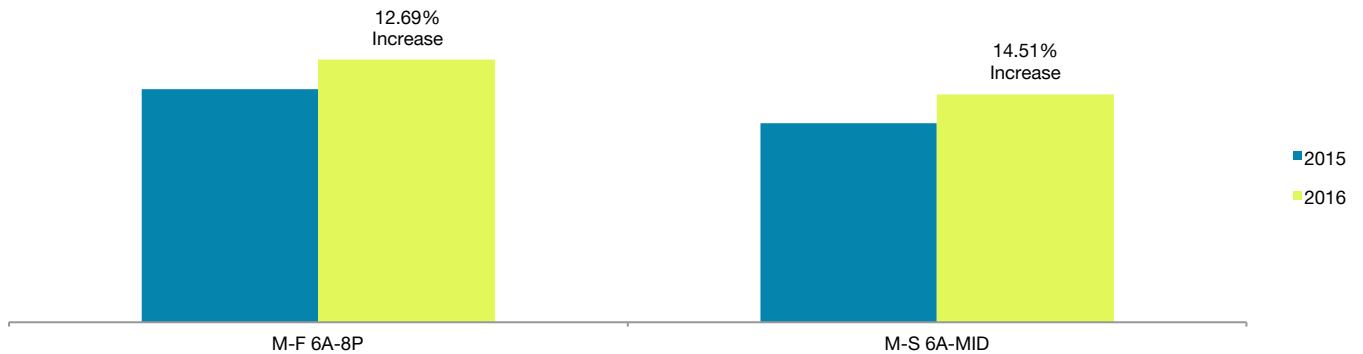
Year-over-year listening shows consistent growth.

Total listening for all publishers showed positive listening gains when compared to November 2015, with a 11.62 percent increase in AAS during the Monday through Friday 6:00am to 8:00pm daypart, and 13.62 percent increase during the Monday through Sunday 6:00am to Midnight daypart.

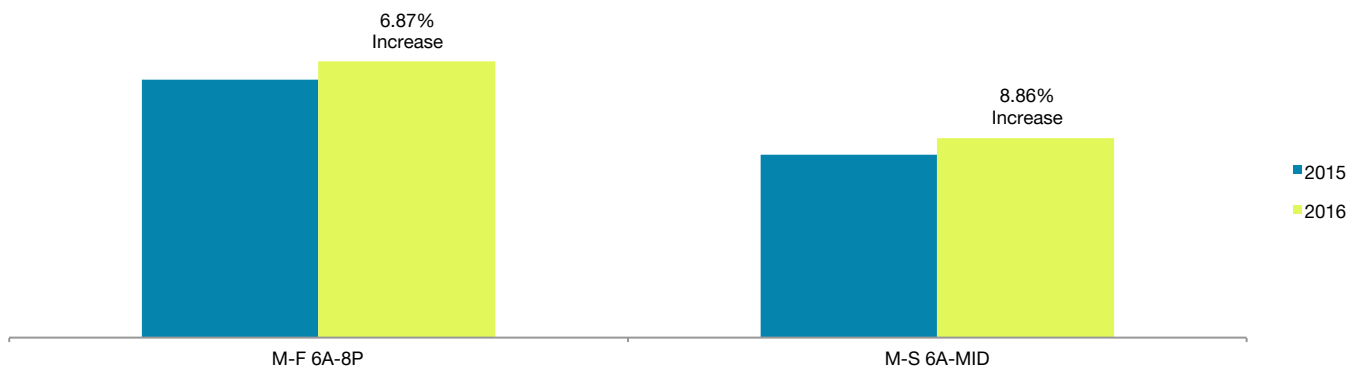
Year-Over-Year Listening For All



Year-Over-Year Listening for Pureplay



Year-Over-Year Listening for Broadcasters



November 2016

Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for November 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 November rankings below:

NOVEMBER 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	1,090,628	545,243,454	0.60
1	Pandora Corporate	2,406,816	1,274,217,112	0.57
2	Spotify Corporate	1,495,613	1,219,577,957	0.37
3	iHeartRadio	416,064	260,318,889	0.48
4	Cumulus Streaming Network	59,682	24,967,240	0.72
5	NPR Member Stations ²	58,600	23,076,634	0.76
6	CBS Radio Inc.	48,869	19,035,746	0.77
7	Entercom Communications Corp.	23,423	10,955,719	0.65
8	Univision	22,592	14,150,129	0.49
9	ESPN Radio Corporate	21,461	9,376,404	0.69
10	AccuRadio	20,577	2,861,791	2.14
11	Beasley Broadcasting Corporate ³	15,591	5,847,851	0.81
12	EMF Corporate	15,447	4,266,532	1.09
13	Salem Communications	13,916	5,912,506	0.70
14	Townsquare Media	13,338	3,053,164	1.31
15	New York Public Radio	11,620	4,254,206	0.81
16	Hubbard Broadcasting	11,192	2,805,958	1.18
17	Emmis Communications	10,334	4,656,626	0.67
18	Radio One	10,197	4,525,802	0.68
19	Bonneville Corporate	7,984	3,335,751	0.72
20	Prisa Radio	6,607	3,193,688	0.62

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: 1,445,911,556

Net Total Listening Hours: 1,444,496,358

Gross Active Sessions: 2,964,713,447

Net Active Sessions: 2,962,122,833

% Filtered Total Listening Hours: 99.90%

% Filtered Active Sessions: 99.91%

NOVEMBER 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	1,108,778	553,262,055	0.61
1	iHeartRadio	421,613	263,238,022	0.49
2	Prisa Radio	98,592	32,630,880	0.87
3	NPR Member Stations ²	65,137	25,280,805	0.77
4	Cumulus Streaming Network	61,463	25,495,649	0.72
5	CBS Radio Inc.	49,370	19,228,299	0.77
6	AccuRadio	34,704	5,049,113	1.98
7	Entercom Communications Corp.	24,236	11,274,242	0.66
8	Univision	23,903	14,860,250	0.49
9	ESPN Radio Corporate	22,360	9,774,964	0.69
10	Sky Radio B.V.	17,088	2,476,781	1.63
11	EMF Corporate	16,716	4,756,320	1.05
12	Beasley Broadcasting Corporate ³	15,949	5,973,230	0.81
13	Salem Communications	14,157	5,999,774	0.70
14	Townsquare Media	14,117	3,223,902	1.31
15	Karnaval.com	13,219	7,448,025	0.50
16	New York Public Radio	12,676	4,662,006	0.80
17	Hubbard Broadcasting	11,312	2,866,717	1.17
18	Emmis Communications	10,420	4,701,547	0.67
19	Radio One	10,265	4,552,378	0.68
20	Grupo Acir	9,829	3,236,751	0.92

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² Publisher experienced minor and varied data issues through the period

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Gross Total Listening Hours: 292,054,714

Net Total Listening Hours: 291,714,919

Gross Active Sessions: 466,676,414

Net Active Sessions: 466,203,929

% Filtered Total Listening Hours: 99.88%

% Filtered Active Sessions: 99.90%



NOVEMBER 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	747,069	685,613,900	0.58
1	Pandora Corporate	2,029,916	1,899,888,912	0.57
2	Spotify Corporate	1,358,623	1,896,119,421	0.38
3	iHeartRadio	308,247	357,253,187	0.46
4	NPR Member Stations ²	44,966	31,015,151	0.76
5	Cumulus Streaming Network	40,183	29,615,947	0.72
6	CBS Radio Inc.	34,046	23,338,200	0.76
7	Entercom Communications Corp.	15,825	12,890,928	0.66
8	Univision	15,397	16,499,497	0.50
9	ESPN Radio Corporate	15,348	12,282,872	0.66
10	AccuRadio	13,893	3,426,228	2.12
11	EMF Corporate	10,628	5,560,346	1.01
12	Beasley Broadcasting Corporate ³	10,325	6,877,551	0.80
13	Salem Communications	9,408	6,909,679	0.71
14	New York Public Radio	8,861	5,583,991	0.83
15	Townsquare Media	8,658	3,511,457	1.30
16	Hubbard Broadcasting	7,263	3,212,978	1.18
17	Emmis Communications	7,169	5,826,884	0.65
18	Radio One	6,688	5,318,032	0.66
19	Bonneville Corporate	5,515	4,165,890	0.70
20	Prisa Radio	4,747	4,003,896	0.62

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Gross Total Listening Hours: 2,209,930,877

Net Total Listening Hours: 2,207,283,345

Gross Active Sessions: 4,551,202,269

Net Active Sessions: 4,546,528,415

% Filtered Total Listening Hours: 99.88%

% Filtered Active Sessions: 99.90%

NOVEMBER 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	761,826	697,270,488	0.58
1	iHeartRadio	313,348	361,962,075	0.46
2	Prisa Radio	69,308	42,037,146	0.84
3	NPR Member Stations ²	50,826	34,485,224	0.77
4	Cumulus Streaming Network	41,673	30,372,408	0.72
5	CBS Radio Inc.	34,491	23,635,749	0.76
6	AccuRadio	25,351	6,651,930	1.93
7	Entercom Communications Corp.	16,479	13,343,258	0.66
8	Univision	16,242	17,269,976	0.50
9	ESPN Radio Corporate	16,099	12,904,547	0.66
10	Sky Radio B.V.	13,005	3,501,272	1.58
11	EMF Corporate	11,739	6,316,602	0.98
12	Karnaval.com	10,820	11,661,522	0.47
13	Beasley Broadcasting Corporate ³	10,630	7,069,263	0.80
14	New York Public Radio	9,781	6,196,243	0.82
15	Salem Communications	9,612	7,031,533	0.72
16	Townsquare Media	9,262	3,754,223	1.29
17	Hubbard Broadcasting	7,375	3,314,446	1.16
18	Emmis Communications	7,244	5,897,265	0.65
19	Radio One	6,743	5,357,190	0.66
20	Grupo Acir	6,621	4,023,438	0.87

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Gross Total Listening Hours: 383,691,659

Net Total Listening Hours: 383,150,354

Gross Active Sessions: 643,748,130

Net Active Sessions: 642,958,765

% Filtered Total Listening Hours: 99.86%

% Filtered Active Sessions: 99.88%

