
Top 20 Ranker

August 2017

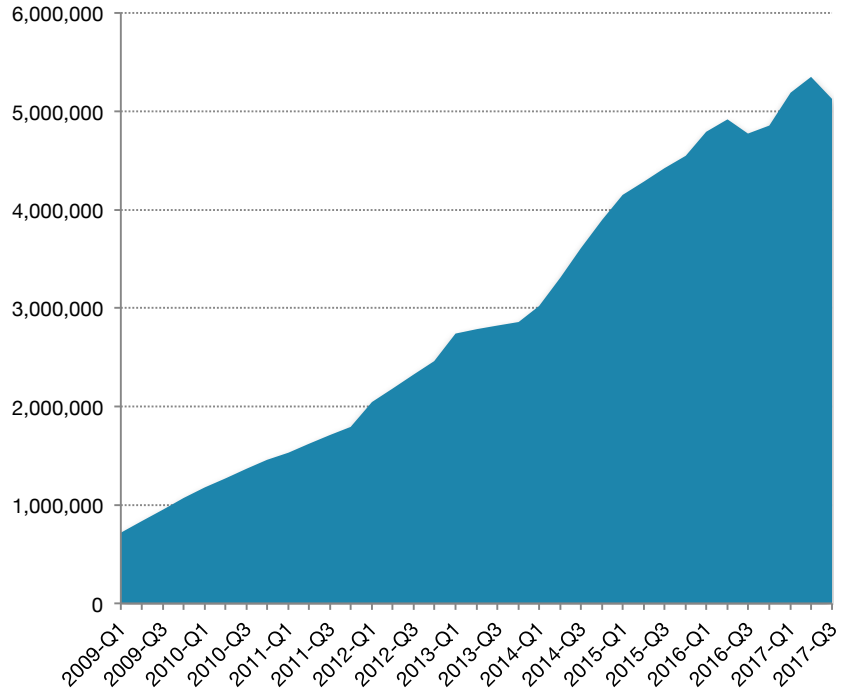
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes U.S. and International listening, as well as insights into listening trends.

August 2017

Digital Audio Insights & Trends

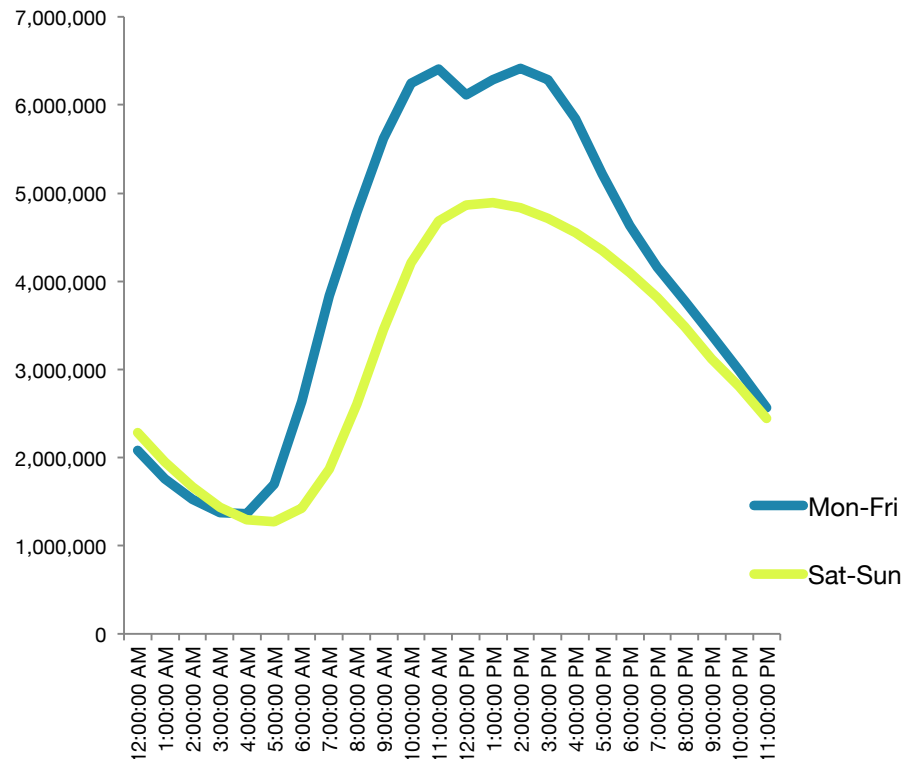
Total Weekday Listening Remains Steady at 5.32 Million in the U.S.

All measured clients within the US reported a total of 5,319,918 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 4,543,128 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



Weekday Listening Shows Highest Peak at 2:00pm

Midweek listening shows peak AAS occurring at 2:00pm in August of 2017. Over the weekend, listening shows peak AAS at 1:00pm, before gradually declining throughout the afternoon.

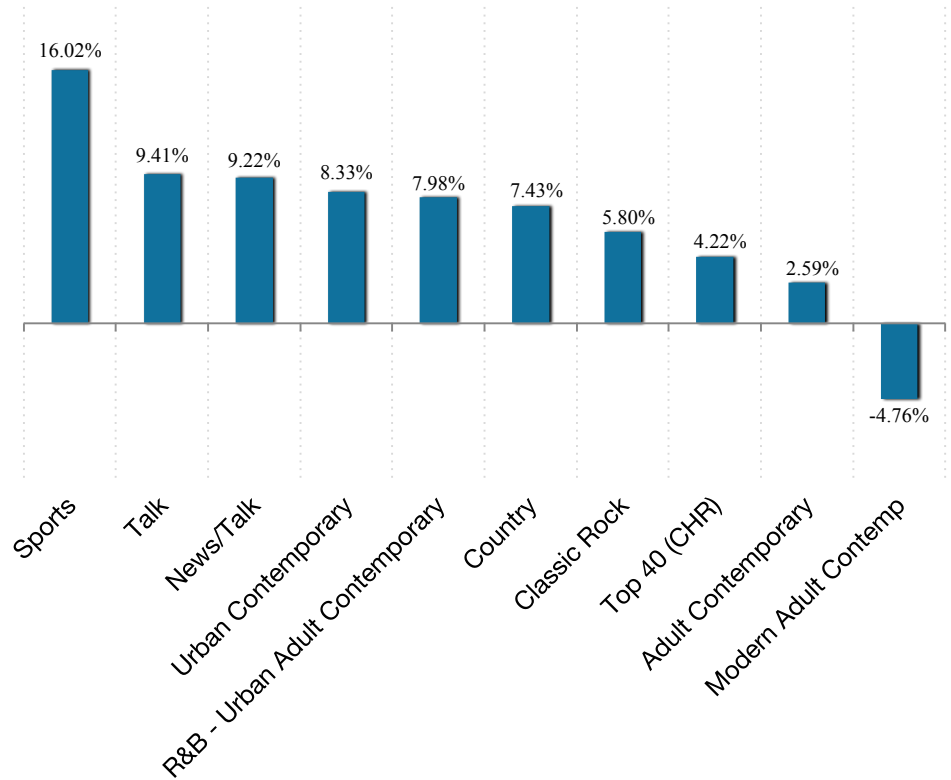


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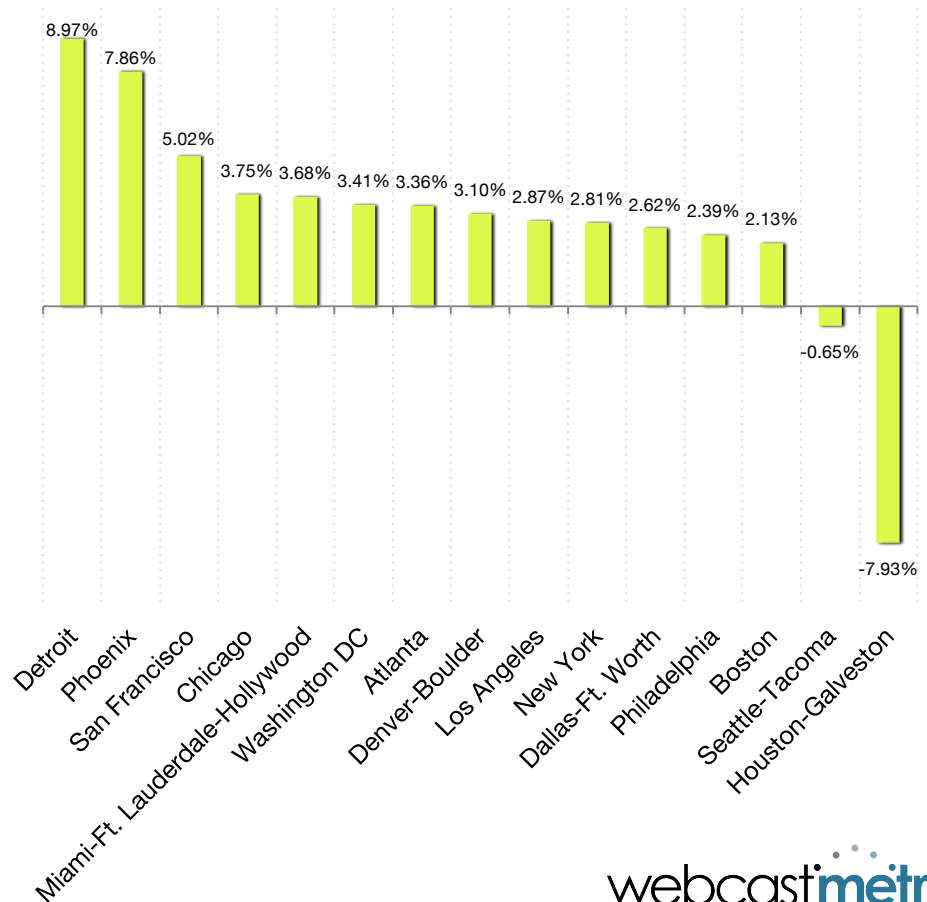
Sports Format Shows Largest Increase at 16%

When compared to July 2017, the Sports format showed the largest increase at 16% in AAS during the Monday through Friday 6am-7pm daypart.



Detroit Market Shows Largest Increase at 9%

Looking at the Top 15 markets as compared to July 2017, Detroit showed the largest listening increase at 9% in AAS during the Monday through Friday 6am to 7pm daypart, followed by Phoenix.



August 2017

Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for August 2017. 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 U.S. and International. The U.S. Ranker quantifies listening done inside the U.S. based on log-based information provided by the station, this report is not MRC accredited. The International 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: Ranker@TritonDigital.com

See the August rankings below:



AUGUST US 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	1,013,714	500,171,770	0.64
1	Pandora Corporate	2,439,879	1,319,691,312	0.59
2	Spotify Corporate	2,025,218	1,578,530,241	0.41
3	iHeartRadio	371,145	223,028,024	0.53
4	NPR Member Stations ²	65,169	25,513,801	0.80
5	Cumulus Streaming Network	57,467	24,697,609	0.73
6	CBS Radio Inc.	46,785	19,282,373	0.76
7	Entercom Communications Corp.	24,752	12,848,653	0.62
8	Univision	22,888	16,776,662	0.44
9	AccuRadio	19,966	2,861,729	2.18
10	Beasley Broadcasting Corporate ³	17,706	7,932,731	0.71
11	ESPN Radio Corporate	17,485	8,114,624	0.68
12	Salem Communications	13,578	5,980,288	0.71
13	Hubbard Broadcasting	13,168	3,459,167	1.19
14	EMF Corporate	12,230	3,541,724	1.08
15	New York Public Radio	11,714	4,830,000	0.76
16	Townsquare Media	10,638	3,789,518	0.89
17	Emmis Communications	9,556	4,596,021	0.66
18	Radio One	9,509	5,043,690	0.60
19	Bonneville Corporate	7,846	4,290,684	0.58
20	Prisa Radio	6,064	3,559,413	0.63

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. Reported data includes listening from both ad-supported and/or ad-free services.

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: 1,683,572,863

Net Total Listening Hours: 1,674,565,685

Gross Active Sessions: 3,336,466,464

Net Active Sessions: 3,320,490,933

% Filtered Total Listening Hours: 99.46%

% Filtered Active Sessions: 99.52%



AUGUST GLOBAL 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	1,025,336	506,690,811	0.64
1	iHeartRadio	375,654	226,558,311	0.53
2	Prisa Radio	100,256	38,335,915	0.81
3	NPR Member Stations ²	71,795	28,350,215	0.79
4	Cumulus Streaming Network	59,056	25,238,357	0.74
5	CBS Radio Inc.	46,831	19,299,246	0.76
6	AccuRadio	34,481	5,112,997	2.07
7	Entercom Communications Corp.	25,149	13,026,503	0.62
8	Sky Radio B.V.	24,546	4,658,784	1.61
9	Univision	22,899	16,784,503	0.44
10	Karnaval.com	21,227	11,703,444	0.57
11	ESPN Radio Corporate	18,212	8,462,381	0.68
12	Beasley Broadcasting Corporate ³	18,114	8,066,807	0.71
13	Grupo Radio Centro	14,303	5,687,784	0.79
14	Salem Communications	13,770	6,057,748	0.71
15	Hubbard Broadcasting	13,314	3,553,933	1.17
16	EMF Corporate	13,159	3,950,079	1.04
17	New York Public Radio	12,729	5,273,189	0.76
18	Townsquare Media	11,171	3,983,195	0.89
19	Corporacion Radial del Peru	10,806	3,876,126	0.88
20	Grupo Acir	10,594	3,516,361	0.95

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Gross Total Listening Hours: 287,893,695

Net Total Listening Hours: 285,017,682

Gross Active Sessions: 457,614,303

Net Active Sessions: 456,686,965

% Filtered Total Listening Hours: 99.00%

% Filtered Active Sessions: 99.80%

AUGUST US 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	694,097	621,206,038	0.61
1	Pandora Corporate	2,079,860	1,993,256,140	0.58
2	Spotify Corporate	1,845,778	2,486,770,496	0.41
3	iHeartRadio	273,488	304,206,176	0.50
4	NPR Member Stations ²	49,863	33,591,604	0.81
5	Cumulus Streaming Network	38,666	29,038,137	0.73
6	CBS Radio Inc.	33,092	23,488,745	0.77
7	Entercom Communications Corp.	17,499	14,600,823	0.66
8	Univision	15,825	19,515,104	0.45
9	AccuRadio	13,517	3,411,516	2.16
10	Beasley Broadcasting Corporate ³	11,926	9,501,969	0.69
11	ESPN Radio Corporate	11,880	9,146,843	0.71
12	Salem Communications	9,243	7,027,223	0.72
13	New York Public Radio	8,943	6,105,862	0.80
14	EMF Corporate	8,906	5,011,075	0.97
15	Hubbard Broadcasting	8,668	3,943,844	1.19
16	Townsquare Media	7,718	4,402,954	0.97
17	Emmis Communications	6,760	5,857,219	0.63
18	Radio One	6,374	5,984,072	0.58
19	Bonneville Corporate	5,254	4,895,853	0.59
20	Prisa Radio	4,274	4,341,897	0.62

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Gross Total Listening Hours: 2,499,117,512

Net Total Listening Hours: 2,486,190,842

Gross Active Sessions: 5,042,311,214

Net Active Sessions: 5,020,840,813

% Filtered Total Listening Hours: 99.48%

% Filtered Active Sessions: 99.57%



AUGUST GLOBAL 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	704,111	631,348,205	0.61
1	iHeartRadio	277,374	309,596,780	0.49
2	Prisa Radio	75,210	51,582,210	0.79
3	NPR Member Stations ²	56,015	38,161,694	0.80
4	Cumulus Streaming Network	40,027	29,846,669	0.73
5	CBS Radio Inc.	33,130	23,513,511	0.77
6	AccuRadio	24,772	6,602,009	2.02
7	Sky Radio B.V.	18,627	6,422,984	1.56
8	Entercom Communications Corp.	17,830	14,838,278	0.67
9	Karnaval.com	16,517	17,050,079	0.53
10	Univision	15,836	19,526,745	0.45
11	ESPN Radio Corporate	12,460	9,629,583	0.71
12	Beasley Broadcasting Corporate ³	12,228	9,675,790	0.70
13	Grupo Radio Centro	9,899	7,230,189	0.75
14	New York Public Radio	9,852	6,810,910	0.79
15	Corporacion Radial del Peru	9,775	5,987,970	0.90
16	EMF Corporate	9,715	5,654,434	0.94
17	Salem Communications	9,410	7,140,351	0.72
18	Hubbard Broadcasting	8,806	4,099,608	1.17
19	Townsquare Media	8,178	4,684,189	0.96
20	Grupo Acir	7,124	4,309,662	0.91

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Gross Total Listening Hours: 370,496,114

Net Total Listening Hours: 366,319,417

Gross Active Sessions: 620,848,065

Net Active Sessions: 619,393,104

% Filtered Total Listening Hours: 98.87%

% Filtered Active Sessions: 99.77%