

# Top 20 Ranker

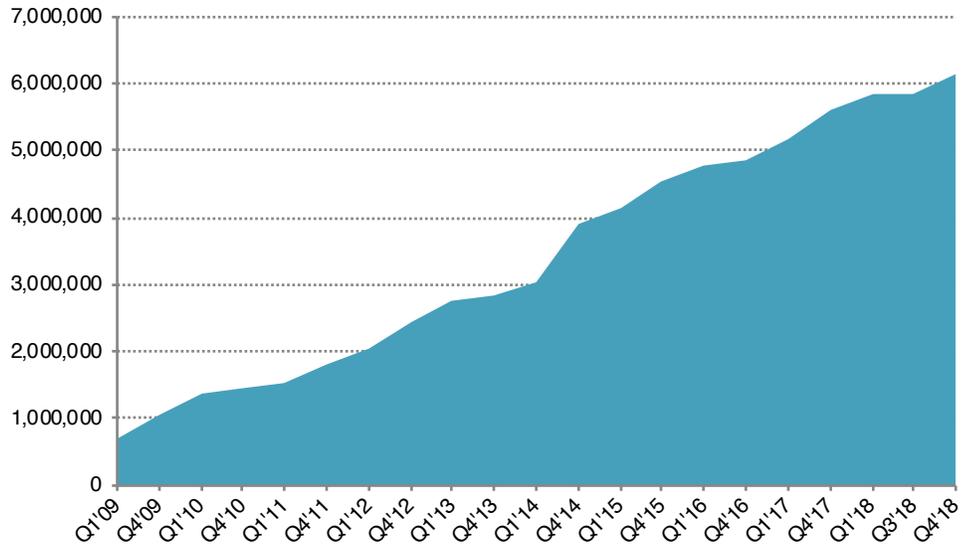
## October 2018

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.

# October 2018 Digital Audio Insights & Trends

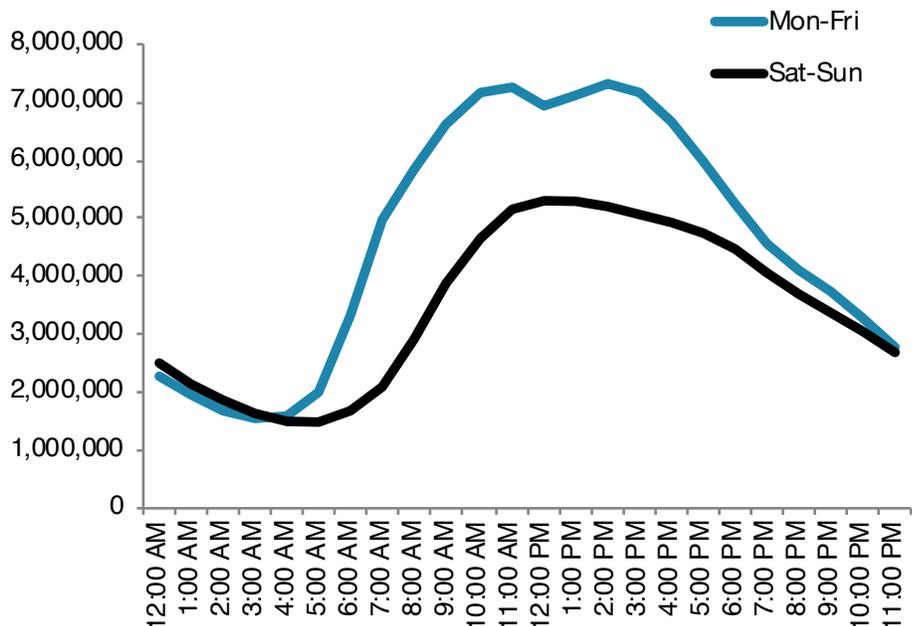
## Total Weekday Listening Remains Steady at 6.148 Million in the U.S.

All measured clients within the U.S. reported a total of 6,148,460 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 5,156,895 AAS during the Monday through Sunday 6:00AM to Midnight daypart.



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

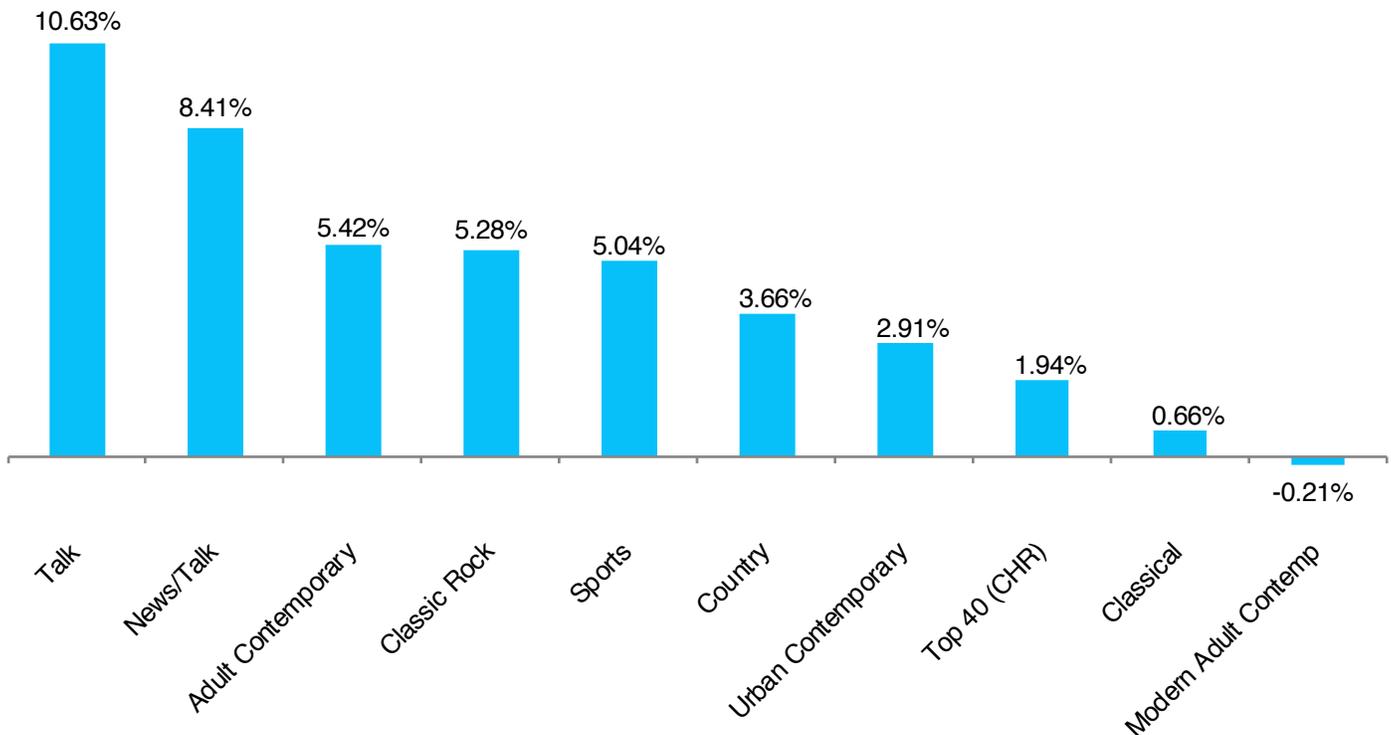
Midweek listening shows peak AAS occurring at 2pm in October of 2018. Over the weekend, listening shows peak AAS at 12pm, before gradually declining throughout the afternoon.



# October 2018 Digital Audio Insights & Trends

## Talk Shows Largest Increase at 10.63%

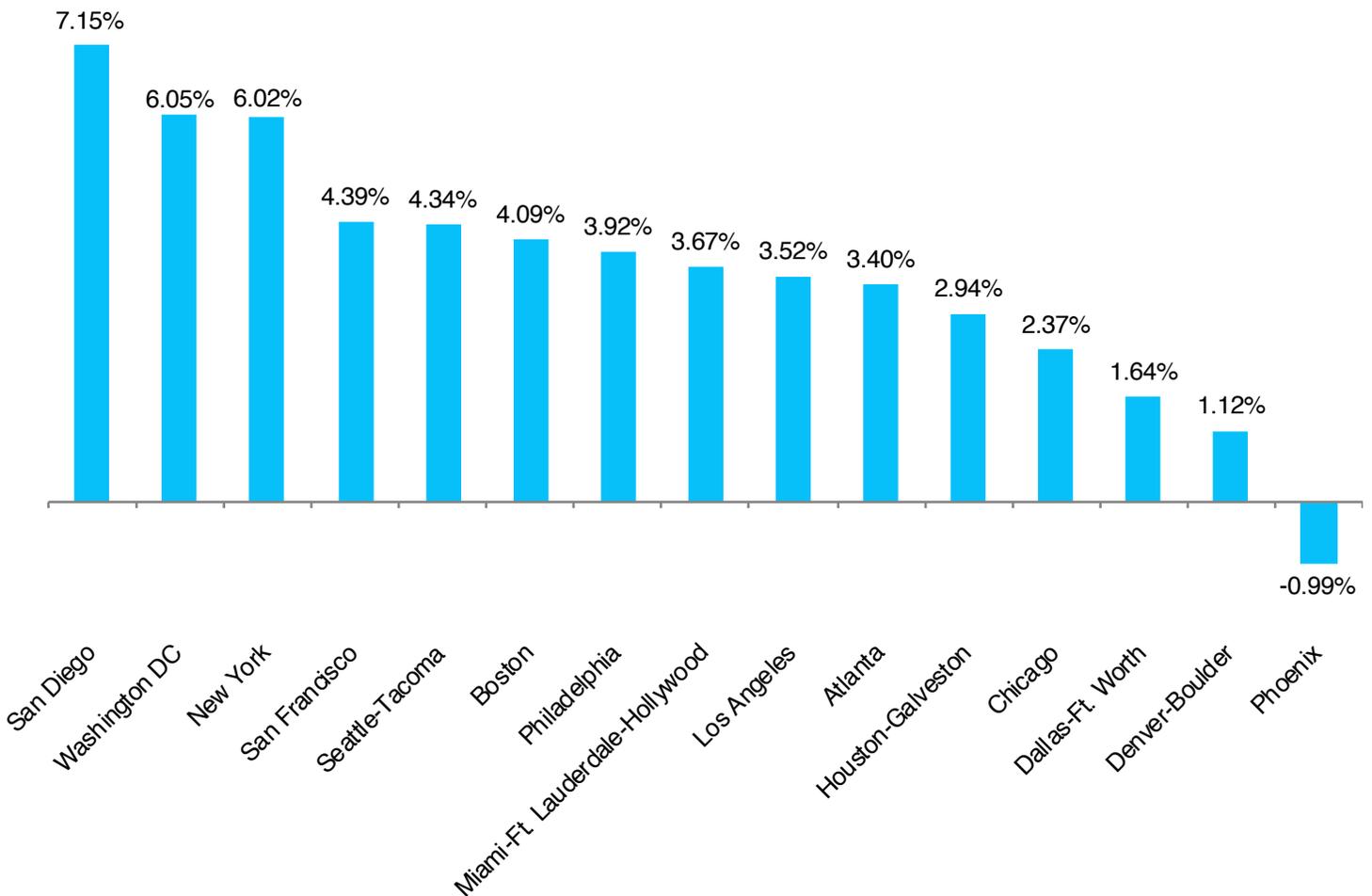
When compared to September 2018, the Talk format showed the largest increase at 10.63% in AAS during the Monday through Friday, 6am-7pm daypart.



# October 2018 Digital Audio Insights & Trends

## Atlanta Market Shows Largest Increase at 7.15%

Looking at the Top 15 markets as compared to September 2018, the Atlanta market showed the largest listening increase at 7.15% in AAS during the Monday through Friday 6am to 7pm daypart, followed by Boston.



# October 2018

## Digital Audio Top 20 Ranker

Triton Digital has released its monthly digital audio Top 20 Ranker for October 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 October rankings can be found below.

## OCTOBER GLOBAL RANKER (based on AAS)

DAYPART 6:00am to 8:00pm, Monday through Friday



Sales Network	Average Active Sessions	Session Starts	Average Time Spent Listening
iHeartMedia Network <sup>1</sup>	1,191,288	491,197,303	0.76
Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1 iHeartRadio	421,219	179,048,162	0.74
2 Prisa Radio	128,390	47,559,812	0.84
3 NPR Member Stations <sup>2</sup>	84,447	29,429,878	0.89
4 RADIO.COM <sup>3</sup>	79,722	40,295,092	0.62
5 Cumulus Streaming Network	74,596	30,764,434	0.76
6 AccuRadio	33,974	4,174,553	2.47
7 Bell Media	31,561	7,264,424	1.36
8 Sky Radio B.V.	28,924	5,286,362	1.66
9 Beasley Broadcasting Corporate	28,063	11,986,425	0.74
10 Univision	24,107	13,728,687	0.56
11 Karnaval.com	22,094	11,215,520	0.61
12 Grupo Radio Centro	21,767	9,424,617	0.72
13 ESPN Radio Corporate	20,689	12,027,956	0.54
14 Grupo Renascenca	19,081	3,167,255	1.91
15 Hubbard Broadcasting	17,996	5,306,748	1.06
16 EMF Corporate	17,425	4,662,322	1.17
17 Grupo Acir	16,926	5,251,226	1.01
18 Salem Communications	15,700	6,993,170	0.70
19 New York Public Radio	14,181	4,889,909	0.90
20 Urban One	13,286	6,145,524	0.68

**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 Entercom Communications Corp.'s streams are now listed as RADIO.COM

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: 367,686,785

Net Total Listening Hours: 358,755,375

Gross Active Sessions: 580,134,549

Net Active Sessions: 450,431,268

% Filtered Total Listening Hours: 97.57%

% Filtered Active Sessions: 77.64%

## OCTOBER US RANKER (based on AAS)

DAYPART 6:00am to 8:00pm, Monday through Friday

Sales Network	Average Active Sessions	Session Starts	Average Time Spent Listening
iHeartMedia Network <sup>1</sup>	1,174,499	483,595,114	0.76
Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1 Spotify Corporate	2,801,702	2,103,180,363	0.42
2 Pandora Corporate	2,391,741	1,396,280,220	0.54
3 iHeartRadio	413,756	175,452,285	0.74
4 RADIO.COM <sup>2</sup>	79,579	40,235,999	0.62
5 NPR Member Stations <sup>3</sup>	77,200	26,834,091	0.89
6 Cumulus Streaming Network	72,822	30,104,917	0.76
7 Beasley Broadcasting Corporate	27,534	11,807,545	0.74
8 Univision	24,099	13,723,736	0.56
9 ESPN Radio Corporate	19,956	11,621,565	0.54
10 AccuRadio	19,613	2,330,516	2.60
11 Hubbard Broadcasting	17,881	5,237,339	1.06
12 EMF Corporate	16,395	4,233,346	1.21
13 Salem Communications	15,481	6,899,632	0.70
14 Urban One	13,210	6,113,656	0.68
15 New York Public Radio	13,016	4,407,813	0.92
16 Bonneville Corporate	11,220	4,741,231	0.75
17 Emmis Communications	9,381	4,283,915	0.69
18 Prisa Radio	7,157	4,164,749	0.66
19 Entravision Communications Corporation	6,141	3,373,821	0.58
20 Saga Communications	5,971	1,989,277	0.93

**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> Entercom Communications Corp.'s streams are now listed as RADIO.COM

<sup>3</sup> 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: 1,957,119,821

Net Total Listening Hours: 1,946,120,434

Gross Active Sessions: 4,043,662,577

Net Active Sessions: 3,908,172,668

% Filtered Total Listening Hours: 99.44%

% Filtered Active Sessions: 96.65%

## OCTOBER GLOBAL RANKER (based on AAS)

DAYPART 6:00am to 12:00am, Monday through Sunday



Sales Network	Average Active Sessions	Session Starts	Average Time Spent Listening
iHeartMedia Network <sup>1</sup>	815,013	583,858,751	0.76
Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1 iHeartRadio	307,631	230,167,857	0.73
2 Prisa Radio	95,243	63,636,842	0.82
3 NPR Member Stations <sup>2</sup>	65,432	39,152,633	0.91
4 RADIO.COM <sup>3</sup>	53,831	47,002,939	0.63
5 Cumulus Streaming Network	50,826	36,017,339	0.77
6 AccuRadio	24,463	5,343,760	2.45
7 Sky Radio B.V.	24,238	7,780,951	1.73
8 Bell Media	22,133	8,995,769	1.34
9 Beasley Broadcasting Corporate	18,837	13,792,935	0.75
10 ESPN Radio Corporate	16,838	18,209,537	0.51
11 Karnaval.com	16,689	15,837,897	0.57
12 Univision	15,827	15,699,009	0.55
13 Grupo Radio Centro	15,233	11,821,804	0.70
14 Grupo Renascenca	12,890	4,163,682	1.71
15 EMF Corporate	12,354	6,118,837	1.10
16 Hubbard Broadcasting	12,107	6,141,224	1.07
17 Grupo Acir	11,436	6,440,190	0.97
18 CRP Radios	11,212	7,481,225	0.83
19 New York Public Radio	11,062	6,484,942	0.93
20 Salem Communications	10,772	8,065,951	0.72

**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> Entercom Communications Corp.'s streams are now listed as RADIO.COM

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: 465,727,992  
Net Total Listening Hours: 451,452,146

Gross Active Sessions: 781,385,638  
Net Active Sessions: 569,687,207

% Filtered Total Listening Hours: 96.93%  
% Filtered Active Sessions: 72.91%

## OCTOBER US RANKER (based on AAS)

DAYPART 6:00am to 12:00am, Monday through Sunday

Sales Network	Average Active Sessions	Session Starts	Average Time Spent Listening
iHeartMedia Network <sup>1</sup>	801,244	572,817,241	0.76
Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1 Spotify Corporate	2,501,256	3,207,507,942	0.43
2 Pandora Corporate	1,974,202	2,031,173,308	0.54
3 iHeartRadio	301,389	224,855,622	0.73
4 NPR Member Stations <sup>2</sup>	58,927	35,028,400	0.91
5 RADIO.COM <sup>3</sup>	53,720	46,922,028	0.63
6 Cumulus Streaming Network	49,305	35,038,629	0.77
7 Beasley Broadcasting Corporate	18,443	13,564,458	0.75
8 ESPN Radio Corporate	16,153	17,522,631	0.51
9 Univision	15,819	15,691,364	0.55
10 AccuRadio	13,466	2,771,480	2.64
11 Hubbard Broadcasting	11,999	6,028,309	1.08
12 EMF Corporate	11,509	5,491,375	1.14
13 Salem Communications	10,579	7,927,633	0.72
14 New York Public Radio	10,018	5,718,073	0.95
15 Urban One	8,748	7,034,537	0.68
16 Bonneville Corporate	7,615	5,653,498	0.74
17 Emmis Communications	6,571	5,253,504	0.69
18 Prisa Radio	5,008	5,003,879	0.65
19 Saga Communications	4,042	2,335,212	0.94
20 Entravision Communications Corporation	3,924	3,715,102	0.58

**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 Entercom Communications Corp.'s streams are now listed as RADIO.COM

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: 2,852,524,612

Net Total Listening Hours: 2,836,142,593

Gross Active Sessions: 5,956,267,997

Net Active Sessions: 5,740,068,385

% Filtered Total Listening Hours: 99.43%

% Filtered Active Sessions: 96.37%