
LATAM Top 25 Ranker

June 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 JUNE 2017

Digital Audio Top 25 Ranker

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



JUNE 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)	56,142	18,368,101	0.82
2	Grupo Radio Centro (Mexico)	11,252	3,458,601	0.91
3	Grupo Acir (Mexico)	10,591	3,086,374	0.96
4	Grupo JBFM (Brazil)	8,896	1,957,664	1.28
5	Cadena 3 Argentina (Argentina)	6,273	1,380,578	1.28
6	MVS Radio (Mexico)	4,616	1,585,569	0.82
7	Grupo BluRadio (Colombia)	3,939	1,457,217	0.77
8	Radiopolis (Colombia)	3,639	750,246	1.37
9	Imagen (Mexico)	3,363	1,698,115	0.56
10	NRM (Mexico)	2,574	808,184	0.89
11	Nova Brasil (Brazil)	2,501	485,238	1.46
12	Jovem Pan - SP (Brazil)	2,467	1,117,238	0.61
13	Multimedios (Mexico)	1,927	596,195	0.91
14	AccuRadio (United States)	1,686	240,435	1.95
15	Radio 93 (Brazil)	1,057	295,760	1.00
16	Igreja Pentecostal Deus e Amor (Brazil)	814	322,307	0.68
17	Z101 (Dominican Republic)	812	395,549	0.59
18	NPR Member Stations (United States)	717	317,432	0.63
19	Radio Top FM SP (Brazil)	596	198,105	0.85
20	977Music.com Corporate (United States)	449	167,771	0.75
21	Cadena Radial Costaricense (Costa Rica)	393	171,373	0.65
22	Grupo Radio Alegria (Mexico)	377	100,694	1.05
23	TV Acción (Paraguay)	339	174,355	0.55
24	ESPN Radio Corporate (United States)	331	164,819	0.57
25	Nucleo Radio Monterrey (Mexico)	315	81,279	1.08

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

JUNE 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)	41,948	25,688,925	0.82
2	Grupo Radio Centro (Mexico)	7,262	4,547,761	0.85
3	Grupo Acir (Mexico)	6,604	3,839,558	0.91
4	Grupo JBFM (Brazil)	5,961	2,776,216	1.15
5	Cadena 3 Argentina (Argentina)	4,189	1,845,561	1.21
6	Radiopolis (Colombia)	3,280	1,181,664	1.49
7	Grupo BluRadio (Colombia)	3,073	2,126,838	0.78
8	MVS Radio (Mexico)	2,862	1,941,062	0.79
9	Imagen (Mexico)	2,002	1,921,519	0.56
10	Jovem Pan - SP (Brazil)	1,734	1,580,891	0.57
11	NRM (Mexico)	1,702	1,075,246	0.84
12	Nova Brasil (Brazil)	1,579	633,789	1.34
13	AccuRadio (United States)	1,372	374,570	1.95
14	Multimedios (Mexico)	1,265	806,898	0.83
15	Igreja Pentecostal Deus e Amor (Brazil)	748	587,425	0.67
16	Radio 93 (Brazil)	678	381,126	0.95
17	Z101 (Dominican Republic)	639	573,494	0.60
18	NPR Member Stations (United States)	634	525,396	0.64
19	Radio Top FM SP (Brazil)	413	285,260	0.77
20	Cadena Radial Costaricense (Costa Rica)	395	302,449	0.70
21	977Music.com Corporate (United States)	391	305,062	0.69
22	ESPN Radio Corporate (United States)	251	239,362	0.56
23	TV Acción (Paraguay)	249	253,568	0.53
24	Grupo Radio Alegria (Mexico)	243	132,219	0.98
25	Nucleo Radio Monterrey (Mexico)	202	117,145	0.91

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