

# Top 20 Ranker

## July 2018

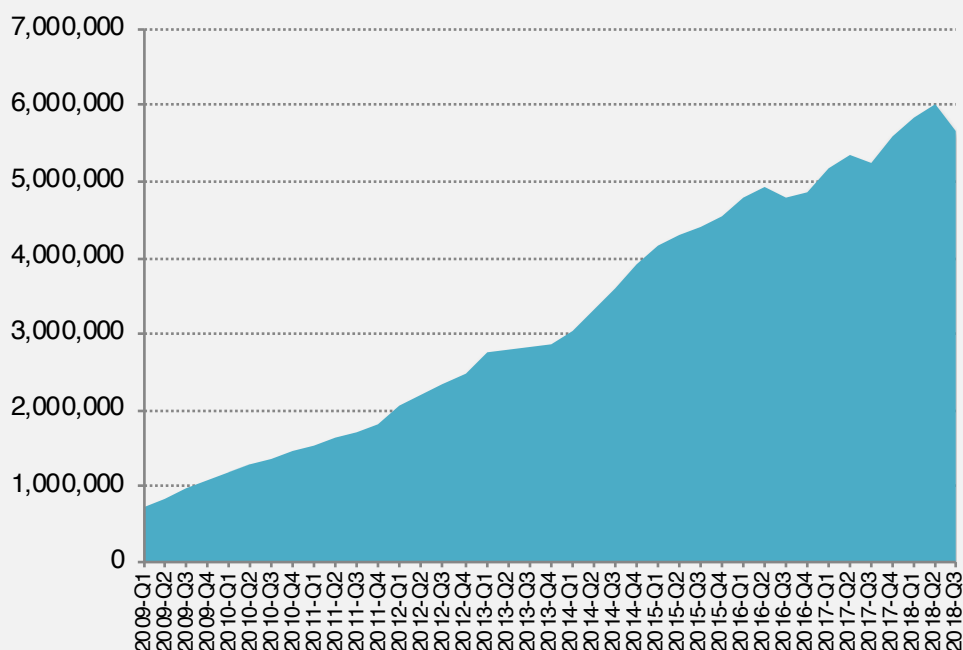
The Top 20 Ranker is a listing of the top performing digital audio publishers and networks measured by the MRC Accredited Webcast Metrics® platform. It includes U.S. and Global listening, as well as insights into listening trends.

# July 2018

## Digital Audio Insights & Trends

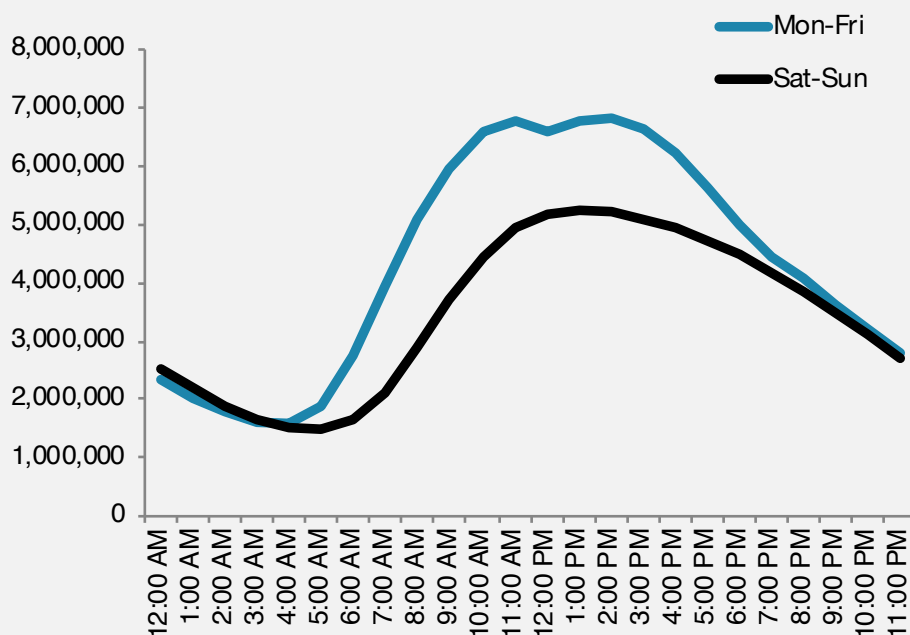
### Total Weekday Listening Remains Steady at 5.65 Million in the U.S.

All measured clients within the U.S. reported a total of 5,650,930 Average Active Sessions (AAS) during the Monday through Friday 6:00am to 8:00pm daypart, and 4,821,143 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 July of 2018. Over the weekend, listening shows peak AAS at 1pm, before gradually declining throughout the afternoon.



# July 2018

## Digital Audio Top 20 Ranker

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

## JULY 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>	1,050,184	412,579,681	0.77
1	iHeartRadio	382,357	161,922,359	0.71
2	Prisa Radio	112,258	41,327,054	0.81
3	NPR Member Stations <sup>2</sup>	73,524	25,396,461	0.86
4	RADIO.COM <sup>3</sup>	69,894	28,465,586	0.74
5	Cumulus Streaming Network	61,477	23,797,821	0.78
6	AccuRadio	31,817	3,599,897	2.56
7	Sky Radio B.V.	25,829	4,278,090	1.67
8	Bell Media	25,466	5,619,368	1.36
9	Karnaval.com	22,905	10,962,944	0.62
10	Beasley Broadcasting Corporate	22,712	9,448,619	0.73
11	Univision	20,894	11,296,968	0.56
12	EMF Corporate	18,105	4,434,669	1.22
13	ESPN Radio Corporate	17,868	8,691,566	0.62
14	Grupo Radio Centro	17,699	7,033,879	0.75
15	Grupo Renascenca	17,426	2,824,736	1.87
16	Hubbard Broadcasting	16,513	4,591,897	1.07
17	Grupo Acir	14,220	4,191,740	1.02
18	CRP Radios	12,644	4,356,515	0.88
19	Salem Communications	12,579	5,256,912	0.71
20	New York Public Radio	12,393	3,919,160	0.94



**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: 334,237,713

Net Total Listening Hours: 321,856,798

Gross Active Sessions: 533,848,692

Net Active Sessions: 391,369,744

% Filtered Total Listening Hours: 96.30%

% Filtered Active Sessions: 73.31%

## JULY 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>	1,035,280	405,844,104	0.77
1	Spotify Corporate	2,483,791	1,644,650,501	0.46
2	Pandora Corporate	2,323,239	1,368,354,102	0.52
3	iHeartRadio	375,758	158,683,057	0.71
4	RADIO.COM <sup>2</sup>	69,669	28,382,919	0.74
5	NPR Member Stations <sup>3</sup>	66,601	22,742,003	0.87
6	Cumulus Streaming Network	59,849	23,214,191	0.77
7	Beasley Broadcasting Corporate	22,233	9,295,796	0.73
8	Univision	20,886	11,292,518	0.56
9	AccuRadio	17,867	1,872,820	2.81
10	ESPN Radio Corporate	17,198	8,345,567	0.62
11	EMF Corporate	17,043	4,049,292	1.26
12	Hubbard Broadcasting	16,351	4,481,828	1.09
13	Salem Communications	12,389	5,184,249	0.71
14	New York Public Radio	11,342	3,519,947	0.96
15	Urban One	10,746	4,644,700	0.69
16	Bonneville Corporate	8,530	3,262,873	0.79
17	Emmis Communications	8,240	3,671,596	0.68
18	Prisa Radio	6,268	3,758,171	0.65
19	Saga Communications	5,280	1,672,993	0.94
20	Entravision Communications Corporation	4,977	2,588,725	0.59

**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>2</sup> Entercom Communications Corp.'s streams are now listed as RADIO.COM

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Gross Total Listening Hours: 1,722,266,971

Net Total Listening Hours: 1,711,943,931

Gross Active Sessions: 3,500,996,637

Net Active Sessions: 3,358,109,104

% Filtered Total Listening Hours: 99.40%

% Filtered Active Sessions: 95.92%

## JULY 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>	713,552	516,284,968	0.75
1	iHeartRadio	280,024	222,452,428	0.69
2	Prisa Radio	82,186	56,344,560	0.81
3	NPR Member Stations <sup>2</sup>	57,630	35,841,924	0.87
4	RADIO.COM <sup>3</sup>	47,481	35,076,481	0.74
5	Cumulus Streaming Network	41,277	28,788,295	0.78
6	AccuRadio	22,468	4,862,825	2.47
7	Sky Radio B.V.	20,754	6,526,105	1.68
8	Bell Media	17,647	7,349,994	1.31
9	Karnaval.com	17,081	16,185,591	0.57
10	Beasley Broadcasting Corporate	15,225	11,440,650	0.73
11	Univision	13,462	13,375,502	0.55
12	EMF Corporate	12,676	6,085,743	1.14
13	Grupo Radio Centro	12,296	9,348,174	0.72
14	ESPN Radio Corporate	11,636	10,207,322	0.62
15	Grupo Renascenca	11,361	3,663,614	1.71
16	CRP Radios	10,961	6,844,055	0.88
17	Hubbard Broadcasting	10,878	5,525,871	1.07
18	New York Public Radio	9,570	5,409,427	0.96
19	Grupo Acir	9,332	5,282,072	0.97
20	Salem Communications	8,499	6,294,953	0.73



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Gross Total Listening Hours: 439,272,469

Net Total Listening Hours: 419,484,622

Gross Active Sessions: 770,485,108

Net Active Sessions: 521,964,749

% Filtered Total Listening Hours: 95.50%

% Filtered Active Sessions: 67.74%

## JULY 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>	701,365	506,022,574	0.76
1	Spotify Corporate	2,253,647	2,734,729,167	0.46
2	Pandora Corporate	1,969,497	2,115,358,406	0.51
3	iHeartRadio	274,540	217,433,026	0.69
4	NPR Member Stations <sup>2</sup>	51,229	31,407,137	0.89
5	RADIO.COM <sup>3</sup>	47,311	34,966,809	0.74
6	Cumulus Streaming Network	39,891	27,887,769	0.78
7	Beasley Broadcasting Corporate	14,866	11,230,093	0.73
8	Univision	13,455	13,368,341	0.55
9	AccuRadio	11,997	2,348,070	2.77
10	EMF Corporate	11,816	5,496,181	1.18
11	ESPN Radio Corporate	11,103	9,703,066	0.62
12	Hubbard Broadcasting	10,726	5,342,095	1.09
13	New York Public Radio	8,630	4,748,461	0.99
14	Salem Communications	8,333	6,183,466	0.73
15	Urban One	6,989	5,555,027	0.69
16	Emmis Communications	5,808	4,835,253	0.66
17	Bonneville Corporate	5,660	3,904,271	0.80
18	Prisa Radio	4,269	4,559,625	0.64
19	Saga Communications	3,520	2,018,492	0.95
20	Entravision Communications Corporation	3,091	2,924,723	0.58

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Gross Total Listening Hours: 2,670,868,754

Net Total Listening Hours: 2,654,058,300

Gross Active Sessions: 5,544,882,406

Net Active Sessions: 5,296,104,690

% Filtered Total Listening Hours: 99.37%

% Filtered Active Sessions: 95.51%