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# LATAM Top 25 Ranker

## January 2018

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 JANUARY 2018

## Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for January 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.”

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: [LATAMRanker@TritonDigital.com](mailto:LATAMRanker@TritonDigital.com)

See rankings below:



# JANUARY LATAM RANKER (based in AAS)<sup>1</sup>

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

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio ( <sup>2</sup> List of countries in footnotes)	54,696	18,353,999	0.83
2	Grupo Radio Centro (Mexico)	14,566	4,635,163	0.91
3	Grupo Acir (Mexico)	11,899	3,238,871	1.08
4	CRP Radios (Peru)	8,865	2,658,263	0.98
5	Grupo JBFM (Brazil)	8,064	1,889,570	1.26
6	Cadena 3 Argentina (Argentina)	6,944	1,882,524	1.09
7	Jovem Pan - SP (Brazil)	6,265	3,708,409	0.49
8	Grupo RPP (Peru)	5,635	1,805,057	0.92
9	Nova Brasil (Brazil)	4,199	979,639	1.27
10	MVS Radio (Mexico)	4,105	1,445,534	0.83
11	Grupo BluRadio (Colombia)	3,834	1,475,825	0.77
12	Imagen (Mexico)	3,323	1,705,520	0.57
13	Radiopolis (Colombia)	2,860	997,862	0.85
14	NRM (Mexico)	2,470	734,342	0.99
15	Multimedios (Mexico)	1,977	629,957	0.92
16	Dial Brasil (Brazil)	1,569	452,240	1.03
17	AccuRadio (United States)	1,493	218,145	1.99
18	Radio 93 (Brazil)	959	294,093	0.96
19	NPR Member Stations (United States)	859	504,810	0.50
20	Igreja Pentecostal Deus e Amor (Brazil)	845	387,236	0.62
21	Z101 (Dominican Republic)	658	328,037	0.60
22	Aristegui Noticias (Mexico)	615	411,465	0.45
23	977Music.com Corporate (United States)	382	144,321	0.78
24	Grupo Radio Alegria (Mexico)	370	105,138	1.03
25	Entravision Communications Corporation (United States)	342	155,715	0.65

**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> The Latam Ranker represents listeners based only in Latin America

<sup>2</sup> Argentina, Chile, Colombia, Costa Rica, Panama and Mexico

# JANUARY LATAM RANKER (based in AAS)<sup>1</sup>

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

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio ( <sup>2</sup> List of countries in footnotes)	40,800	25,001,325	0.83
2	Grupo Radio Centro (Mexico)	9,811	6,248,055	0.85
3	CRP Radios (Peru)	8,472	4,546,367	1.03
4	Grupo Acir (Mexico)	7,554	4,014,194	1.03
5	Grupo JBFM (Brazil)	5,571	2,781,672	1.11
6	Grupo RPP (Peru)	5,463	3,116,243	0.97
7	Cadena 3 Argentina (Argentina)	4,949	2,818,848	0.97
8	Jovem Pan - SP (Brazil)	4,558	5,288,290	0.47
9	Grupo BluRadio (Colombia)	2,994	2,088,762	0.80
10	Nova Brasil (Brazil)	2,769	1,409,898	1.09
11	Radiopolis (Colombia)	2,611	1,633,918	0.89
12	MVS Radio (Mexico)	2,583	1,755,548	0.81
13	Imagen (Mexico)	2,007	1,930,076	0.57
14	NRM (Mexico)	1,678	991,223	0.93
15	Multimedios (Mexico)	1,335	876,272	0.84
16	AccuRadio (United States)	1,233	339,976	1.99
17	Dial Brasil (Brazil)	1,065	656,117	0.90
18	Igreja Pentecostal Deus e Amor (Brazil)	783	709,027	0.60
19	NPR Member Stations (United States)	769	835,985	0.51
20	Radio 93 (Brazil)	632	396,440	0.88
21	Z101 (Dominican Republic)	488	432,994	0.63
22	977Music.com Corporate (United States)	337	263,574	0.71
23	Aristegui Noticias (Mexico)	330	411,467	0.45
24	Grupo Radio Alegria (Mexico)	241	136,918	0.97
25	Entravision Communications Corporation (United States)	232	205,273	0.63

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