

# Top 20 Ranker

## May 2018

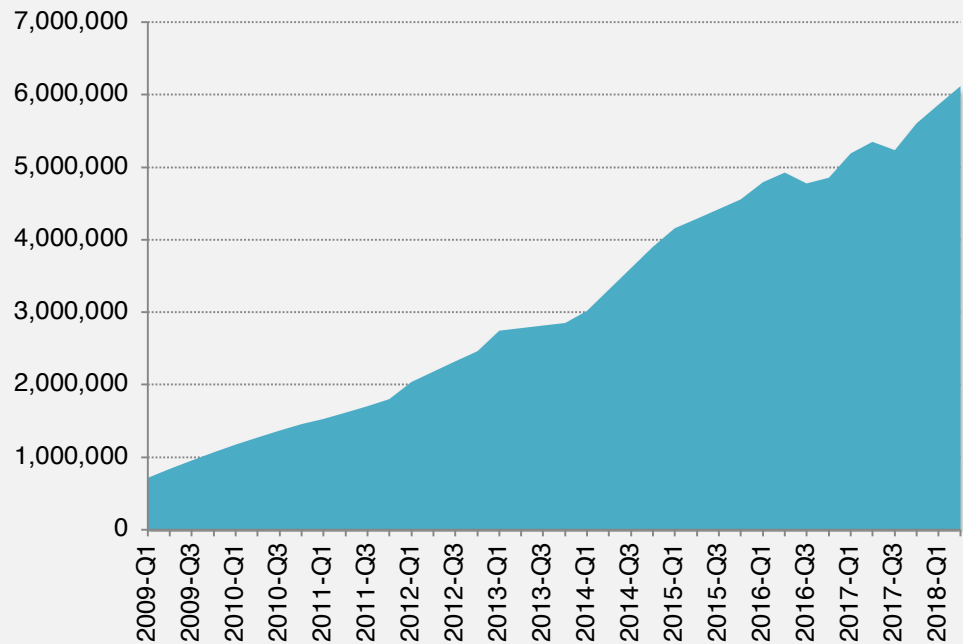
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes U.S. and Global listening, as well as insights into listening trends.

# May 2018

## Digital Audio Insights & Trends

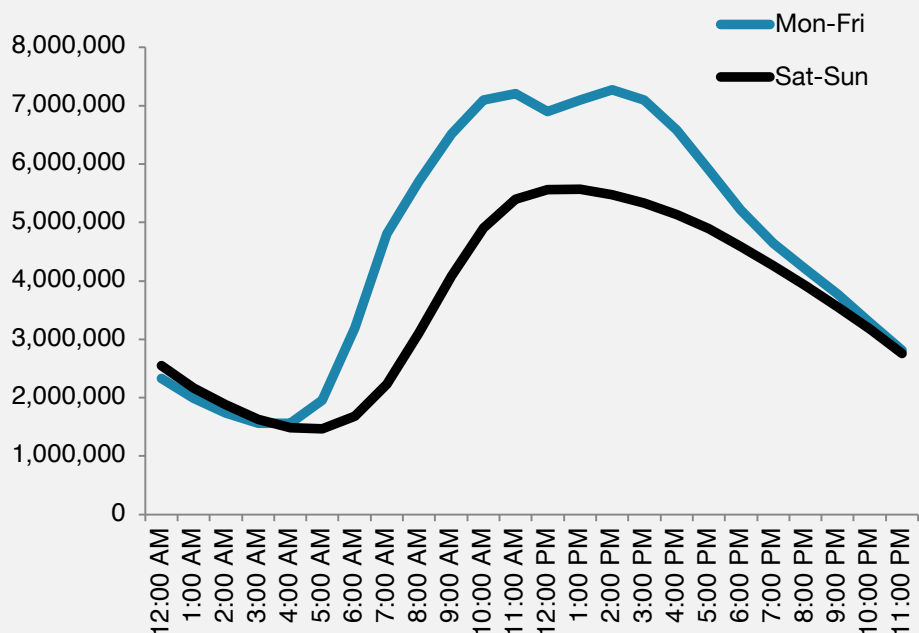
### Total Weekday Listening Remains Steady at 6.08 Million in the U.S.

All measured clients within the U.S. reported a total of 6,087,456 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 5,177,095 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



### Weekday Listening Shows Highest Peak at 2:00pm

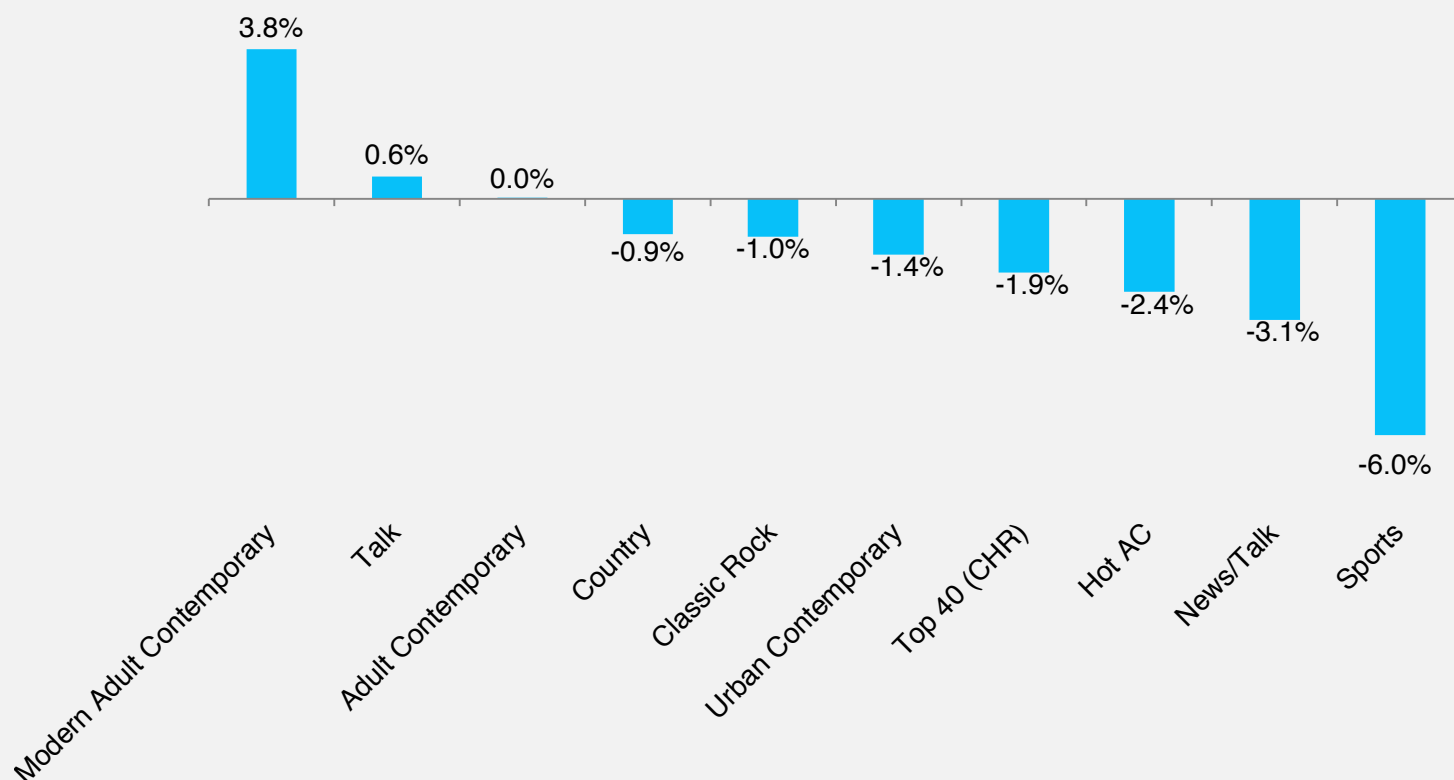
Midweek listening shows peak AAS occurring at 2pm in May of 2018. Over the weekend, listening shows peak AAS at 1pm, before gradually declining throughout the afternoon.



# May 2018 Digital Audio Insights & Trends

## Modern Adult Contemporary Format Shows Largest Increase at 3.82%

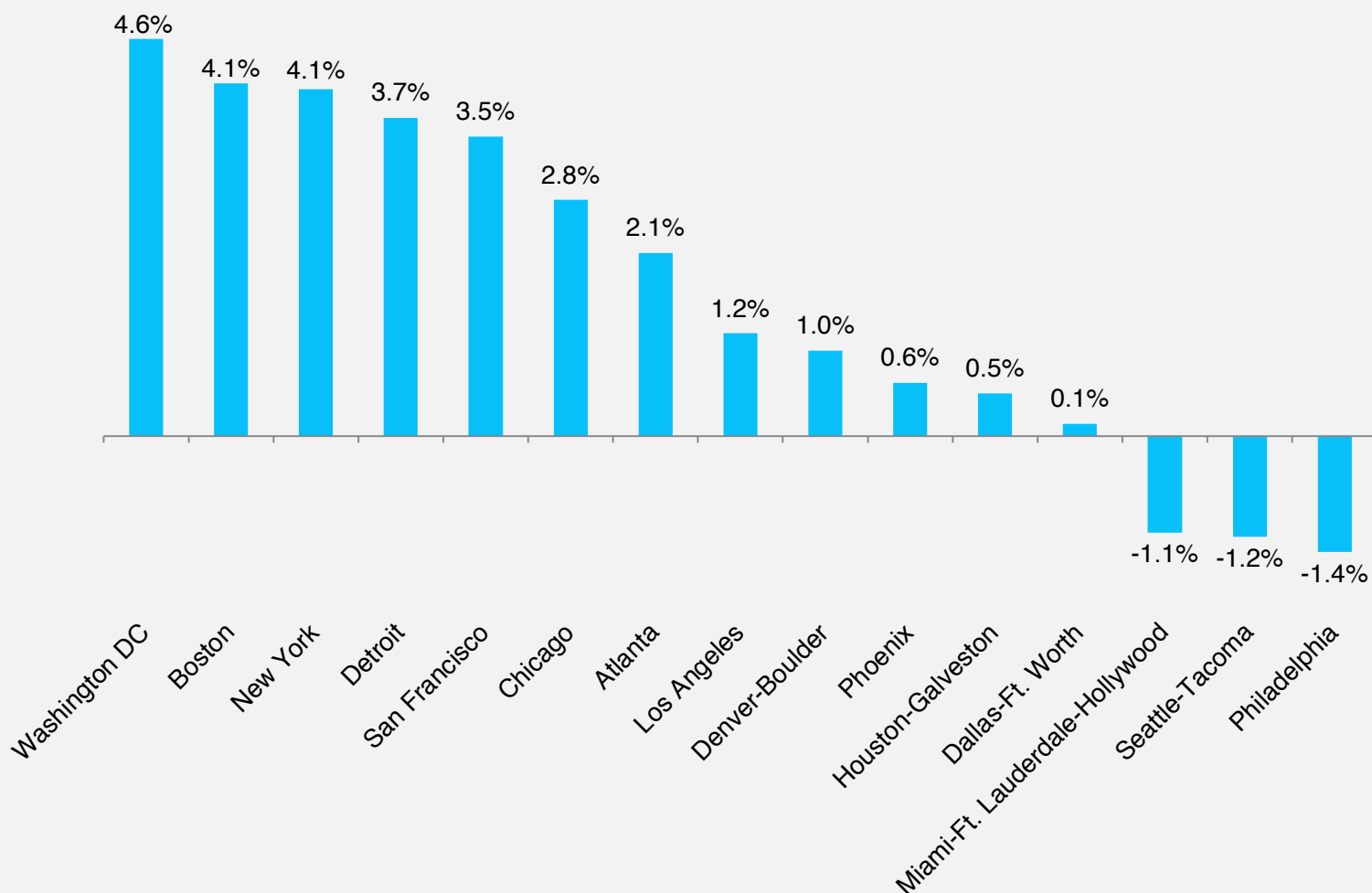
When compared to April 2018, the Modern Adult Contemporary format showed the largest increase at 3.82% in AAS during the Monday through Friday, 6am-7pm daypart.



# May 2018 Digital Audio Insights & Trends

## Washington DC Market Shows Largest Increase at 4.64%

Looking at the Top 15 markets as compared to April 2018, the Washington DC market showed the largest listening increase at 4.64% in AAS during the Monday through Friday 6am to 7pm daypart, followed by Boston.



# May 2018

## Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for May 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](http://www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf)

If you have any further questions, please contact: [Ranker@TritonDigital.com](mailto:Ranker@TritonDigital.com)

The May rankings can be found below.

## MAY 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 <sup>1</sup>	1,109,220	518,240,217	0.67
1	iHeartRadio	408,984	190,296,408	0.68
2	Prisa Radio	122,178	46,318,693	0.82
3	NPR Member Stations <sup>2</sup>	83,881	30,910,127	0.84
4	Entercom Communications Corp.	80,292	33,330,003	0.76
5	Cumulus Streaming Network	67,222	27,880,697	0.76
6	AccuRadio	33,295	4,469,295	2.27
7	Sky Radio B.V.	27,224	4,822,148	1.62
8	Beasley Broadcasting Corporate <sup>3</sup>	25,812	12,314,840	0.67
9	Univision	24,346	13,887,425	0.55
10	Karnaval.com	23,695	12,268,093	0.60
11	ESPN Radio Corporate	19,973	11,305,098	0.56
12	EMF Corporate	19,697	5,146,834	1.20
13	Grupo Radio Centro	19,153	8,072,769	0.74
14	Hubbard Broadcasting	17,859	5,135,392	1.08
15	Grupo Renascenca	17,211	3,365,395	1.63
16	Grupo Acir	14,782	4,368,611	1.06
17	Salem Communications	13,589	5,931,988	0.71
18	CRP Radios	13,324	4,836,046	0.87
19	New York Public Radio	12,234	4,098,923	0.93
20	Urban One	11,047	4,730,187	0.74

**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.

<sup>1</sup> iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

<sup>2</sup> Publisher experienced minor and varied data issues through the period

<sup>3</sup> 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: 367,487,951

Net Total Listening Hours: 359,711,745

Gross Active Sessions: 490,863,362

Net Active Sessions: 457,209,810

% Filtered Total Listening Hours: 97.88%

% Filtered Active Sessions: 93.14%

## MAY 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 <sup>1</sup>	1,095,160	511,447,915	0.67
1	Spotify Corporate	2,590,398	1,860,633,340	0.44
2	Pandora Corporate	2,551,854	1,474,698,499	0.55
3	iHeartRadio	402,531	186,810,761	0.68
4	Entercom Communications Corp.	79,824	33,158,825	0.75
5	NPR Member Stations <sup>2</sup>	75,777	27,273,124	0.86
6	Cumulus Streaming Network	65,476	27,241,204	0.75
7	Beasley Broadcasting Corporate <sup>3</sup>	25,302	12,140,476	0.66
8	Univision	24,338	13,882,579	0.55
9	ESPN Radio Corporate	19,148	10,781,776	0.56
10	EMF Corporate	18,591	4,727,507	1.23
11	AccuRadio	18,580	2,304,769	2.50
12	Hubbard Broadcasting	17,680	4,999,298	1.10
13	Salem Communications	13,401	5,852,164	0.71
14	New York Public Radio	11,233	3,692,281	0.95
15	Urban One	10,992	4,710,351	0.73
16	Bonneville Corporate	10,049	3,903,986	0.81
17	Emmis Communications	9,190	4,479,556	0.65
18	Prisa Radio	7,251	4,168,124	0.65
19	Entravision Communications Corporation	6,313	3,378,826	0.60
20	Saga Communications	5,580	1,826,421	0.95

**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.

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<sup>1</sup> iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

<sup>2</sup> Publisher experienced minor and varied data issues through the period

<sup>3</sup> Beasley Broadcasting Corporate includes Greater Media Corporate

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Gross Total Listening Hours: 1,927,473,375

Net Total Listening Hours: 1,920,249,455

Gross Active Sessions: 3,776,570,495

Net Active Sessions: 3,740,187,475

% Filtered Total Listening Hours: 99.63%

% Filtered Active Sessions: 99.04%

## MAY 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 <sup>1</sup>	765,228	647,831,606	0.65
1	iHeartRadio	304,285	252,367,651	0.66
2	Prisa Radio	91,317	62,356,193	0.81
3	NPR Member Stations <sup>2</sup>	66,277	42,108,291	0.85
4	Entercom Communications Corp.	55,354	39,556,446	0.76
5	Cumulus Streaming Network	46,099	33,001,160	0.76
6	AccuRadio	23,914	5,811,397	2.21
7	Sky Radio B.V.	22,431	7,091,415	1.68
8	Karnaval.com	18,013	17,531,386	0.56
9	Beasley Broadcasting Corporate <sup>3</sup>	17,571	14,440,963	0.67
10	Univision	16,096	16,117,870	0.55
11	ESPN Radio Corporate	14,727	15,473,741	0.52
12	EMF Corporate	14,013	6,825,136	1.12
13	Grupo Radio Centro	13,494	10,274,853	0.71
14	Hubbard Broadcasting	12,049	6,062,022	1.08
15	CRP Radios	11,848	7,377,985	0.88
16	Grupo Renascenca	11,769	4,382,309	1.48
17	Grupo Acir	10,007	5,375,958	1.02
18	New York Public Radio	9,604	5,498,338	0.95
19	Salem Communications	9,388	6,958,095	0.73
20	Grupo RPP	8,364	5,409,630	0.85

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Gross Total Listening Hours: 469,507,297  
 Net Total Listening Hours: 457,678,751

Gross Active Sessions: 648,139,421  
 Net Active Sessions: 592,905,210

% Filtered Total Listening Hours: 97.48%  
 % Filtered Active Sessions: 91.48%



## MAY 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 <sup>1</sup>	753,404	637,768,215	0.65
1	Spotify Corporate	2,337,386	2,887,120,598	0.45
2	Pandora Corporate	2,157,811	2,195,680,244	0.54
3	iHeartRadio	298,876	247,195,018	0.66
4	NPR Member Stations <sup>2</sup>	58,741	36,221,398	0.88
5	Entercom Communications Corp.	54,990	39,332,732	0.76
6	Cumulus Streaming Network	44,592	32,040,338	0.76
7	Beasley Broadcasting Corporate <sup>3</sup>	17,187	14,210,926	0.67
8	Univision	16,089	16,110,225	0.55
9	ESPN Radio Corporate	14,042	14,704,090	0.52
10	EMF Corporate	13,104	6,205,478	1.15
11	AccuRadio	12,701	2,771,759	2.49
12	Hubbard Broadcasting	11,878	5,839,187	1.10
13	Salem Communications	9,219	6,839,301	0.73
14	New York Public Radio	8,697	4,845,040	0.98
15	Urban One	7,386	5,561,632	0.73
16	Bonneville Corporate	6,800	4,554,514	0.82
17	Emmis Communications	6,725	5,825,173	0.63
18	Prisa Radio	5,119	5,093,804	0.65
19	Entravision Communications Corporation	4,046	3,738,412	0.60
20	Saga Communications	3,787	2,138,194	0.96

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Gross Total Listening Hours: 2,850,038,532

Net Total Listening Hours: 2,839,761,045

Gross Active Sessions: 5,646,833,280

Net Active Sessions: 5,590,068,864

% Filtered Total Listening Hours: 99.64%

% Filtered Active Sessions: 98.91%