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## **ANDO MEDIA RELEASES OCTOBER INTERNET AUDIO TOP 20 RANKER**

Boston – November 17, 2009 – Ando Media has released its monthly Internet Audio Top 20 Ranker for October. 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 “Session Starts,” “Average Active Sessions” and “Average Time Spent Listening.” Session Starts (SS) is defined as, “The number of streams of one minute or more that are started within a time period.” Average Active Sessions (AAS) is defined as, “The average number of streams of one minute or more that are active within a time period.” Average Time Spent Listening (ATSL) is defined as, “The average number of hours for each session lasting more than one minute within a time period.” 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.

“We have not taken any metrics out of our applications; publishers will be able to choose whether or not to continue to display AQH/CUME in their console and present these figures to advertisers,” said Ando Chief Operating Officer, Paul Krasinski. “Our public metrics will include SS, AAS and ATSL, which we believe provide enhanced precision and accuracy.”

Highlights from the October data include:

- Average Active Sessions for Ando measured stations grew 5% in October. For the participating stations on this ranker, there is an average 1.05 million people listening to streams during the Monday-Friday 6a-8p daypart. This is not to be confused with unique audience.
  - Pureplays grew by 7.2% Month/Month
  - Terrestrial Grew 4.1% Month/Month

See Average Active Sessions Rankings Below:

## DOMESTIC RANKER (based on AAS)~

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

	Station	Average Active Sessions	Sessions Starts	Average Time Spent Listening
	<b>Katz Online Network~</b>	<b>238,968</b>	<b>33,231,963</b>	<b>2.21</b>
1	Pandora Corporate <sup>2</sup>	230,435	66,816,539	1.06
2	CBS Radio Inc. °	227,071	50,200,797	1.39
3	Clear Channel Radio Digital <sup>2</sup> ∞	119,171	14,509,368	2.53
4	Citadel Broadcasting Company	43,024	3,853,461	3.44
5	Entercom Communications Corp. ∞	26,213	4,359,412	1.85
6	ESPN Radio Corporate	22,995	5,318,267	1.33
7	Cox Radio Inc. ∞	18,856	3,436,452	1.69
8	Radio One ∞	8,747	1,183,568	2.28
9	Emmis Communications ∞	7,401	1,499,710	1.52
10	EMF Corporate	7,150	711,799	3.09
11	Bonneville Corporate ∞	6,818	637,382	3.29
12	Univision ∞	6,813	1,628,867	1.29
13	Salem Communications	5,766	614,269	2.89
14	Beasley Broadcasting Corporate ∞	3,724	632,985	1.81
15	Saga Communications ∞	3,375	340,039	3.06
16	ICBC Holdings ∞	3,319	295,637	3.46
17	Journal Broadcast Group (Corporate) ∞	3,205	569,494	1.73
18	Lincoln Financial Media ∞	3,033	342,375	2.73
19	Entravision	2,216	401,790	1.70
20	WXPN / University of Pennsylvania	1,800	326,536	1.70

**Average Active Sessions (AAS)** : The average number of streams of one minute or more that are active within a time period

**Session Starts (SS)** : The number of streams of one minute or more that are started within a time period

**Average Time Spent Listening (ATSL)** : The average number of hours for each session lasting more than one minute within a time period

∞ These groups are part of the Katz Online Network

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

~Excludes the following groups: radioio Corporate, I.fm Corporate, BoomerRadio Corporate, 977Music.com Corporate, Digitally Imported Inc.,

AudioCandy.com National, WORradio Corporate, 3WK.com Corporate, SmoothJazz.com Corp, Choice Radio Corporate, Greater Media Corporate and Accuradio

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



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

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

	Station	Average Active Sessions	Sessions Starts	Average Time Spent Listening
	<b>Katz Online Network</b>	<b>408,664</b>	<b>*</b>	<b>*</b>
1	CBS Radio Inc. °	261,231	60,340,702	1.33
2	977Music.com Corporate ∞	57,359	*	*
3	Citadel Broadcasting Company	44,177	3,976,700	3.42
4	I.fm Corporate ∞	28,796	*	*
5	Entercom Communications Corp. ∞	27,604	4,689,887	1.81
6	ESPN Radio Corporate	23,834	5,518,893	1.33
7	Digitally Imported Inc. ∞	23,567	*	*
8	Cox Radio Inc. ∞	19,757	3,652,801	1.67
9	AccuRadio <sup>2</sup> ∞	12,551	1,348,672	2.87
10	Univision ∞	9,586	2,413,758	1.22
11	Radio One ∞	8,838	1,204,445	2.26
12	Emmis Communications ∞	8,174	1,794,648	1.40
13	Greater Media Corporate ∞	7,780	*	*
14	EMF Corporate	7,727	793,381	3.00
15	Bonneville Corporate ∞	6,940	654,483	3.27
16	Salem Communications	5,908	632,848	2.88
17	Beasley Broadcasting Corporate ∞	4,015	705,347	1.75
18	Saga Communications ∞	3,455	349,681	3.04
19	ICBC Holdings ∞	3,411	305,081	3.44
20	Journal Broadcast Group (Corporate) ∞	3,266	587,363	1.71

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<sup>1</sup>October All Streams Ranker does not include Clear Channel Radio Digital & Pandora Corporate

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



## DOMESTIC RANKER (based on AAS)~

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

	Station	Average Active Sessions	Sessions Starts	Average Time Spent Listening
	<b>Katz Online Network~</b>	<b>148,011</b>	<b>40,626,613</b>	<b>2.03</b>
1	Pandora Corporate <sup>2</sup>	172,494	94,413,400	1.02
2	CBS Radio Inc. <sup>o</sup>	147,491	64,737,121	1.27
3	Clear Channel Radio Digital <sup>2</sup> <sup>∞</sup>	72,803	17,284,801	2.35
4	Citadel Broadcasting Company	26,059	4,353,779	3.34
5	Entercom Communications Corp. <sup>∞</sup>	16,432	5,410,663	1.69
6	ESPN Radio Corporate	14,626	6,654,372	1.23
7	Cox Radio Inc. <sup>∞</sup>	11,724	4,317,753	1.52
8	Radio One <sup>∞</sup>	5,274	1,366,806	2.15
9	Emmis Communications <sup>∞</sup>	4,912	2,047,335	1.34
10	Univision <sup>∞</sup>	4,629	2,138,587	1.21
11	EMF Corporate	4,331	825,895	2.93
12	Bonneville Corporate <sup>∞</sup>	4,202	752,565	3.12
13	Salem Communications	3,579	709,652	2.81
14	Beasley Broadcasting Corporate <sup>∞</sup>	2,462	870,051	1.58
15	Saga Communications <sup>∞</sup>	2,044	383,118	2.98
16	Journal Broadcast Group (Corporate) <sup>∞</sup>	1,962	658,623	1.66
17	ICBC Holdings <sup>∞</sup>	1,950	320,025	3.40
18	Lincoln Financial Media <sup>∞</sup>	1,843	391,992	2.62
19	Entravision	1,439	528,141	1.52
20	WNYC Corporate	1,199	420,992	1.59

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

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

	Station	Average Active Sessions	Sessions Starts	Average Time Spent Listening
	<b>Katz Online Network</b>	<b>281,666</b>	<b>*</b>	<b>*</b>
1	CBS Radio Inc. °	174,666	80,246,621	1.21
2	977Music.com Corporate ∞	43,770	*	*
3	Citadel Broadcasting Company	26,884	4,523,082	3.32
4	I.fm Corporate ∞	23,227	*	*
5	Digitally Imported Inc. ∞	20,073	*	*
6	Entercom Communications Corp. ∞	17,563	5,928,647	1.65
7	ESPN Radio Corporate	15,264	6,957,761	1.22
8	Cox Radio Inc. ∞	12,430	4,647,176	1.49
9	AccuRadio <sup>2</sup> ∞	8,672	1,818,008	2.66
10	Univision ∞	6,453	3,115,594	1.16
11	Emmis Communications ∞	5,544	2,510,586	1.23
12	Radio One ∞	5,343	1,398,865	2.13
13	Greater Media Corporate ∞	4,887	*	*
14	EMF Corporate	4,706	931,692	2.82
15	Bonneville Corporate ∞	4,298	779,347	3.08
16	Salem Communications	3,680	735,330	2.79
17	Beasley Broadcasting Corporate ∞	2,694	985,034	1.53
18	Saga Communications ∞	2,101	396,450	2.96
19	ICBC Holdings ∞	2,017	333,913	3.37
20	Journal Broadcast Group (Corporate) ∞	2,013	692,001	1.62

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