

LATAM Top 25 Ranker

February 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 February 2017

Digital Audio Top 25 Ranker

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

FEBRUARY 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)	66,591	18,879,669	0.86
2	Grupo Acir (Mexico)	10,528	2,773,228	0.97
3	Grupo JBFM (Brasil)	7,990	1,673,089	1.23
4	Radiopolis (Colombia)	6,769	1,060,335	1.63
5	Cadena 3 Argentina (Argentina)	5,416	1,087,988	1.28
6	Grupo Blu (Colombia)	5,222	1,603,563	0.80
7	MVS Radio (Mexico)	4,784	1,458,333	0.84
8	Imagen (Mexico)	3,814	1,807,701	0.54
9	NRM (Mexico)	2,589	727,813	0.91
10	AccuRadio (EE.UU.)	2,090	275,181	1.94
11	Multimedios (Mexico)	1,930	512,094	0.96
12	Radio 93 (Brasil)	1,083	270,042	1.03
13	Z101 (Dominican Republic)	1,081	400,023	0.69
14	NPR Member Stations (EE.UU.)	834	358,979	0.59
15	Igreja Pentecostal Deus e Amor (Brasil)	778	274,873	0.70
16	Radio Top FM SP (Brasil)	729	203,899	0.91
17	Cadena Radial Costarricense (Costa Rica)	537	185,437	0.74
18	977Music.com Corporate (EE.UU.)	459	156,495	0.75
19	Grupo Radio Alegria (Mexico)	456	109,666	1.06
20	TV Acción (Paraguay)	354	182,423	0.50
21	Nucleo Radio Monterrey (Mexico)	336	79,653	1.06
22	Nova Brasil Campinas (Brasil)	323	60,587	1.38
23	ESPN Radio Corporate (EE.UU.)	298	136,757	0.56
24	Cumulus Streaming Network (EE.UU.)	270	104,172	0.66
25	Megaradio (Mexico)	266	63,020	1.07

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

FEBRUARY 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)	41,554	24,401,561	0.80
2	Grupo Acir (Mexico)	6,520	3,516,340	0.92
3	Grupo JBFM (Brasil)	5,388	2,418,649	1.11
4	Radiopolis (Colombia)	4,064	1,326,544	1.52
5	Cadena 3 Argentina (Argentina)	3,679	1,567,071	1.17
6	Grupo Blu (Colombia)	2,999	1,858,411	0.77
7	MVS Radio (Mexico)	2,917	1,796,263	0.81
8	Imagen (Mexico)	2,225	2,034,900	0.54
9	NRM (Mexico)	1,698	1,000,997	0.84
10	AccuRadio (EE.UU.)	1,519	411,426	1.84
11	Multimedios (Mexico)	1,279	745,858	0.85
12	Igreja Pentecostal Deus e Amor (Brasil)	724	520,436	0.68
13	NPR Member Stations (EE.UU.)	722	607,443	0.59
14	Radio 93 (Brasil)	691	358,517	0.96
15	Z101 (Dominican Republic)	644	456,685	0.70
16	Radio Top FM SP (Brasil)	502	301,762	0.83
17	977Music.com Corporate (EE.UU.)	379	280,517	0.67
18	Cadena Radial Costaricense (Costa Rica)	343	244,220	0.70
19	Grupo Radio Alegria (Mexico)	289	142,407	1.01
20	TV Acción (Paraguay)	236	267,284	0.44
21	Nucleo Radio Monterrey (Mexico)	216	120,064	0.88
22	ESPN Radio Corporate (EE.UU.)	208	184,259	0.56
23	Nova Brasil Campinas (Brasil)	200	82,762	1.21
24	Cumulus Streaming Network (EE.UU.)	200	163,305	0.61
25	New York Public Radio (United States)	164	133,466	0.60

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