

Top 20 Ranker

March 2018

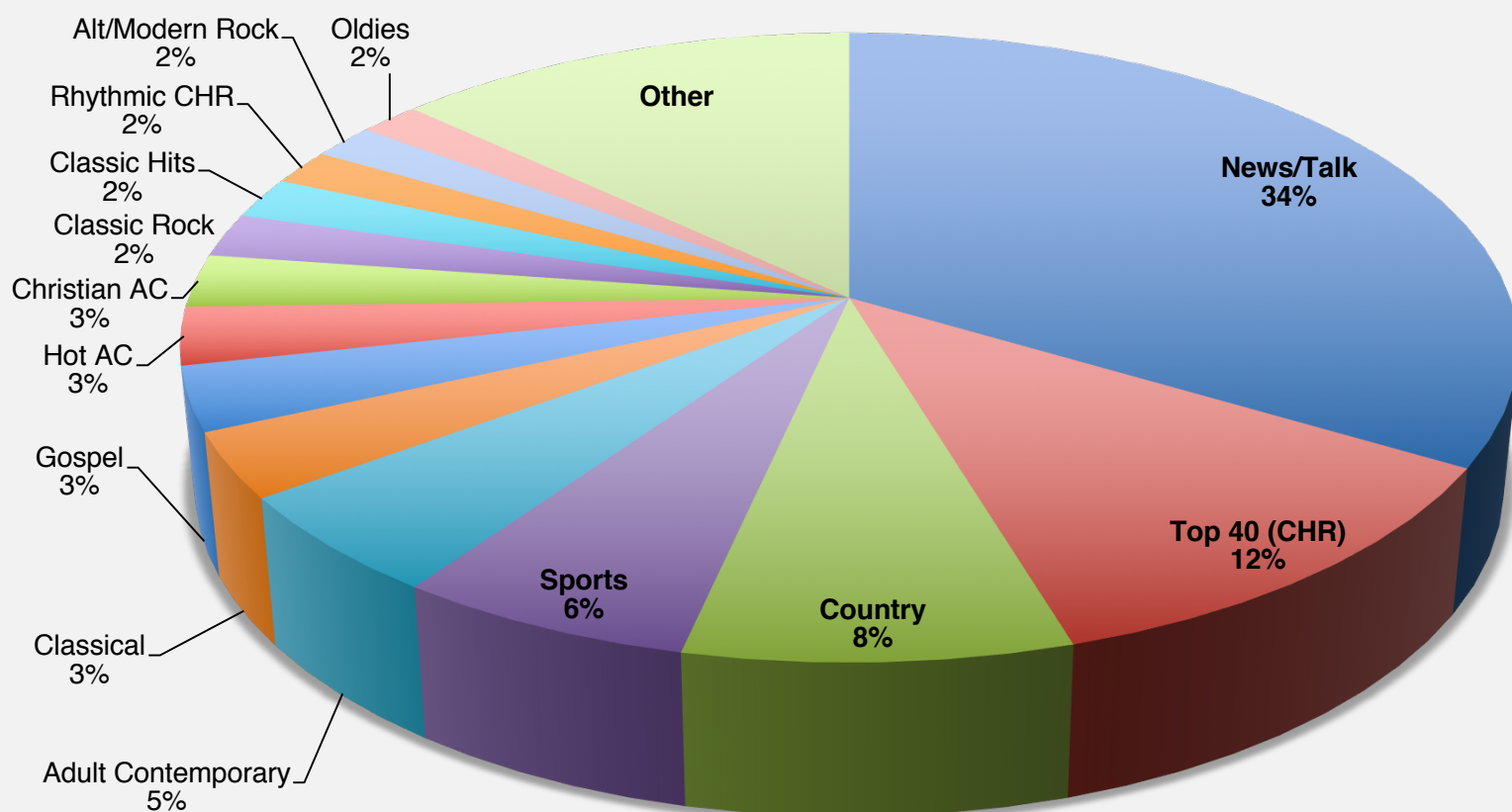
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes U.S. and International listening, as well as insights into listening trends.

March 2018 Digital Audio Insights & Trends

News/Talk and Top 40 (CHR) Formats Dominate on Smart Speakers in March 2018

34% of audio* streamed on smart speakers in March of 2018 was News/Talk, followed by Top 40 (12%), Country (8%), and Sports (6%).

* TLH, US Radio Broadcasters Only

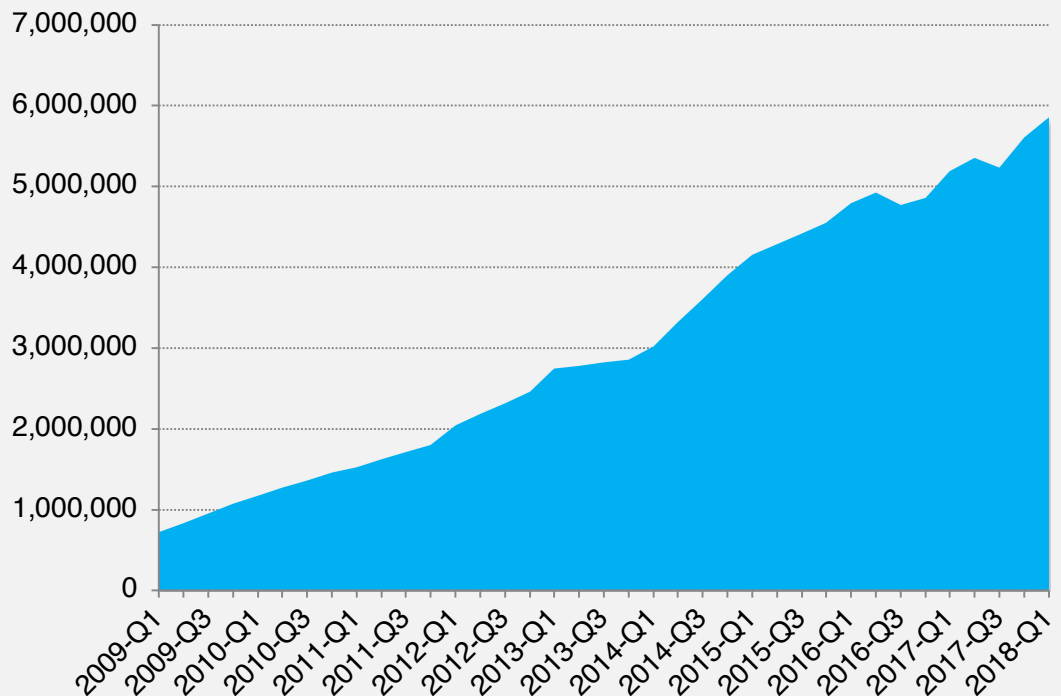


March 2018

Digital Audio Insights & Trends

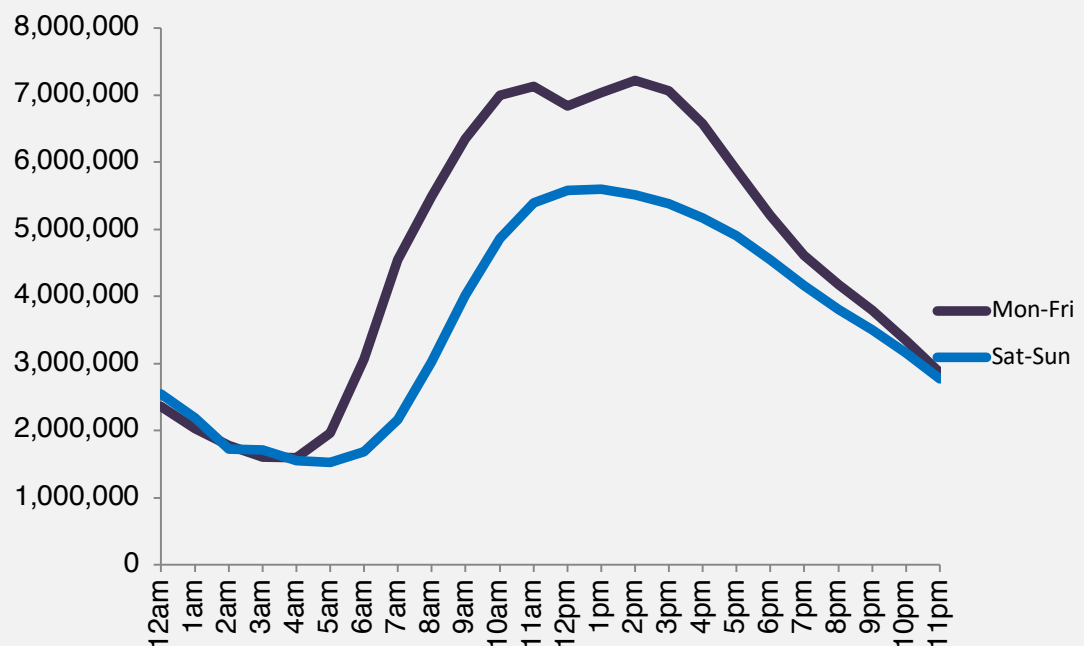
Total Weekday Listening Remains Steady at 6 Million in the U.S.

All measured clients within the U.S. reported a total of 6,002,217 Average Active Sessions (AAS) during the Monday through Friday 6am to 8pm daypart, and 5,084,160 AAS during the Monday through Sunday 6AM to Midnight daypart.



Weekday Listening Shows Highest Peak at 2:00pm

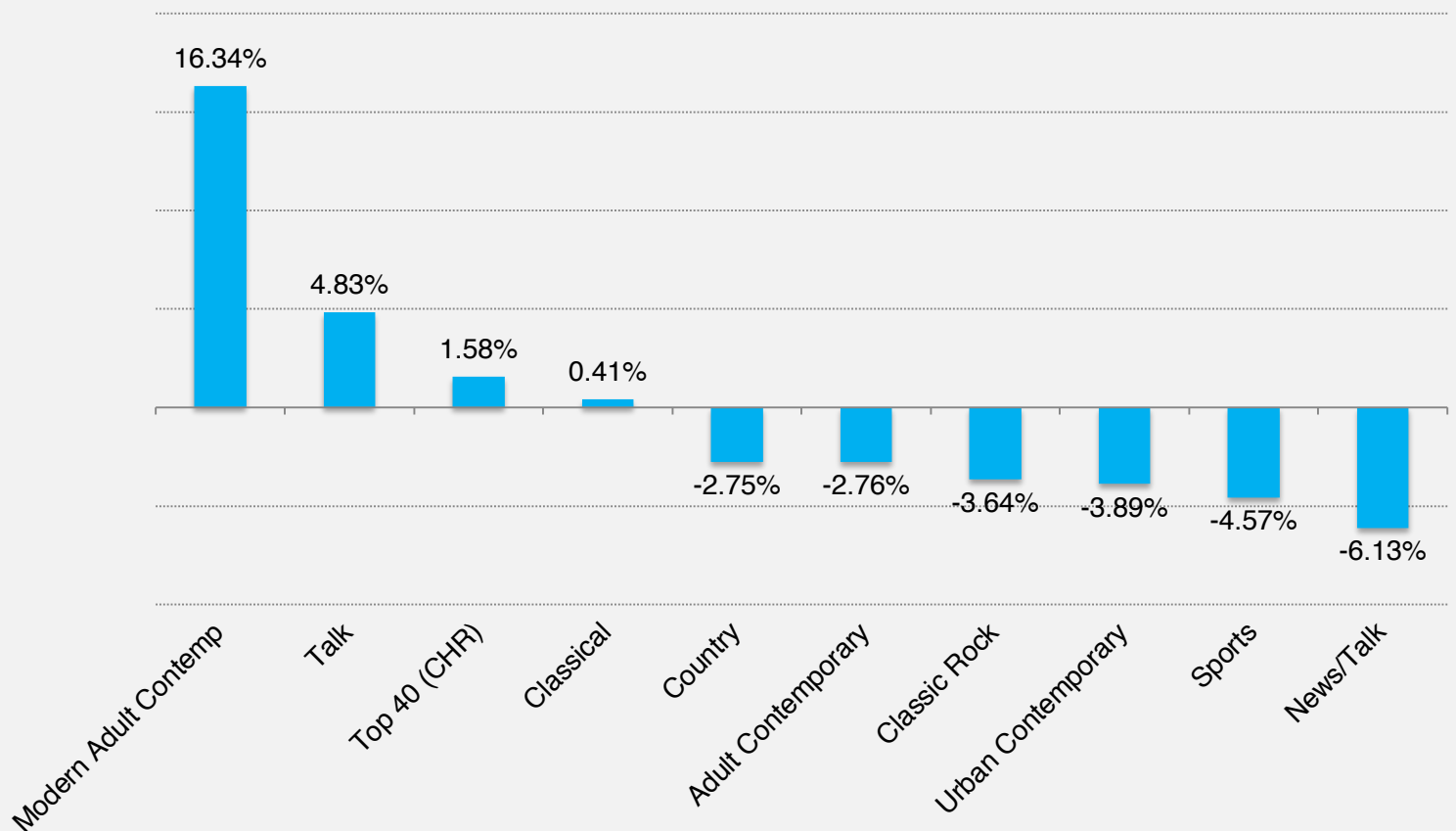
Midweek listening shows peak AAS occurring at 2pm in March of 2018. Over the weekend, listening shows peak AAS at 1pm, before gradually declining throughout the afternoon.



March 2018 Digital Audio Insights & Trends

Modern Adult Contemporary Format Shows Largest Increase at 16.34%

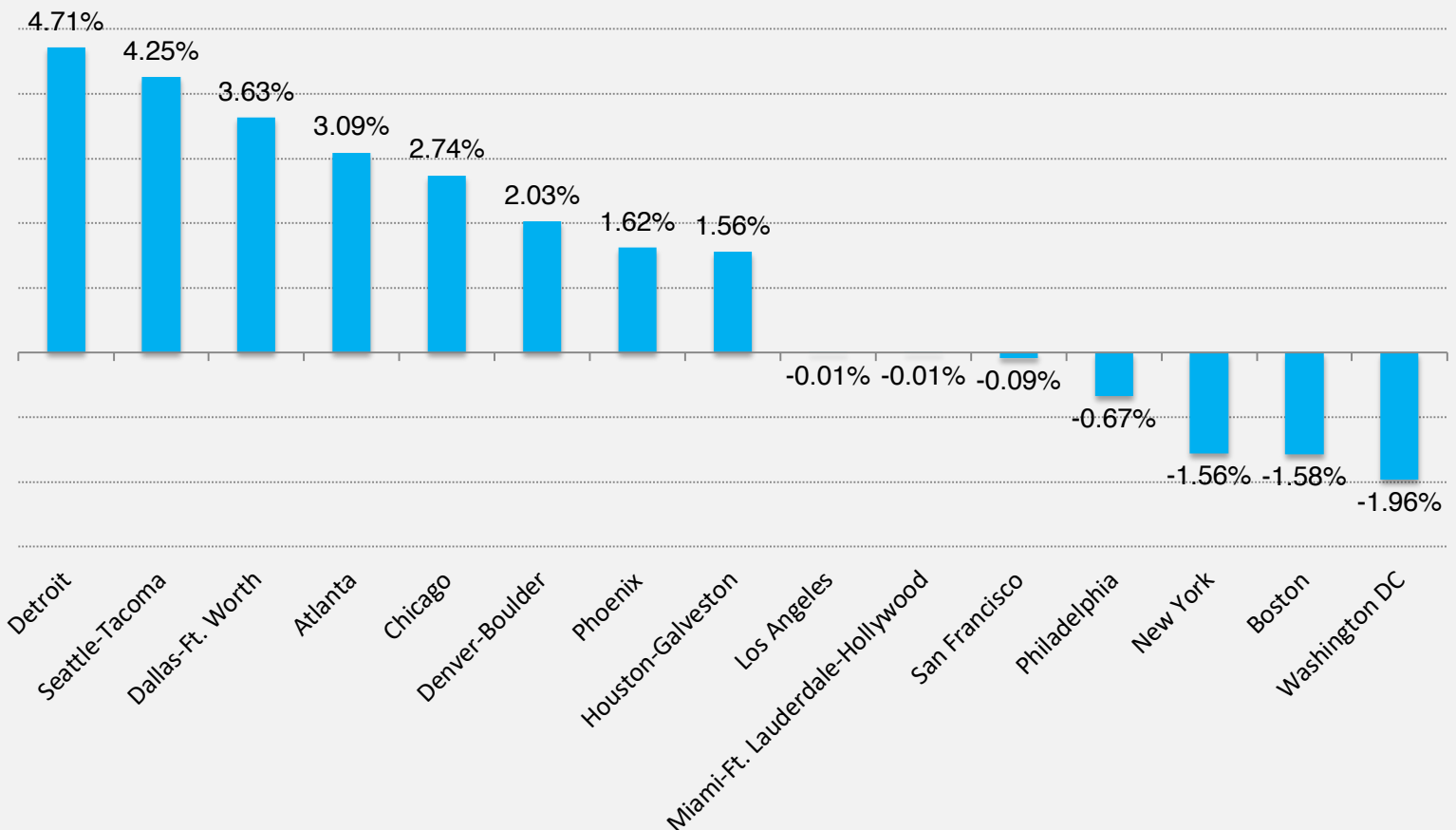
When compared to February 2018, the Modern Adult Contemporary format showed the largest increase at 16.34% in AAS during the Monday through Friday, 6am-7pm daypart.



March 2018 Digital Audio Insights & Trends

Detroit Market Shows Largest Increase at 4.71%

Looking at the Top 15 markets as compared to February 2018, the Detroit market showed the largest listening increase at 4.71% in AAS during the Monday through Friday 6am to 7pm daypart, followed by Seattle-Tacoma.



March 2018

Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for March 2018. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform. All metrics within the Webcast Metrics rankers include both ad supported and non-ad supported listening, globally, and in the US.

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 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	1,014,380	481,755,551	0.64
1	Pandora Corporate	2,581,787	1,407,087,782	0.56
2	Spotify Corporate	2,488,542	1,930,403,592	0.39
3	iHeartRadio	368,137	202,045,353	0.55
4	NPR Member Stations ²	79,683	27,247,007	0.87
5	Entercom Communications Corp.	78,017	33,163,128	0.71
6	Cumulus Streaming Network	65,476	25,023,976	0.78
7	Beasley Broadcasting Corporate ³	23,859	10,417,135	0.70
8	Univision	23,200	13,236,556	0.54
9	AccuRadio	21,908	2,742,824	2.38
10	EMF Corporate	21,114	5,096,362	1.24
11	ESPN Radio Corporate	19,257	9,765,718	0.60
12	Hubbard Broadcasting	16,779	4,375,736	1.14
13	Salem Communications	13,704	5,366,595	0.76
14	New York Public Radio	12,461	3,737,747	1.00
15	Urban One	10,655	4,223,346	0.76
16	Bonneville Corporate	10,465	3,762,508	0.84
17	Emmis Communications	9,974	4,261,268	0.71
18	Entravision Communications Corporation	6,161	3,151,510	0.60
19	Prisa Radio	5,939	3,315,667	0.67
20	Saga Communications	5,630	1,729,636	0.97

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: 1,816,218,819

Net Total Listening Hours: 1,805,982,534

Gross Active Sessions: 3,773,781,919

Net Active Sessions: 3,747,292,291

% Filtered Total Listening Hours: 99.44%

% Filtered Active Sessions: 99.30%

MARCH 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	1,027,502	488,594,168	0.65
1	iHeartRadio	373,954	205,697,410	0.55
2	Prisa Radio	107,558	38,692,238	0.86
3	NPR Member Stations ²	88,319	32,093,721	0.82
4	Entercom Communications Corp.	78,455	33,344,270	0.71
5	Cumulus Streaming Network	67,231	25,619,623	0.79
6	AccuRadio	37,518	4,909,436	2.24
7	Sky Radio B.V.	29,991	5,677,400	1.59
8	Beasley Broadcasting Corporate ³	24,350	10,580,363	0.70
9	Karnaval.com	23,960	11,681,052	0.61
10	Univision	23,208	13,241,710	0.54
11	EMF Corporate	22,356	5,537,345	1.21
12	ESPN Radio Corporate	20,024	10,182,476	0.60
13	Grupo Radio Centro	18,539	7,237,558	0.77
14	Grupo Renascenca	18,450	3,921,833	1.43
15	Hubbard Broadcasting	16,963	4,507,891	1.12
16	Salem Communications	13,892	5,438,911	0.76
17	New York Public Radio	13,547	4,168,864	0.97
18	Grupo Acir	13,011	3,678,036	1.06
19	CRP Radios	11,084	4,199,849	0.80
20	Urban One	10,709	4,242,972	0.76

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² Publisher experienced minor and varied data issues through the period

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Gross Total Listening Hours: 343,833,255

Net Total Listening Hours: 335,960,440

Gross Active Sessions: 474,655,609

Net Active Sessions: 460,767,502

% Filtered Total Listening Hours: 97.71%

% Filtered Active Sessions: 97.07%

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	679,036	610,771,095	0.61
1	Spotify Corporate	2,251,850	3,086,766,875	0.40
2	Pandora Corporate	2,172,348	2,177,887,065	0.55
3	iHeartRadio	267,172	281,232,122	0.52
4	NPR Member Stations ²	61,190	37,584,214	0.88
5	Entercom Communications Corp.	53,413	40,216,166	0.73
6	Cumulus Streaming Network	43,302	29,940,718	0.79
7	Beasley Broadcasting Corporate ³	15,774	12,373,493	0.70
8	Univision	15,396	15,573,174	0.55
9	AccuRadio	14,543	3,357,809	2.36
10	EMF Corporate	14,479	6,844,553	1.16
11	ESPN Radio Corporate	12,738	11,672,997	0.60
12	Hubbard Broadcasting	10,886	5,124,475	1.15
13	New York Public Radio	9,603	5,168,170	1.01
14	Salem Communications	9,197	6,408,399	0.78
15	Urban One	6,971	5,079,982	0.75
16	Emmis Communications	6,875	5,478,460	0.69
17	Bonneville Corporate	6,679	4,369,022	0.84
18	Prisa Radio	4,214	4,056,170	0.66
19	Entravision Communications Corporation	3,806	3,506,812	0.60
20	Saga Communications	3,710	2,073,337	0.97

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Gross Total Listening Hours: 2,795,343,330

Net Total Listening Hours: 2,781,410,484

Gross Active Sessions: 5,832,680,543

Net Active Sessions: 5,798,329,818

% Filtered Total Listening Hours: 99.50%

% Filtered Active Sessions: 99.41%

MARCH 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	689,958	583,958,008	0.62
1	iHeartRadio	272,050	286,917,449	0.52
2	Prisa Radio	80,032	52,233,869	0.83
3	NPR Member Stations ²	69,248	45,895,641	0.82
4	Entercom Communications Corp.	53,762	40,457,300	0.73
5	Cumulus Streaming Network	44,804	30,870,982	0.79
6	AccuRadio	26,345	6,492,628	2.18
7	Sky Radio B.V.	24,938	8,465,700	1.62
8	Karnaval.com	18,040	17,359,670	0.56
9	Beasley Broadcasting Corporate ³	16,138	12,596,110	0.71
10	EMF Corporate	15,501	7,515,014	1.13
11	Univision	15,403	15,581,135	0.55
12	ESPN Radio Corporate	13,347	12,269,269	0.60
13	Grupo Radio Centro	12,859	9,499,079	0.74
14	Grupo Renascenca	12,247	5,140,905	1.32
15	Hubbard Broadcasting	11,059	5,345,616	1.12
16	New York Public Radio	10,594	5,909,161	0.98
17	CRP Radios	9,919	6,646,341	0.82
18	Salem Communications	9,365	6,519,571	0.78
19	Grupo Acir	8,695	4,700,092	1.01
20	Grupo RPP	7,262	4,749,054	0.84

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Gross Total Listening Hours: 449,220,484

Net Total Listening Hours: 437,499,735

Gross Active Sessions: 639,743,178

Net Active Sessions: 618,595,552

% Filtered Total Listening Hours: 97.39%

% Filtered Active Sessions: 96.69%