
Top 20 Ranker

March 2017

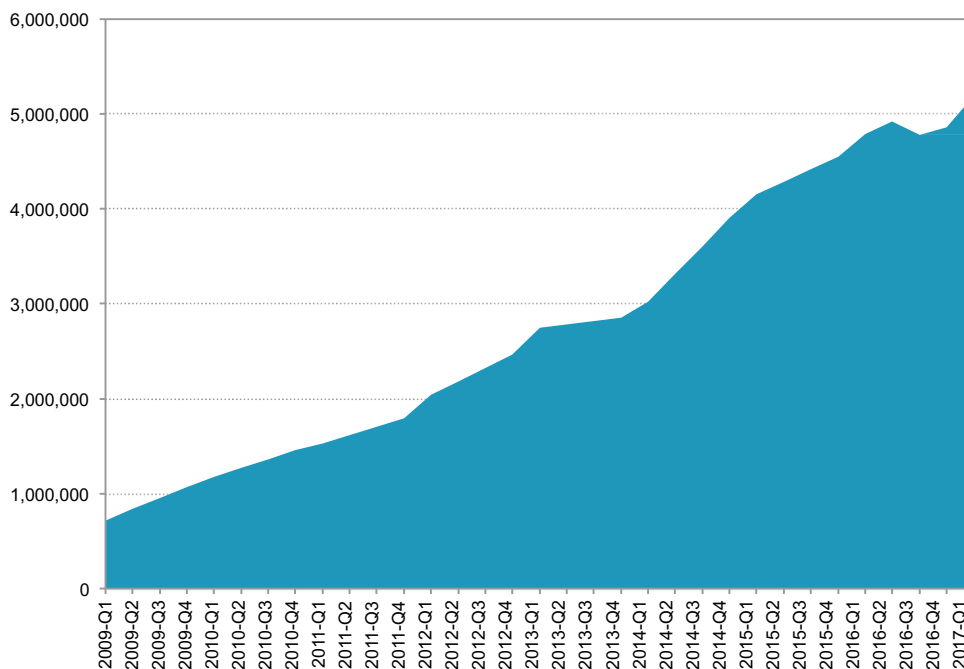
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC-Accredited Webcast Metrics® platform. It includes global and U.S. listening, as well as insights into listening trends.

March 2017

Digital Audio Insights & Trends

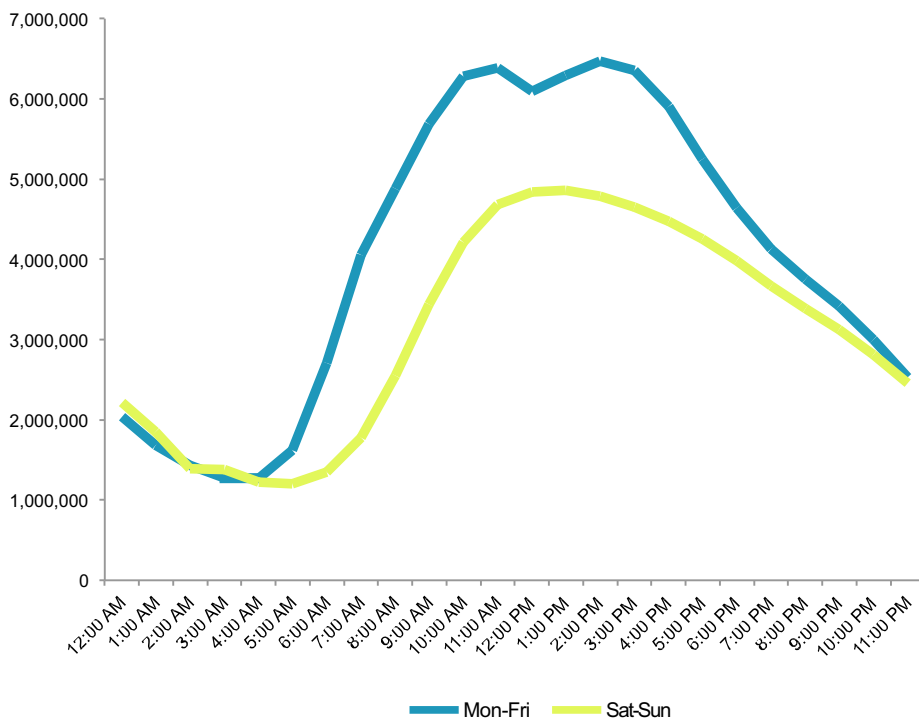
Total weekday listening remains steady at 5.37 million in the U.S.

All measured clients within the U.S. reported a total of 5,366,299 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart and 4,556,473 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



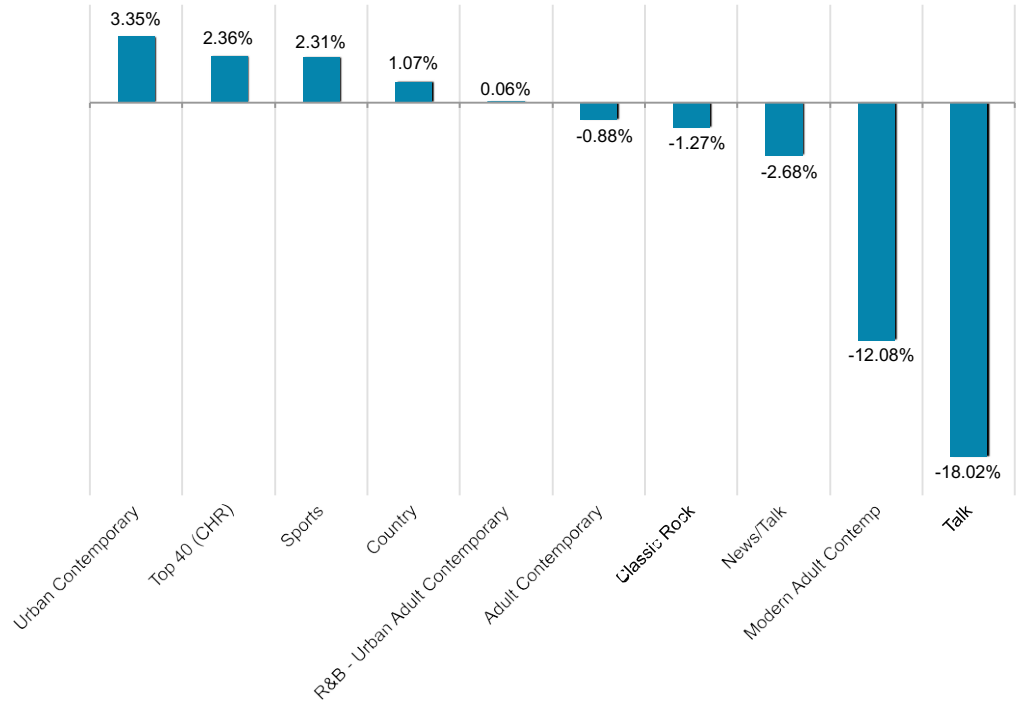
Weekday listening shows highest peak at 2:00pm.

Midweek listening shows peak AAS occurring at 2:00pm in March, 2017. On the weekend, listening shows peak AAS at 1:00pm, before gradually declining throughout the evening.



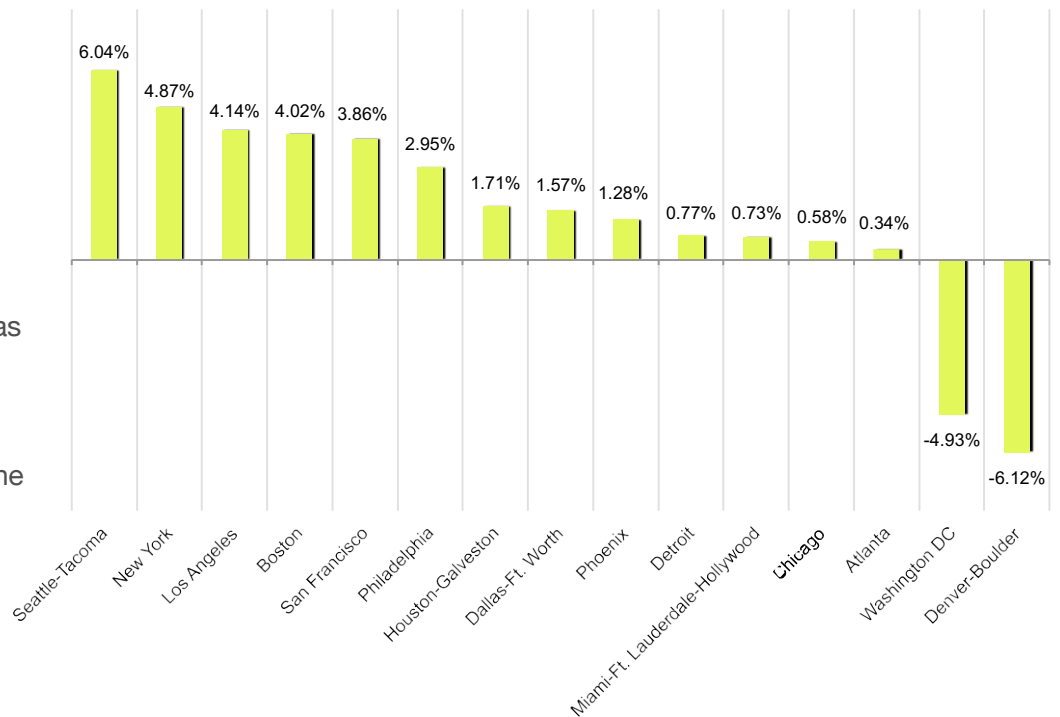
Urban Contemporary format shows largest gain at 3.4% increase.

When compared to February 2017, the Urban Contemporary format showed the largest listening gains with a 3.4% increase in AAC during the Monday through Friday 6am-7pm daypart, followed by Top 40 (CHR) and Sports.



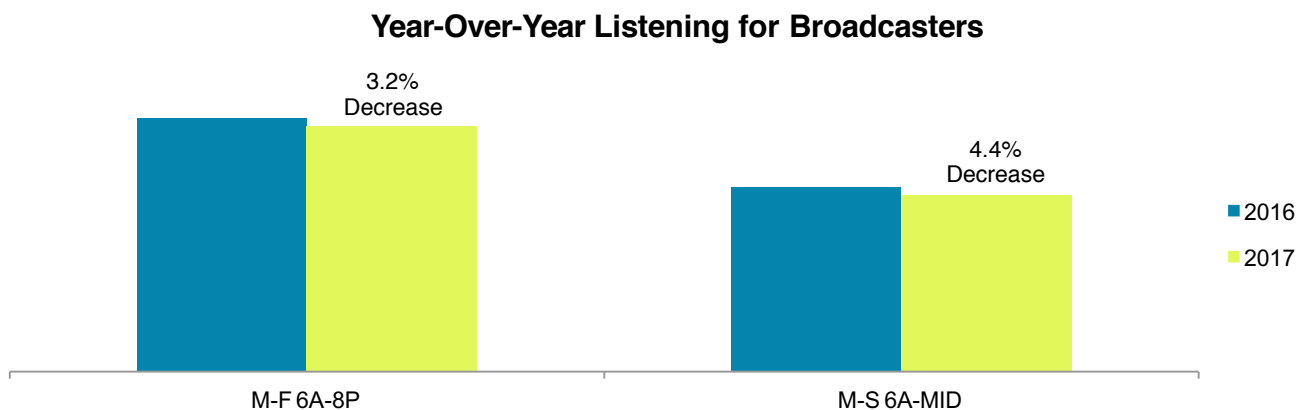
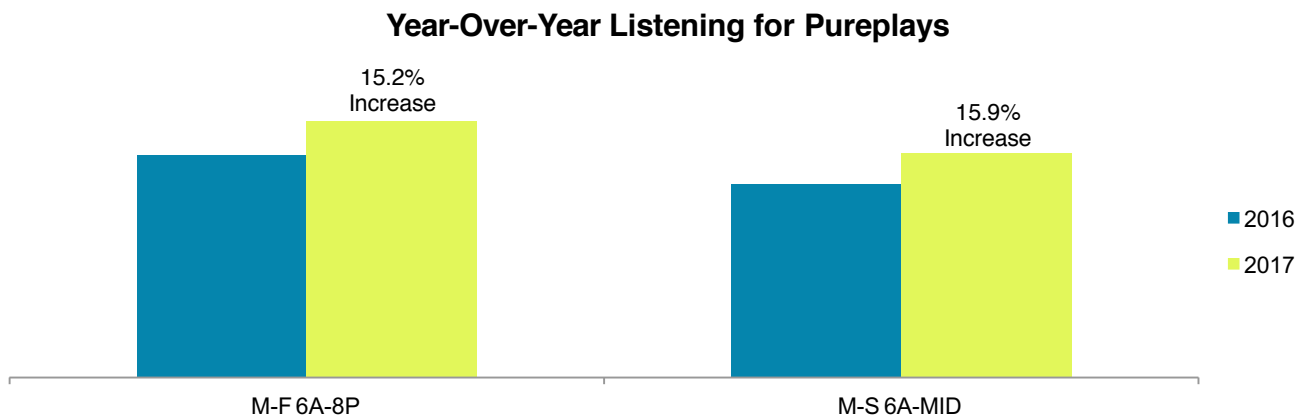
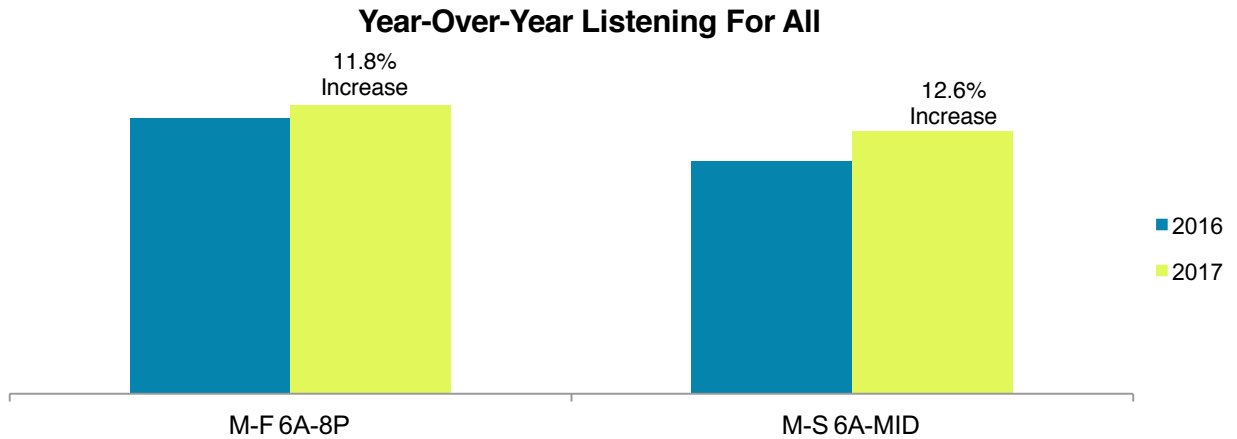
Seattle-Tacoma market shows largest gain at 6.04% increase.

Looking at the Top 15 Markets as compared to February 2017, Seattle-Tacoma showed the largest listening gain with a 6.04% increase in AAS during the Monday through Friday 6am to 7pm daypart.



Year-over-year listening shows consistent growth.

Total listening for all publishers showed positive listening gains when compared to February 2017, with an 11.8% increase in AAS during the Monday through Friday 6:00am to 8:00pm daypart, and a 12.6% increase during the Monday through Sunday 6:00am to Midnight daypart.



March 2017

Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for March 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 “All Streams.” 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 “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: Ranker@TritonDigital.com

See March rankings below:

MARCH 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	1,120,424	586,566,982	0.60
1	Pandora Corporate	2,524,362	1,436,486,973	0.56
2	Spotify Corporate	1,911,518	1,584,162,930	0.38
3	iHeartRadio	416,182	302,827,779	0.44
4	NPR Member Stations ²	67,009	26,017,825	0.80
5	Cumulus Streaming Network	60,263	25,207,390	0.75
6	CBS Radio Inc.	51,515	19,467,312	0.83
7	AccuRadio	25,820	3,376,720	2.38
8	Univision	25,324	17,099,018	0.47
9	Entercom Communications Corp.	24,666	12,395,625	0.64
10	ESPN Radio Corporate	20,954	9,448,443	0.70
11	EMF Corporate	18,645	6,065,976	0.97
12	Beasley Broadcasting Corporate ³	17,970	7,364,733	0.77
13	Salem Communications	14,148	6,074,418	0.73
14	Townsquare Media	13,381	3,820,106	1.11
15	Hubbard Broadcasting	13,108	3,337,812	1.23
16	New York Public Radio	12,387	4,456,457	0.86
17	Emmis Communications	11,591	5,310,888	0.69
18	Radio One	11,202	4,657,239	0.76
19	Bonneville Corporate	7,449	3,523,120	0.67
20	Prisa Radio	6,505	3,665,748	0.66

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: 1,676,904,414

Net Total Listening Hours: 1,664,610,912

Gross Active Sessions: 3,511,808,314

Net Active Sessions: 3,478,637,583

% Filtered Total Listening Hours: 99.27%

% Filtered Active Sessions: 99.06%

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 ¹	1,136,767	594,661,283	0.60
1	iHeartRadio	421,783	307,049,442	0.44
2	Prisa Radio	112,541	43,235,919	0.82
3	NPR Member Stations ²	74,761	29,294,540	0.79
4	Cumulus Streaming Network	62,248	25,796,756	0.76
5	CBS Radio Inc.	51,566	19,480,313	0.83
6	AccuRadio	43,338	5,980,534	2.23
7	Sky Radio B.V.	26,506	4,985,179	1.66
8	Univision	25,367	17,117,589	0.47
9	Entercom Communications Corp.	25,126	12,603,389	0.64
10	Kamaval.com	24,562	13,917,262	0.55
11	ESPN Radio Corporate	21,785	9,829,643	0.70
12	EMF Corporate	20,083	6,757,997	0.94
13	Beasley Broadcasting Corporate ³	18,403	7,509,046	0.78
14	Salem Communications	14,390	6,154,415	0.73
15	Townsquare Media	14,057	4,026,891	1.11
16	New York Public Radio	13,482	4,989,659	0.84
17	Hubbard Broadcasting	13,259	3,427,945	1.21
18	Emmis Communications	11,708	5,375,803	0.69
19	Radio One	11,267	4,683,812	0.76
20	Grupo Acir	10,679	3,851,429	0.87

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Gross Total Listening Hours: 325,319,316

Net Total Listening Hours: 319,609,968

Gross Active Sessions: 540,691,495

Net Active Sessions: 536,262,922

% Filtered Total Listening Hours: 98.25%

% Filtered Active Sessions: 99.18%



MARCH 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	765,903	741,198,961	0.57
1	Pandora Corporate	2,136,864	2,137,055,962	0.55
2	Spotify Corporate	1,749,297	2,455,694,977	0.39
3	iHeartRadio	305,896	417,845,024	0.40
4	NPR Member Stations ²	51,909	34,372,677	0.82
5	Cumulus Streaming Network	40,595	29,379,259	0.76
6	CBS Radio Inc.	36,160	23,401,244	0.84
7	Univision	17,644	19,875,956	0.49
8	AccuRadio	17,574	3,994,947	2.40
9	Entercom Communications Corp.	16,724	13,955,143	0.66
10	ESPN Radio Corporate	14,105	10,592,524	0.73
11	EMF Corporate	12,820	7,785,344	0.90
12	Beasley Broadcasting Corporate ³	11,988	8,526,078	0.77
13	Salem Communications	9,629	7,096,765	0.74
14	New York Public Radio	9,596	5,828,136	0.89
15	Townsquare Media	9,258	4,382,521	1.16
16	Hubbard Broadcasting	8,593	3,806,913	1.23
17	Emmis Communications	8,186	6,708,896	0.67
18	Radio One	7,399	5,478,577	0.74
19	Bonneville Corporate	4,844	3,882,426	0.69
20	Prisa Radio	4,569	4,478,772	0.64

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Gross Total Listening Hours: 2,478,351,198

Net Total Listening Hours: 2,461,184,830

Gross Active Sessions: 5,230,241,485

Net Active Sessions: 5,184,639,053

% Filtered Total Listening Hours: 99.31%

% Filtered Active Sessions: 99.13%

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 ¹	779,319	753,234,131	0.57
1	iHeartRadio	310,763	424,292,036	0.40
2	Prisa Radio	82,544	57,843,587	0.80
3	NPR Member Stations ²	59,206	39,682,930	0.81
4	Cumulus Streaming Network	42,328	30,274,599	0.76
5	CBS Radio Inc.	36,201	23,419,445	0.84
6	AccuRadio	31,066	7,635,366	2.20
7	Sky Radio B.V.	20,271	6,804,832	1.62
8	Karnaval.com	19,085	20,446,409	0.51
9	Univision	17,682	19,905,284	0.49
10	Entercom Communications Corp.	17,098	14,239,800	0.67
11	ESPN Radio Corporate	14,773	11,129,216	0.73
12	EMF Corporate	14,023	8,821,190	0.87
13	Beasley Broadcasting Corporate ³	12,314	8,715,829	0.78
14	New York Public Radio	10,579	6,676,975	0.86
15	Salem Communications	9,844	7,216,642	0.74
16	Townsquare Media	9,834	4,685,277	1.16
17	Hubbard Broadcasting	8,736	3,954,266	1.20
18	Emmis Communications	8,288	6,811,614	0.67
19	Radio One	7,452	5,517,189	0.74
20	Grupo Acir	7,234	4,718,993	0.84

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Gross Total Listening Hours: 411,967,454

Net Total Listening Hours: 403,202,027

Gross Active Sessions: 717,948,063

Net Active Sessions: 711,207,597

% Filtered Total Listening Hours: 97.87%

% Filtered Active Sessions: 99.06%

