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# LATAM Top 25 Ranker

## March 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 MARCH 2017

## Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for March 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: [Ranker@TritonDigital.com](mailto:Ranker@TritonDigital.com)

See rankings below:

# MARCH LATAM RANKER (based in 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)	61,119	21,271,625	0.80
2	Grupo Acir (México)	10,185	3,276,117	0.91
3	Grupo JBFM (Brasil)	8,579	2,129,160	1.19
4	Cadena 3 Argentina (Argentina)	5,703	1,276,353	1.32
5	MVS Radio (México)	4,501	1,647,168	0.81
6	Radiopolis (Colombia)	4,488	946,980	1.40
7	Grupo BluRadio (Colombia)	3,994	1,755,688	0.67
8	Imagen (México)	3,586	1,903,177	0.56
9	NRM (México)	2,575	825,837	0.92
10	AccuRadio (EE.UU.)	1,948	287,880	1.98
11	Multimedios (México)	1,860	577,750	0.94
12	Radio 93 (Brasil)	1,193	338,089	1.04
13	Z101 (Dominican Republic)	916	417,820	0.65
14	Igreja Pentecostal Deus e Amor (Brasil)	779	305,104	0.72
15	NPR Member Stations (EE.UU.)	775	361,823	0.62
16	Radio Top FM SP (Brasil)	762	234,116	0.96
17	Grupo Radio Alegria (México)	443	129,707	1.00
18	977Music.com Corporate (EE.UU.)	432	168,650	0.75
19	TV Acción (Paraguay)	425	224,415	0.56
20	Nova Brasil Campinas (Brasil)	372	80,816	1.37
21	Cadena Radial Costaricense (Costa Rica)	349	158,923	0.65
22	Nucleo Radio Monterrey (México)	328	88,300	1.07
23	ESPN Radio Corporate (EE.UU.)	318	160,851	0.58
24	Megaradio (México)	301	73,638	1.19
25	Cumulus Streaming Network (EE.UU.)	256	108,960	0.69

**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

# MARCH LATAM RANKER (based in 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)	43,812	28,865,125	0.79
2	Grupo Acir (México)	6,476	4,066,564	0.87
3	Grupo JBFM (Brasil)	5,812	2,943,922	1.09
4	Cadena 3 Argentina (Argentina)	3,891	1,739,304	1.23
5	Radiopolis (Colombia)	3,783	1,435,623	1.46
6	Grupo BluRadio (Colombia)	2,950	2,345,705	0.69
7	MVS Radio (México)	2,839	2,010,852	0.78
8	Imagen (México)	2,157	2,136,098	0.56
9	NRM (México)	1,721	1,103,089	0.86
10	AccuRadio (EE.UU.)	1,553	438,375	1.95
11	Multimedios (México)	1,249	799,054	0.86
12	Radio 93 (Brasil)	766	433,408	0.97
13	Igreja Pentecostal Deus e Amor (Brasil)	712	567,666	0.68
14	NPR Member Stations (EE.UU.)	695	602,191	0.63
15	Z101 (Dominican Republic)	686	563,734	0.68
16	Radio Top FM SP (Brasil)	533	339,603	0.86
17	977Music.com Corporate (EE.UU.)	379	303,121	0.69
18	Cadena Radial Costaricense (Costa Rica)	318	259,912	0.68
19	TV Acción (Paraguay)	309	334,441	0.51
20	Grupo Radio Alegria (México)	286	163,576	0.96
21	ESPN Radio Corporate (EE.UU.)	251	237,999	0.58
22	Nova Brasil Campinas (Brasil)	232	105,536	1.22
23	Nucleo Radio Monterrey (México)	218	130,311	0.91
24	Cumulus Streaming Network (EE.UU.)	200	168,653	0.65
25	Megaradio (México)	186	92,472	1.10

**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.

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