

LATAM Top 25 Ranker

April 2017

The LATAM Top 25 Ranker is a listing of the top performing digital audio publishers and networks in Latin America as measured by the Webcast Metrics® platform.

LATAM APRIL 2017

Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for April 2017. The Ranker is a listing of the top-performing digital 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 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.”

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

If you have any further questions, please contact: LATAMRanker@TritonDigital.com

See rankings below:

APRIL LATAM RANKER (based in AAS)¹

DAYPART 6:00am to 7:00pm, Monday through Friday

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio (² List of countries in footnotes)	56,261	16,391,142	0.81
2	Grupo Acir (México)	9,046	2,500,341	0.92
3	Grupo JBFM (Brasil)	8,542	1,828,162	1.20
4	Cadena 3 Argentina (Argentina)	5,893	1,134,584	1.33
5	MVS Radio (México)	4,231	1,332,413	0.81
6	Grupo BluRadio (Colombia)	3,910	1,331,210	0.76
7	Radiopolis (Colombia)	3,601	694,622	1.33
8	Imagen (México)	3,024	1,371,645	0.57
9	Grupo Radio Centro (Mexico)	2,598	665,051	0.99
10	NRM (México)	2,307	634,187	0.93
11	Multimedios (México)	1,761	487,708	0.92
12	AccuRadio (EE.UU.)	1,725	226,656	1.93
13	Radio 93 (Brasil)	1,155	282,638	1.04
14	Igreja Pentecostal Deus e Amor (Brasil)	797	271,445	0.72
15	NPR Member Stations (EE.UU.)	733	297,294	0.62
16	Radio Top FM SP (Brasil)	713	205,340	0.89
17	Z101 (Dominican Republic)	695	290,063	0.62
18	977Music.com Corporate (EE.UU.)	425	146,701	0.74
19	TV Acción (Paraguay)	401	204,526	0.51
20	ESPN Radio Corporate (EE.UU.)	385	180,865	0.55
21	Grupo Radio Alegria (México)	351	88,698	1.01
22	Nova Brasil Campinas (Brasil)	334	72,405	1.19
23	Nucleo Radio Monterrey (México)	287	66,466	1.08
24	Megaradio (México)	259	54,059	1.21
25	Cumulus Streaming Network (EE.UU.)	240	88,837	0.69

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

1 The Latam Ranker represents listeners based only in Latin America

2 Argentina, Chile, Colombia, Costa Rica, Panama and Mexico

APRIL LATAM RANKER (based in AAS)¹
DAYPART 6:00am to 12:00am, Monday through Sunday

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio (² List of countries in footnotes)	38,961	24,244,036	0.79
2	Grupo JBFM (Brasil)	5,566	2,779,174	1.07
3	Grupo Acir (México)	5,355	3,307,210	0.86
4	Cadena 3 Argentina (Argentina)	3,801	1,698,112	1.19
5	Radiópolis (Colombia)	3,090	1,156,160	1.43
6	Grupo BluRadio (Colombia)	2,787	1,960,887	0.76
7	MVS Radio (México)	2,478	1,702,698	0.78
8	Imagen (México)	1,677	1,578,486	0.57
9	Grupo Radio Centro (Mexico)	1,550	897,966	0.92
10	NRM (México)	1,475	914,517	0.86
11	AccuRadio (EE.UU.)	1,356	380,570	1.90
12	Multimedios (México)	1,157	786,890	0.78
13	Igreja Pentecostal Deus e Amor (Brasil)	722	539,041	0.70
14	Radio 93 (Brasil)	706	389,211	0.96
15	NPR Member Stations (EE.UU.)	641	544,350	0.63
16	Z101 (Dominican Republic)	506	425,148	0.64
17	Radio Top FM SP (Brasil)	476	317,994	0.80
18	977Music.com Corporate (EE.UU.)	374	296,785	0.67
19	TV Acción (Paraguay)	293	329,849	0.48
20	ESPN Radio Corporate (EE.UU.)	292	279,628	0.56
21	Cadena Radial Costaricense (Costa Rica)	218	223,839	0.52
22	Grupo Radio Alegria (México)	214	120,082	0.95
23	Nova Brasil Campinas (Brasil)	200	101,702	1.06
24	Cumulus Streaming Network (EE.UU.)	184	154,271	0.63
25	Nucleo Radio Monterrey (México)	179	107,053	0.88

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