

# **LATAM Top 25 Ranker**

## **January 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 January 2017

## Digital Audio Top 25 Ranker

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

# JANUARY LATAM RANKER (based on 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) | 65,586                  | 19,823,318     | 0.92                         |
| 2  | Grupo Acir (Mexico)  | 10,913                  | 3,103,294      | 0.99                         |
| 3  | Grupo JBFM (Brazil)  | 7,812                   | 1,740,453      | 1.27                         |
| 4  | Radiopolis (Colombia)                                      | 5,848                   | 993,882        | 1.66                         |
| 5  | Cadena 3 Argentina (Argentina)                             | 5,639                   | 1,311,213      | 1.21                         |
| 6  | MVS Radio (Mexico)   | 4,975                   | 1,678,302      | 0.84                         |
| 7  | Grupo Blu (Colombia)                                       | 4,383                   | 1,426,484      | 0.84                         |
| 8  | Imagen (Mexico)  | 4,199                   | 2,360,537      | 0.50                         |
| 9  | NRM (Mexico)   | 2,609                   | 789,903        | 0.93                         |
| 10 | AccuRadio (United States)                                  | 2,026                   | 291,185        | 1.95                         |
| 11 | Multimedios (Mexico)                                       | 1,987                   | 592,266        | 0.94                         |
| 12 | Z101 (Dominican Republic)                                  | 1,103                   | 462,707        | 0.67                         |
| 13 | Radio 93 (Brazil)  | 1,051                   | 297,943        | 0.99                         |
| 14 | NPR Member Stations (United States)                        | 757                     | 342,178        | 0.62                         |
| 15 | Igreja Pentecostal Deus e Amor (Brazil)                    | 707                     | 290,656        | 0.66                         |
| 16 | Radio Top FM SP (Brazil)                                   | 702                     | 205,920        | 0.96                         |
| 17 | Cadena Radial Costarricense (Costa Rica)                   | 577                     | 209,807        | 0.78                         |
| 18 | 977Music.com Corporate (United States)                     | 451                     | 160,718        | 0.79                         |
| 19 | Grupo Radio Alegria (Mexico)                               | 430                     | 115,899        | 1.05                         |
| 20 | Nucleo Radio Monterrey (Mexico)                            | 328                     | 78,771         | 1.15                         |
| 21 | Megaradio (Mexico)   | 280                     | 69,326         | 1.13                         |
| 22 | Nova Brasil Campinas (Brazil)                              | 271                     | 57,556         | 1.34                         |
| 23 | ESPN Radio Corporate (United States)                       | 268                     | 127,129        | 0.59                         |
| 24 | Cumulus Streaming Network (United States)                  | 260                     | 106,676        | 0.68                         |
| 25 | Grupo Grada (Panama)                                       | 246                     | 51,513         | 1.35                         |

**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 on 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) | 40,579                  | 25,241,526     | 0.86                         |
| 2  | Grupo Acir (Mexico)  | 6,620                   | 3,868,105      | 0.94                         |
| 3  | Grupo JBFM (Brazil)  | 5,235                   | 2,543,684      | 1.14                         |
| 4  | Cadena 3 Argentina (Argentina)                             | 3,812                   | 1,902,088      | 1.11                         |
| 5  | Radiopolis (Colombia)                                      | 3,500                   | 1,242,050      | 1.55                         |
| 6  | MVS Radio (Mexico)   | 2,990                   | 2,037,798      | 0.81                         |
| 7  | Grupo Blu (Colombia)                                       | 2,521                   | 1,673,282      | 0.81                         |
| 8  | Imagen (Mexico)  | 2,414                   | 2,638,248      | 0.51                         |
| 9  | NRM (Mexico)   | 1,684                   | 1,088,750      | 0.85                         |
| 10 | AccuRadio (United States)                                  | 1,456                   | 432,907        | 1.86                         |
| 11 | Multimedios (Mexico)                                       | 1,287                   | 832,682        | 0.85                         |
| 12 | Radio 93 (Brazil)  | 658                     | 392,431        | 0.92                         |
| 13 | Igreja Pentecostal Deus e Amor (Brazil)                    | 656                     | 549,071        | 0.65                         |
| 14 | NPR Member Stations (United States)                        | 654                     | 580,388        | 0.62                         |
| 15 | Z101 (Dominican Republic)                                  | 644                     | 525,502        | 0.68                         |
| 16 | Radio Top FM SP (Brazil)                                   | 474                     | 303,521        | 0.86                         |
| 17 | Cadena Radial Costarricense (Costa Rica)                   | 362                     | 270,425        | 0.74                         |
| 18 | 977Music.com Corporate (United States)                     | 361                     | 284,379        | 0.70                         |
| 19 | Grupo Radio Alegria (Mexico)                               | 269                     | 147,752        | 1.00                         |
| 20 | Nucleo Radio Monterrey (Mexico)                            | 208                     | 115,905        | 0.97                         |
| 21 | Cumulus Streaming Network (United States)                  | 190                     | 166,420        | 0.63                         |
| 22 | ESPN Radio Corporate (United States)                       | 181                     | 166,953        | 0.59                         |
| 23 | Megaradio (Mexico)   | 167                     | 87,576         | 1.05                         |
| 24 | Nova Brasil Campinas (Brazil)                              | 165                     | 76,063         | 1.21                         |
| 25 | EMF Corporate (United States)                              | 157                     | 158,309        | 0.55                         |

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