
LATAM Top 25 Ranker

May 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 MAY 2017

Digital Audio Top 25 Ranker

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

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)	57,084	19,153,587	0.82
2	Grupo Acir (Mexico)	9,942	3,044,497	0.96
3	Grupo JBFM (Brazil)	9,256	2,136,927	1.28
4	Grupo Radio Centro (Mexico)	8,141	2,836,140	0.84
5	Cadena 3 Argentina (Argentina)	5,437	1,240,633	1.29
6	MVS Radio (Mexico)	4,635	1,732,671	0.79
7	Grupo BluRadio (Colombia)	3,915	1,574,666	0.74
8	Radiopolis (Colombia)	3,694	788,275	1.39
9	Imagen (Mexico)	3,328	1,740,536	0.56
10	NRM (Mexico)	2,494	804,810	0.91
11	Multimedios (Mexico)	2,098	721,898	0.85
12	Nova Brasil (Brazil)	1,866	356,390	1.55
13	AccuRadio (United States)	1,746	260,192	1.96
14	Radio 93 (Brazil)	1,123	319,828	1.03
15	Z101 (Dominican Republic)	798	422,685	0.56
16	Igreja Pentecostal Deus e Amor (Brazil)	784	311,062	0.71
17	NPR Member Stations (United States)	737	346,125	0.62
18	Radio Top FM SP (Brazil)	689	231,185	0.87
19	977Music.com Corporate (United States)	444	173,019	0.75
20	ESPN Radio Corporate (United States)	380	203,984	0.55
21	Grupo Radio Alegria (Mexico)	375	99,823	1.10
22	TV Acción (Paraguay)	338	193,305	0.52
23	Cadena Radial Costaricense (Costa Rica)	333	151,123	0.65
24	Nucleo Radio Monterrey (Mexico)	315	86,210	1.06
25	Megaradio (Mexico)	288	66,988	1.25

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)	43,113	26,811,697	0.82
2	Grupo Acir (Mexico)	6,319	3,825,744	0.91
3	Grupo JBFM (Brazil)	6,233	3,001,672	1.15
4	Grupo Radio Centro (Mexico)	5,360	3,696,194	0.79
5	Cadena 3 Argentina (Argentina)	3,704	1,676,039	1.22
6	Radiopolis (Colombia)	3,430	1,258,606	1.51
7	Grupo BluRadio (Colombia)	3,087	2,256,693	0.76
8	MVS Radio (Mexico)	2,919	2,125,076	0.76
9	Imagen (Mexico)	2,001	1,959,008	0.56
10	NRM (Mexico)	1,678	1,077,583	0.86
11	Multimedios (Mexico)	1,468	1,091,972	0.74
12	AccuRadio (United States)	1,423	402,177	1.94
13	Nova Brasil (Brazil)	1,192	474,251	1.39
14	Radio 93 (Brazil)	721	404,690	0.98
15	Igreja Pentecostal Deus e Amor (Brazil)	717	563,822	0.69
16	NPR Member Stations (United States)	661	569,741	0.64
17	Z101 (Dominican Republic)	631	596,300	0.59
18	Radio Top FM SP (Brazil)	485	336,205	0.79
19	977Music.com Corporate (United States)	399	316,494	0.70
20	Cadena Radial Costarricense (Costa Rica)	337	266,621	0.70
21	ESPN Radio Corporate (United States)	301	298,266	0.56
22	TV Acción (Paraguay)	257	294,718	0.48
23	Grupo Radio Alegria (Mexico)	244	128,549	1.04
24	Nucleo Radio Monterrey (Mexico)	206	124,249	0.90
25	Cumulus Streaming Network (United States)	187	161,350	0.64

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