

LATAM Top 25 Ranker

May 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 MAY 2018

Digital Audio Top 25 Ranker

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

MAY 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)	63,102	21,978,403	0.81
2	Grupo Radio Centro (Mexico)	14,872	5,046,985	0.85
3	Grupo Acir (Mexico)	14,250	3,759,909	1.11
4	CRP Radios (Peru)	10,559	3,148,979	0.99
5	Grupo JBFM (Brazil)	8,538	2,225,840	1.13
6	Jovem Pan - SP (Brazil)	8,148	5,164,250	0.46
7	Grupo RPP (Peru)	7,812	2,629,061	0.88
8	Cadena 3 Argentina (Argentina)	7,685	2,576,043	0.88
9	Grupo BluRadio (Colombia)	5,864	2,423,777	0.72
10	Nova Brasil (Brazil)	5,693	1,394,509	1.21
11	MVS Radio (Mexico)	4,344	1,557,812	0.82
12	Imagen (Mexico)	3,572	1,404,142	0.75
13	Radiopolis (Colombia)	3,131	1,156,464	0.80
14	NRM (Mexico)	2,608	779,845	0.98
15	Multimedios (Mexico)	2,157	743,941	0.85
16	AccuRadio (United States)	1,509	216,572	2.03
17	RCN Radio (Colombia)	1,460	605,166	0.70
18	Dial Brasil (Brazil)	1,149	404,087	0.84
19	Igreja Pentecostal Deus e Amor (Brazil)	1,025	482,369	0.61
20	Radio 93 (Brazil)	1,018	330,662	0.90
21	NPR Member Stations (United States)	780	388,420	0.59
22	Z101 (Dominican Republic)	766	395,302	0.58
23	Aristegui Noticias (Mexico)	678	407,442	0.50
24	977Music.com Corporate (United States)	386	153,307	0.74
25	TV Acción (Paraguay)	369	205,501	0.53

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

MAY 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)	47,263	30,292,251	0.80
2	Grupo Radio Centro (Mexico)	10,044	6,793,840	0.80
3	CRP Radios (Peru)	9,851	5,328,763	1.02
4	Grupo Acir (Mexico)	9,065	4,698,429	1.06
5	Grupo RPP (Peru)	7,303	4,308,350	0.94
6	Jovem Pan - SP (Brazil)	6,062	7,444,509	0.44
7	Grupo JBFM (Brazil)	5,847	3,211,352	1.01
8	Cadena 3 Argentina (Argentina)	5,394	3,593,581	0.83
9	Grupo BluRadio (Colombia)	4,411	3,403,144	0.72
10	Nova Brasil (Brazil)	3,722	1,944,409	1.06
11	Radiopolis (Colombia)	2,819	1,890,517	0.83
12	MVS Radio (Mexico)	2,726	1,873,764	0.80
13	Imagen (Mexico)	2,153	1,601,172	0.74
14	NRM (Mexico)	1,775	1,056,218	0.92
15	Multimedios (Mexico)	1,487	1,077,455	0.76
16	AccuRadio (United States)	1,232	335,847	2.01
17	RCN Radio (Colombia)	1,182	904,087	0.72
18	Igreja Pentecostal Deus e Amor (Brazil)	914	848,448	0.58
19	Dial Brasil (Brazil)	782	560,351	0.77
20	NPR Member Stations (United States)	695	640,481	0.60
21	Radio 93 (Brazil)	645	414,251	0.86
22	Z101 (Dominican Republic)	578	528,268	0.61
23	Aristegui Noticias (Mexico)	364	408,576	0.50
24	977Music.com Corporate (United States)	334	274,483	0.67
25	TV Acción (Paraguay)	271	300,847	0.50

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