



FOR IMMEDIATE RELEASE

Ando Media, LLC

617-801-2636

[ranker@andomedia.com](mailto:ranker@andomedia.com)

[www.andomedia.com](http://www.andomedia.com)

## **Ando Media Releases December Internet Audio Top 20 Rankers**

Boston, MA – February 24, 2011 – Ando Media has released its monthly Internet audio Top 20 Rankers for December. The Ranker is a listing of the top-performing Internet 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 a 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 “Domestic” and “All Streams.” The “Domestic” Ranker quantifies listening done inside the U.S. based on log-based information provided by the station. The “All Streams” Ranker merely verifies the quantity of streams without qualifying where they are being consumed.

For more information on measurement collection and limitations, please view the Ando Description of Methodology available at [www.andomedia.com/DOM](http://www.andomedia.com/DOM)

If you have any further questions, please contact [ranker@andomedia.com](mailto:ranker@andomedia.com).  
See December rankings below:

**DECEMBER DOMESTIC RANKER (based on AAS)~**

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	<b>Katz Online Network~</b>	<b>259,527</b>	<b>55,080,543</b>	<b>1.49</b>
1	Pandora Corporate	642,614	236,866,284	0.86
2	CBS Radio Inc. <sup>°</sup>	168,410	51,590,626	1.04
3	Clear Channel Radio <sup>∞</sup>	133,692	30,826,459	1.37
4	Citadel Broadcasting Company	41,210	9,037,074	1.43
5	Slacker, Inc. <sup>3</sup>	33,894	13,513,252	0.80
6	Entercom Communications Corp. <sup>∞</sup>	28,302	6,504,945	1.37
7	ESPN Radio Corporate	20,466	5,554,882	1.16
8	Cox Radio Inc. <sup>∞</sup>	19,171	4,080,620	1.48
9	Cumulus Media, Inc. <sup>∞</sup>	14,888	2,973,677	1.58
10	Digitally Imported Inc. <sup>∞</sup>	11,459	2,692,488	1.32
11	AccuRadio <sup>2</sup> <sup>∞</sup>	10,223	1,290,041	2.49
12	EMF Corporate	10,022	1,683,224	1.64
13	Radio One <sup>∞</sup>	9,692	1,706,775	1.78
14	Emmis Communications <sup>∞</sup>	7,652	2,143,781	1.13
15	Bonneville Corporate <sup>∞</sup>	7,425	663,925	3.48
16	Greater Media Corporate <sup>∞</sup>	7,290	719,468	3.15
17	Salem Communications	7,060	700,585	3.12
18	977Music.com Corporate <sup>∞</sup>	6,311	1,447,184	1.37
19	Univision <sup>∞</sup>	5,715	2,010,934	0.90
20	Townsquare Media <sup>∞</sup>	5,546	1,010,811	1.71

**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.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

~Excludes the following groups: radioio.com, LLC, Boomer Radio, audiocandy mediagroup LLC, WOR Radio, 3WK LLC, SmoothJazz.com Corp., and Choice Radio Corporate

<sup>°</sup> AOL Radio and Yahoo LaunchCast are part of CBS Radio Inc.

<sup>∞</sup> These groups are part of the Katz Online Network

<sup>2</sup> Does not include mobile data

<sup>3</sup> Slacker, Inc. includes mobile data for the first time

**DECEMBER ALL STREAMS RANKER (based on AAS)<sup>1</sup>**

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	<b>Katz Online Network</b>	<b>327,412</b>	<b>*</b>	<b>*</b>
1	CBS Radio Inc. <sup>°</sup>	175,634	54,127,366	1.03
2	Digitally Imported Inc. <sup>∞</sup>	63,785	*	*
3	977Music.com Corporate <sup>∞</sup>	45,015	*	*
4	Slacker, Inc. <sup>3</sup>	35,528	14,179,206	0.80
5	Entercom Communications Corp. <sup>∞</sup>	29,968	7,071,227	1.34
6	I.FM Corporate <sup>∞</sup>	25,656	*	*
7	ESPN Radio Corporate	21,308	5,789,537	1.16
8	Cox Radio Inc. <sup>∞</sup>	20,383	4,489,338	1.42
9	AccuRadio <sup>2</sup> <sup>∞</sup>	18,187	2,559,523	2.17
10	Cumulus Media, Inc. <sup>∞</sup>	15,437	3,154,097	1.54
11	EMF Corporate	10,930	1,881,697	1.61
12	Radio One <sup>∞</sup>	9,857	1,744,722	1.77
13	DotI Media Corporation	9,792	3,256,590	0.93
14	Emmis Communications <sup>∞</sup>	8,634	2,609,330	1.04
15	Greater Media Corporate <sup>∞</sup>	7,606	754,340	3.12
16	Bonneville Corporate <sup>∞</sup>	7,575	682,533	3.45
17	Salem Communications	7,351	734,604	3.08
18	Univision <sup>∞</sup>	6,584	2,228,689	0.94
19	Townsquare Media <sup>∞</sup>	5,796	1,072,196	1.69
20	Saga Communications <sup>∞</sup>	4,155	370,193	3.41

**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.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

<sup>1</sup> December All Streams Ranker does not include Clear Channel Radio, Citadel Broadcasting Company, and Pandora Corporate

\* Ando Media only records the real time listening statistics for these channels and therefore is not accurately able to determine the total amount of sessions listening to the stream-Requires optional Log or Pixel Tracking

<sup>°</sup> AOL Radio and Yahoo LaunchCast are part of CBS Radio Inc.

<sup>∞</sup> These groups are part of the Katz Online Network

<sup>2</sup> Does not include mobile data

<sup>3</sup> Slacker, Inc. includes mobile data for the first time

**DECEMBER DOMESTIC RANKER (based on AAS)~**

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	Katz Online Network~	178,241	71,020,864	1.38
1	Pandora Corporate	542,863	354,667,047	0.84
2	CBS Radio Inc.°	115,457	65,560,744	0.97
3	Clear Channel Radio ∞	90,118	40,502,728	1.22
4	Citadel Broadcasting Company	28,497	10,915,882	1.42
5	Slacker, Inc. 3	25,922	19,935,153	0.72
6	Entercom Communications Corp. ∞	19,498	7,947,585	1.35
7	ESPN Radio Corporate	14,190	7,084,264	1.10
8	Cox Radio Inc. ∞	13,179	4,976,235	1.45
9	Cumulus Media, Inc. ∞	10,022	3,626,042	1.51
10	Digitally Imported Inc. ∞	9,433	3,749,481	1.37
11	AccuRadio2 ∞	7,674	1,659,058	2.54
12	EMF Corporate	7,128	2,278,278	1.54
13	Radio One ∞	6,376	2,037,199	1.71
14	Emmis Communications ∞	5,625	2,935,880	1.05
15	Salem Communications	5,108	823,392	3.37
16	Bonneville Corporate ∞	5,105	776,282	3.58
17	Greater Media Corporate ∞	5,008	837,150	3.25
18	977Music.com Corporate ∞	4,661	1,852,087	1.38
19	Univision ∞	4,174	2,674,629	0.86
20	Dot1 Media Corporation	3,796	1,895,915	1.10

**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.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

~Excludes the following groups: radioio.com, LLC, Boomer Radio, audiocandy mediagroup LLC, WOR Radio, 3WK LLC, SmoothJazz.com Corp., and Choice Radio Corporate

° AOL Radio and Yahoo LaunchCast are part of CBS Radio Inc.

∞ These groups are part of the Katz Online Network

2 Does not include mobile data

3 Slacker, Inc. includes mobile data for the first time

**DECEMBER ALL STREAMS RANKER (based on AAS)<sup>1</sup>**

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

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	<b>Katz Online Network</b>	<b>235,255</b>	<b>*</b>	<b>*</b>
1	CBS Radio Inc. <sup>°</sup>	121,396	69,376,093	0.97
2	Digitally Imported Inc. <sup>∞</sup>	53,179	*	*
3	977Music.com Corporate <sup>∞</sup>	38,826	*	*
4	Slacker, Inc. <sup>3</sup>	27,104	20,902,125	0.72
5	I.FM Corporate <sup>∞</sup>	21,355	*	*
6	Entercom Communications Corp. <sup>∞</sup>	20,901	8,784,788	1.30
7	ESPN Radio Corporate	14,887	7,456,741	1.09
8	AccuRadio <sup>2</sup> <sup>∞</sup>	14,566	3,589,445	2.18
9	Cox Radio Inc. <sup>∞</sup>	14,278	5,619,234	1.39
10	Cumulus Media, Inc. <sup>∞</sup>	10,493	3,903,834	1.47
11	EMF Corporate	7,837	2,562,220	1.52
12	DotI Media Corporation	7,813	4,429,392	0.95
13	Radio One <sup>∞</sup>	6,512	2,093,762	1.70
14	Emmis Communications <sup>∞</sup>	6,480	3,636,773	0.98
15	Salem Communications	5,368	874,672	3.32
16	Greater Media Corporate <sup>∞</sup>	5,259	885,399	3.22
17	Bonneville Corporate <sup>∞</sup>	5,236	806,117	3.53
18	Univision <sup>∞</sup>	4,737	2,933,719	0.89
19	Townsquare Media <sup>∞</sup>	3,878	1,340,952	1.57
20	Saga Communications <sup>∞</sup>	2,847	426,673	3.55

**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.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

<sup>1</sup> December All Streams Ranker does not include Clear Channel Radio, Citadel Broadcasting Company, and Pandora Corporate

\* Ando Media only records the real time listening statistics for these channels and therefore is not accurately able to determine the total amount of sessions listening to the stream-Requires optional Log or Pixel Tracking

<sup>°</sup> AOL Radio and Yahoo LaunchCast are part of CBS Radio Inc.

<sup>∞</sup> These groups are part of the Katz Online Network

<sup>2</sup> Does not include mobile data

<sup>3</sup> Slacker, Inc. includes mobile data for the first time