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AOL Radio@Network and LAUNCH Top-Ranked Commercial Internet Broadcasters

From Corey Deitz, Your Guide to Radio.

Arbitron Results: Week of November 24 – November 30, 2003

According to the **Arbitron Internet Broadcast Ratings**, AOL Radio@Network and LAUNCH were the top-ranked commercial Internet Broadcasters with 5,304,446 and 2,993,782 hours of TTSL* respectively.

(*Total Time Spent Listening (TTSL), the sum total of hours tuned by listeners to a given station or network.)

MUSICMATCH was the top-ranked non-commercial Internet Broadcaster with 1,046,810 hours of TTSL. MUSICMATCH reported problems with their server data for the week of November 17, resulting in ratings that are lower than prior weeks.

AOL Classic Holiday was ranked as the highest commercial Internet Broadcast Station with 385,398 hours of TTSL. **MUSICMATCH Artist Match** was ranked as the number one non-commercial station with 380,605 hours of TTSL.

The top Content Delivery Networks (CDN) were Live365 and StreamGuys with 2,210,345 TTSL and 446,424 TTSL, respectively. The Total Time Spent Listening for these Content Delivery Networks is the sum of all tuning to stations streamed by the CDN including commercial and non-commercial stations.

Demographic Highlights for the Week of November 24 – November 30

The peak listening day was Tuesday, November 25, with 22 percent of the week's online listening. 74 percent of weekly online listening took place between 5AM and 5PM Pacific time. 17 percent of the week's total listening took place during the weekend. 83 percent of the measured listeners were between the ages of 18 and 54. 71 percent of listeners were men; 29 percent were women. Internet Broadcasters and Sales Networks Weekly Top 15 (Nov 24 – Nov 30)

Rank Company Type TTSL CUME*

1	AOL Radio@Network	commercial	5,304,446	1,724,150
2	LAUNCH	commercial	2,993,782	835,763
3	MUSICMATCH	non-commercial	1,046,810	449,464
4	The Adsertion Network	sales network	716,221	110,964
5	Virgin Radio	commercial	539,571	86,189
6	Educational Media Foundation	non-commercial	225,732	49,495
7	ABC Radio Network	commercial	185,252	49,161
8	AccuRadio	commercial	131,948	55,294
9	KPLU	non-commercial	75,294	13,144
10	KillerOldies.com	commercial	71,509	14,468
11	WXPB-FM	non-commercial	65,287	11,274
12	WOXY-FM	commercial	56,128	12,292
13	Emap	commercial	50,454	20,995
14	Beethoven.com	commercial	45,559	9,335
15	WBUR.ORG	non-commercial	41,560	14,405

(*Cume Persons is an estimate of the total number of unique listeners who had one or more listening sessions lasting five minutes or longer during the reported time period.)

- from an Arbitron Press Release

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