

webcast^{•••}metrics

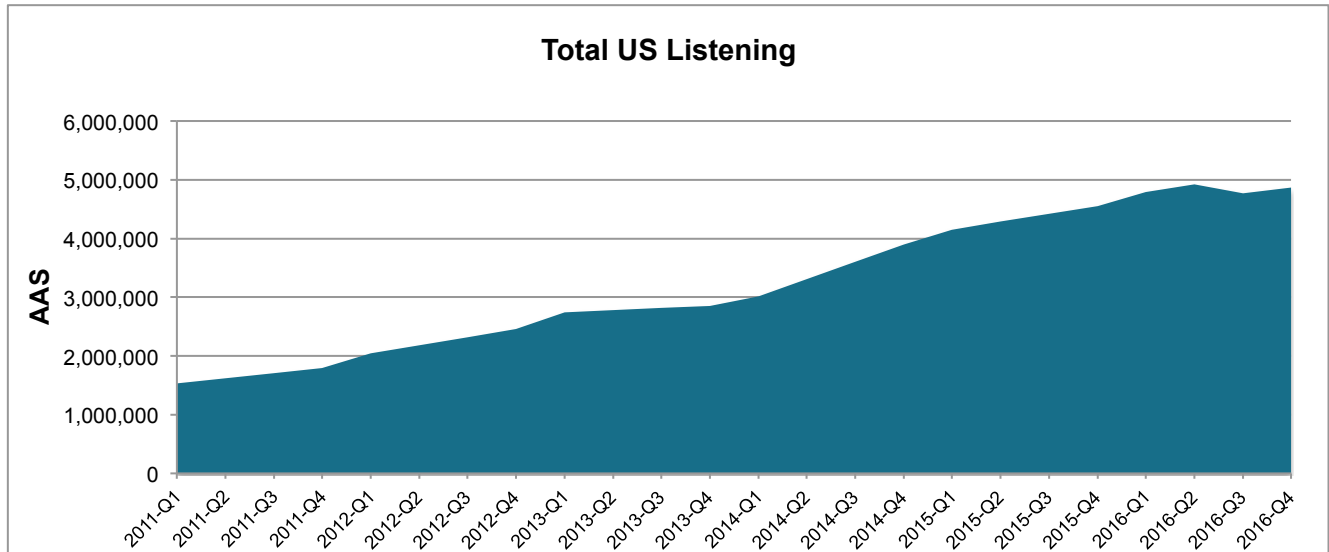
TOP 20 RANKER

October 2016

OCTOBER 2016: DIGITAL AUDIO INSIGHTS & TRENDS

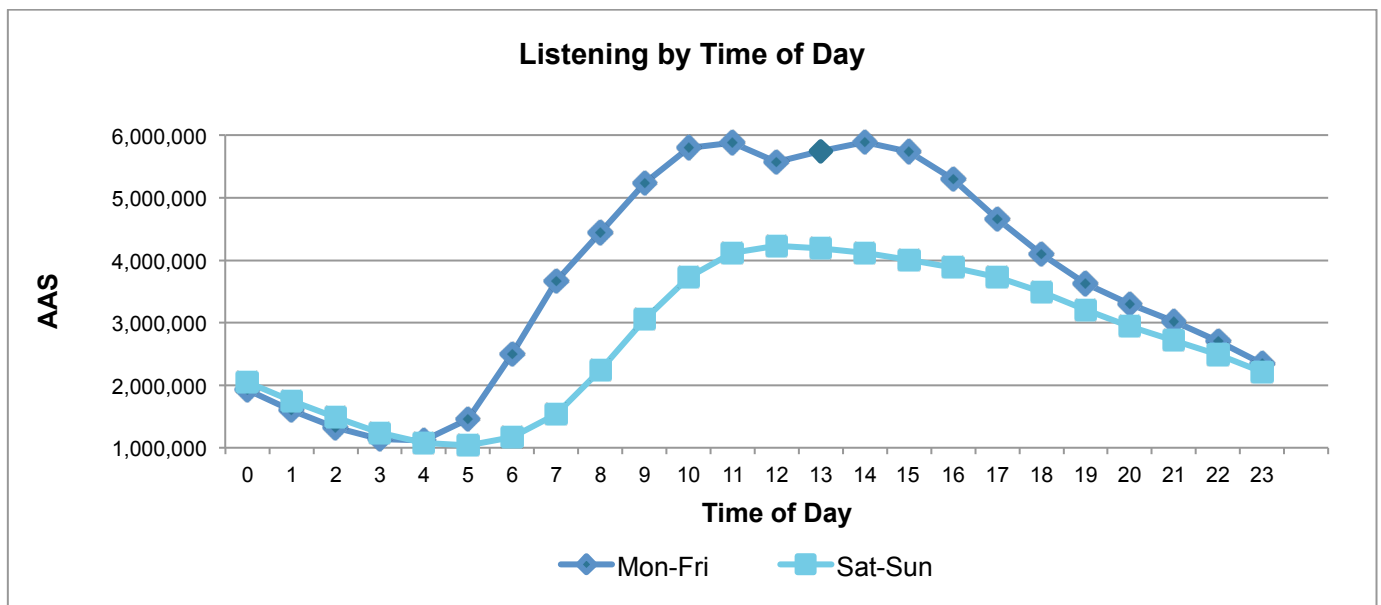
Total Listening in October 2016

All measured clients within the Domestic U.S. reported a total of **4,867,790** Average Active Sessions (AAS) during the Monday - Friday, 6:00AM-8:00PM daypart and **4,015,202** AAS during the Monday - Sunday, 6:00AM-Midnight daypart.



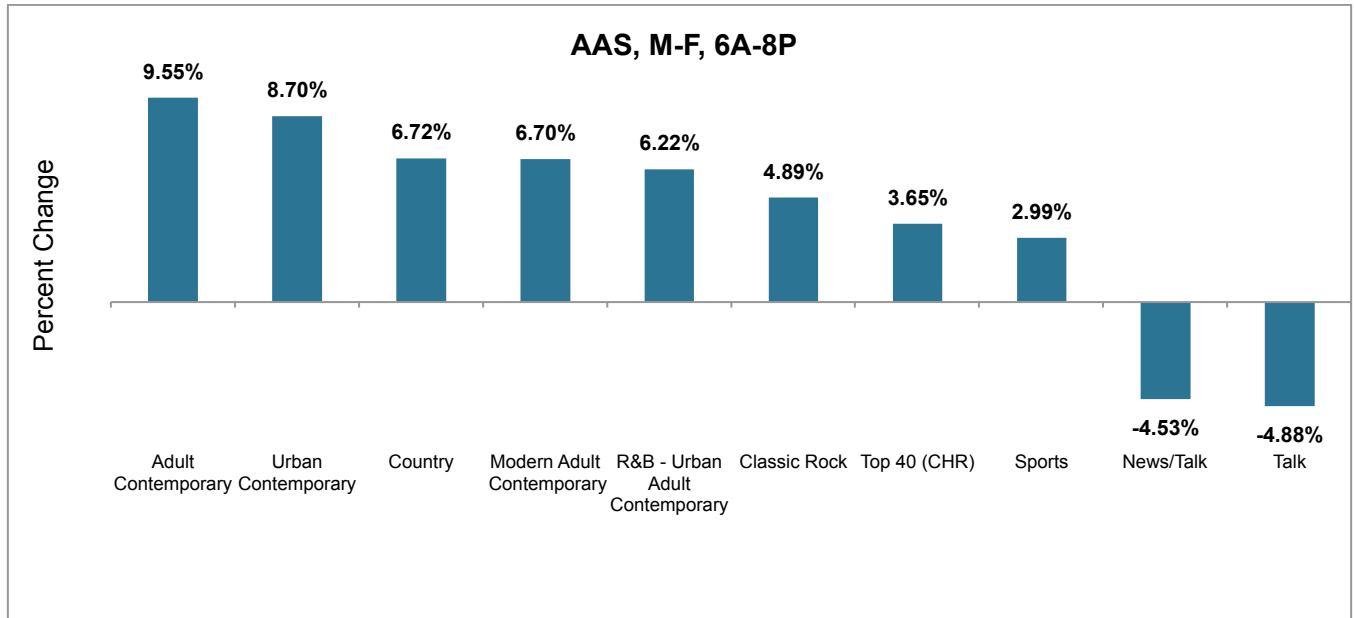
Listenership by Time of Day for October 2016

Peak hours for streaming audio listening differ between the week and the weekend. From Monday through Friday, listening peaks just before and after lunch, at 11:00am and again at 1:00pm. On the weekends, however, listening is steady between the hours of 11:00am and 1:00pm before gradually declining in the afternoon.



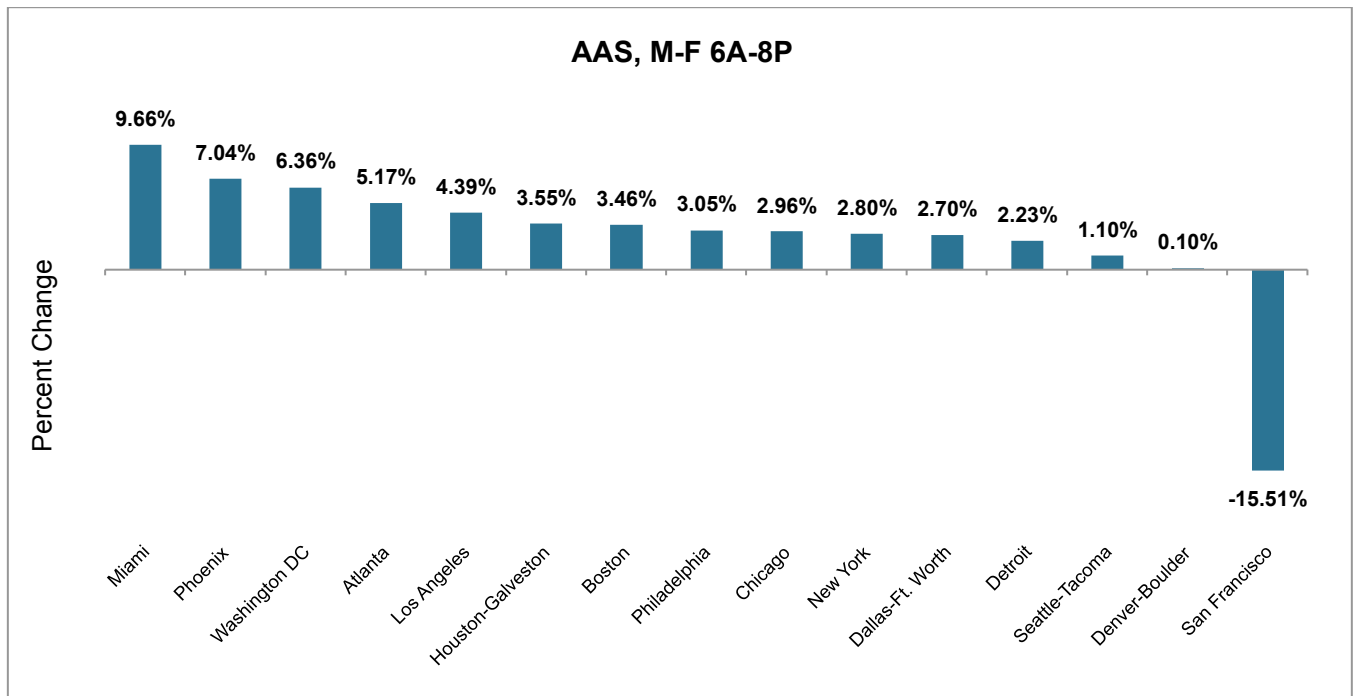
Top 10 Formats (October 2016 vs. September 2016)

When compared to September 2016, the Adult Contemporary format showed the largest listening gains with a 9.55 percent increase in AAS, followed by Urban Contemporary at 8.7 percent.



Top 15 Markets (October 2016 vs. September 2016)

Looking at the Top 15 Markets as compared to September 2016, Miami showed the largest listening gain with a 9.6 percent increase in AAS, followed by Phoenix at 7.04 percent.



OCTOBER DIGITAL AUDIO TOP 20 RANKER

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

OCTOBER 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	1,089,584	454,860,392	0.69
1	Pandora Corporate	2,461,211	1,256,753,166	0.57
2	Spotify Corporate	1,473,093	1,167,662,784	0.37
3	iHeartRadio	406,068	183,967,518	0.63
4	Cumulus Streaming Network	62,294	24,432,935	0.73
5	NPR Member Stations ²	57,970	21,948,781	0.75
6	CBS Radio Inc.	51,908	20,217,489	0.73
7	ESPN Radio Corporate	25,978	11,125,162	0.68
8	Entercom Communications Corp.	25,452	11,482,062	0.65
9	Univision	23,661	13,944,838	0.49
10	AccuRadio	18,476	2,710,050	1.95
11	Townsquare Media	14,407	3,185,558	1.29
12	EMF Corporate	13,915	3,899,265	1.02
13	Salem Communications	13,690	5,276,023	0.74
14	Greater Media Corporate	13,623	5,013,267	0.78
15	Hubbard Broadcasting	11,883	2,833,014	1.19
16	New York Public Radio	10,725	3,914,329	0.78
17	Emmis Communications	10,633	4,483,761	0.68
18	Radio One	10,384	4,152,061	0.72
19	Bonneville Corporate	8,694	3,350,380	0.75
20	Beasley Broadcasting Corporate	6,689	2,388,802	0.81

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

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: 1,388,579,787

Net Total Listening Hours: 1,387,901,626

Gross Active Sessions: 2,778,548,292

Net Active Sessions: 2,777,440,111

% Filtered Total Listening Hours: 99.95%

% Filtered Active Sessions: 99.96%

OCTOBER 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	1,106,542	461,652,595	0.69
1	iHeartRadio	411,132	186,219,748	0.63
2	Prisa Radio	96,186	32,418,685	0.82
3	NPR Member Stations ²	64,285	24,009,800	0.76
4	Cumulus Streaming Network	63,972	24,925,672	0.74
5	CBS Radio Inc.	52,421	20,412,929	0.73
6	AccuRadio	30,151	4,739,564	1.76
7	ESPN Radio Corporate	27,114	11,623,817	0.68
8	Entercom Communications Corp.	26,085	11,748,895	0.65
9	Univision	25,140	14,708,927	0.50
10	Karnaval.com	16,015	8,497,725	0.51
11	Sky Radio B.V.	15,866	2,242,257	1.60
12	Townsquare Media	15,147	3,347,842	1.29
13	EMF Corporate	14,970	4,335,604	0.99
14	Greater Media Corporate	14,175	5,196,792	0.79
15	Salem Communications	13,901	5,349,536	0.74
16	Hubbard Broadcasting	11,992	2,889,825	1.18
17	New York Public Radio	11,644	4,265,218	0.77
18	Emmis Communications	10,715	4,523,033	0.68
19	Radio One	10,455	4,179,547	0.72
20	Grupo Acir	10,258	3,292,321	0.90

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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.

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² Publisher experienced minor and varied data issues through the period

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Gross Total Listening Hours: 277,133,649

Net Total Listening Hours: 276,837,124

Gross Active Sessions: 392,129,665

Net Active Sessions: 391,613,670

% Filtered Total Listening Hours: 99.89%

% Filtered Active Sessions: 99.87%



OCTOBER 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	708,267	580,909,091	0.66
1	Pandora Corporate	2,035,621	2,003,179,963	0.56
2	Spotify Corporate	1,324,773	1,945,335,811	0.38
3	iHeartRadio	289,785	259,465,817	0.61
4	NPR Member Stations ²	42,989	30,908,251	0.75
5	Cumulus Streaming Network	39,605	30,061,010	0.72
6	CBS Radio Inc.	34,226	25,607,925	0.72
7	ESPN Radio Corporate	17,926	15,271,990	0.65
8	Entercom Communications Corp.	16,390	14,270,204	0.64
9	Univision	15,361	16,752,125	0.51
10	AccuRadio	11,722	3,307,248	1.92
11	EMF Corporate	9,244	5,347,557	0.94
12	Townsquare Media	8,820	3,800,185	1.26
13	Salem Communications	8,727	6,353,602	0.74
14	Greater Media Corporate	8,311	5,869,612	0.78
15	New York Public Radio	7,961	5,480,411	0.78
16	Hubbard Broadcasting	7,204	3,300,643	1.18
17	Emmis Communications	7,024	5,933,638	0.65
18	Radio One	6,411	5,054,301	0.69
19	Bonneville Corporate	5,659	4,312,848	0.72
20	Prisa Radio	4,320	4,290,544	0.55

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Gross Total Listening Hours: 2,178,694,483

Net Total Listening Hours: 2,177,360,171

Gross Active Sessions: 4,431,011,415

Net Active Sessions: 4,428,857,068

% Filtered Total Listening Hours: 99.94%

% Filtered Active Sessions: 99.95%

OCTOBER 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	721,823	591,426,656	0.67
1	iHeartRadio	294,416	263,389,958	0.61
2	Prisa Radio	64,808	44,134,021	0.78
3	NPR Member Stations ²	48,590	34,419,630	0.76
4	Cumulus Streaming Network	40,987	30,818,039	0.72
5	CBS Radio Inc.	34,668	25,931,477	0.72
6	AccuRadio	20,972	6,491,971	1.70
7	ESPN Radio Corporate	18,871	16,086,735	0.65
8	Entercom Communications Corp.	16,897	14,689,183	0.64
9	Univision	16,262	17,588,700	0.51
10	Karnaval.com	12,352	13,386,251	0.48
11	Sky Radio B.V.	11,929	3,369,983	1.57
12	EMF Corporate	10,188	6,058,901	0.91
13	Townsquare Media	9,380	4,051,541	1.25
14	Salem Communications	8,906	6,464,820	0.75
15	New York Public Radio	8,767	6,062,121	0.78
16	Greater Media Corporate	8,730	6,143,167	0.78
17	Hubbard Broadcasting	7,307	3,401,339	1.16
18	Emmis Communications	7,098	6,004,249	0.65
19	Grupo Acir	6,552	4,239,072	0.85
20	Radio One	6,469	5,098,859	0.69

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Gross Total Listening Hours: 365,510,735

Net Total Listening Hours: 365,014,026

Gross Active Sessions: 533,823,936

Net Active Sessions: 532,913,218

% Filtered Total Listening Hours: 99.86%

% Filtered Active Sessions: 99.83%

