

LATAM Top 25 Ranker

March 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 MARCH 2018

Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for March 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

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

See rankings below:

MARCH 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)	61,602	19,698,774	0.82
2	Grupo Radio Centro (Mexico)	14,335	4,469,471	0.89
3	Grupo Acir (Mexico)	12,458	3,124,097	1.11
4	CRP Radios (Peru)	8,650	2,708,999	0.90
5	Grupo JBFM (Brazil)	8,441	2,004,514	1.19
6	Cadena 3 Argentina (Argentina)	7,278	2,194,605	0.93
7	Grupo RPP (Peru)	6,641	2,096,192	0.89
8	Jovem Pan - SP (Brazil)	6,498	3,753,713	0.48
9	Nova Brasil (Brazil)	5,281	1,242,761	1.20
10	Grupo BluRadio (Colombia)	4,758	1,808,544	0.75
11	MVS Radio (Mexico)	3,874	1,341,004	0.81
12	Imagen (Mexico)	3,117	1,462,116	0.60
13	Radiopolis (Colombia)	2,874	1,003,126	0.81
14	NRM (Mexico)	2,481	704,727	0.99
15	Multimedios (Mexico)	1,834	571,605	0.90
16	AccuRadio (United States)	1,524	213,374	1.99
17	Dial Brasil (Brazil)	1,431	440,483	0.92
18	Radio 93 (Brazil)	1,093	319,197	0.96
19	Igreja Pentecostal Deus e Amor (Brazil)	993	434,352	0.62
20	NPR Member Stations (United States)	872	507,827	0.48
21	Z101 (Dominican Republic)	710	339,784	0.60
22	Aristegui Noticias (Mexico)	534	339,280	0.45
23	977Music.com Corporate (United States)	408	152,603	0.75
24	TV Acción (Paraguay)	399	205,760	0.55
25	Entravision Communications Corporation (United States)	317	134,995	0.66

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

MARCH 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)	44,524	27,818,501	0.81
2	Grupo Radio Centro (Mexico)	9,534	6,215,700	0.83
3	CRP Radios (Peru)	8,082	4,741,722	0.94
4	Grupo Acir (Mexico)	7,808	4,039,028	1.06
5	Grupo RPP (Peru)	6,232	3,689,914	0.93
6	Grupo JBFM (Brazil)	5,664	2,997,683	1.04
7	Cadena 3 Argentina (Argentina)	5,018	3,271,951	0.84
8	Jovem Pan - SP (Brazil)	4,759	5,670,348	0.46
9	Grupo BluRadio (Colombia)	3,600	2,663,498	0.75
10	Nova Brasil (Brazil)	3,404	1,796,649	1.05
11	Radiopolis (Colombia)	2,508	1,667,026	0.84
12	MVS Radio (Mexico)	2,368	1,651,768	0.79
13	Imagen (Mexico)	1,822	1,686,712	0.59
14	NRM (Mexico)	1,672	988,429	0.93
15	Multimedios (Mexico)	1,243	861,412	0.79
16	AccuRadio (United States)	1,230	341,094	1.98
17	Dial Brasil (Brazil)	945	640,312	0.82
18	Igreja Pentecostal Deus e Amor (Brazil)	895	810,427	0.60
19	NPR Member Stations (United States)	775	859,513	0.50
20	Radio 93 (Brazil)	688	425,440	0.89
21	Z101 (Dominican Republic)	511	459,309	0.62
22	977Music.com Corporate (United States)	352	285,476	0.68
23	Aristegui Noticias (Mexico)	274	339,280	0.45
24	TV Acción (Paraguay)	270	304,682	0.49
25	ESPN Radio Corporate (United States)	229	258,031	0.49

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