
LATAM Top 25 Ranker

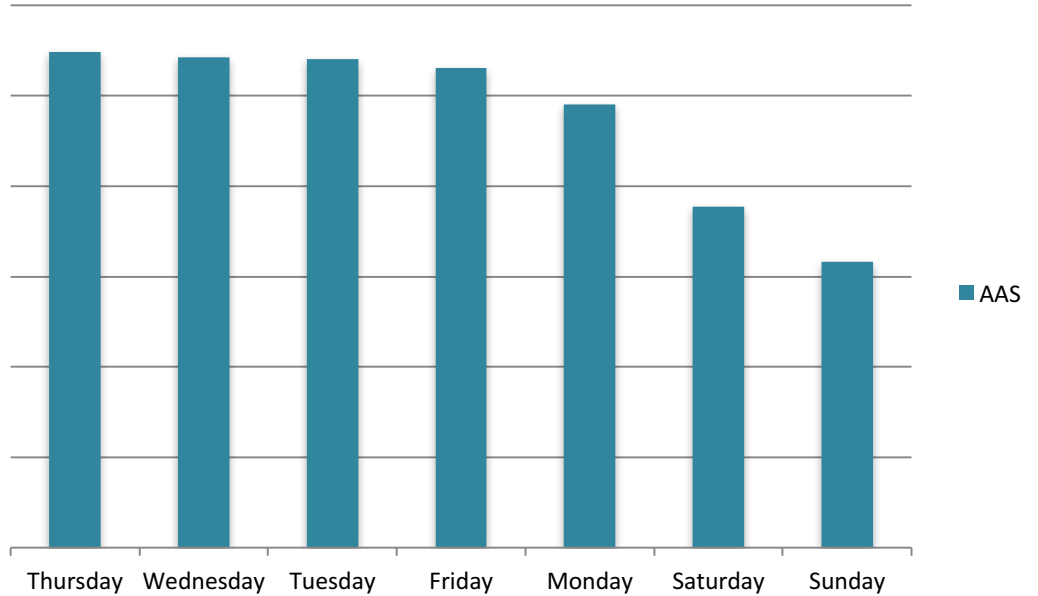
October 2017

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.

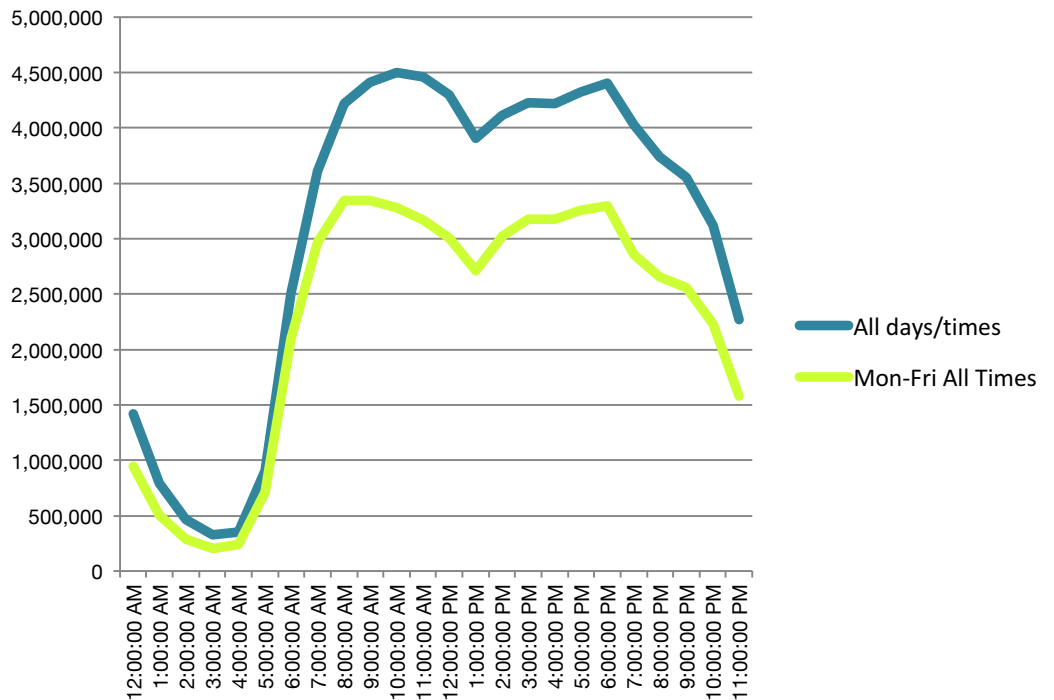
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Digital Audio Insights & Trends

In Colombia, Average Active Sessions (AAS) were highest on Thursdays, with a total of 54,817 active sessions.



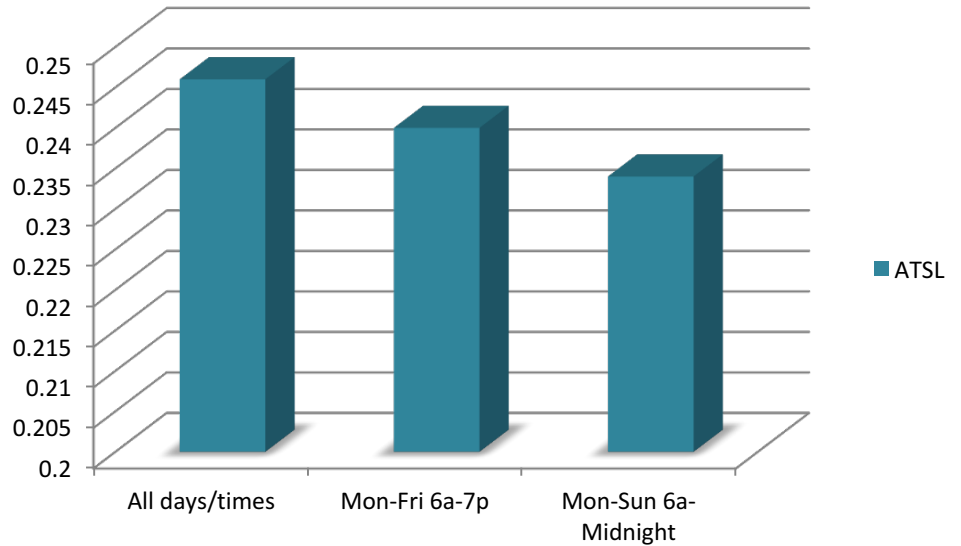
In Peru, weekday listening shows highest peak at 9am.



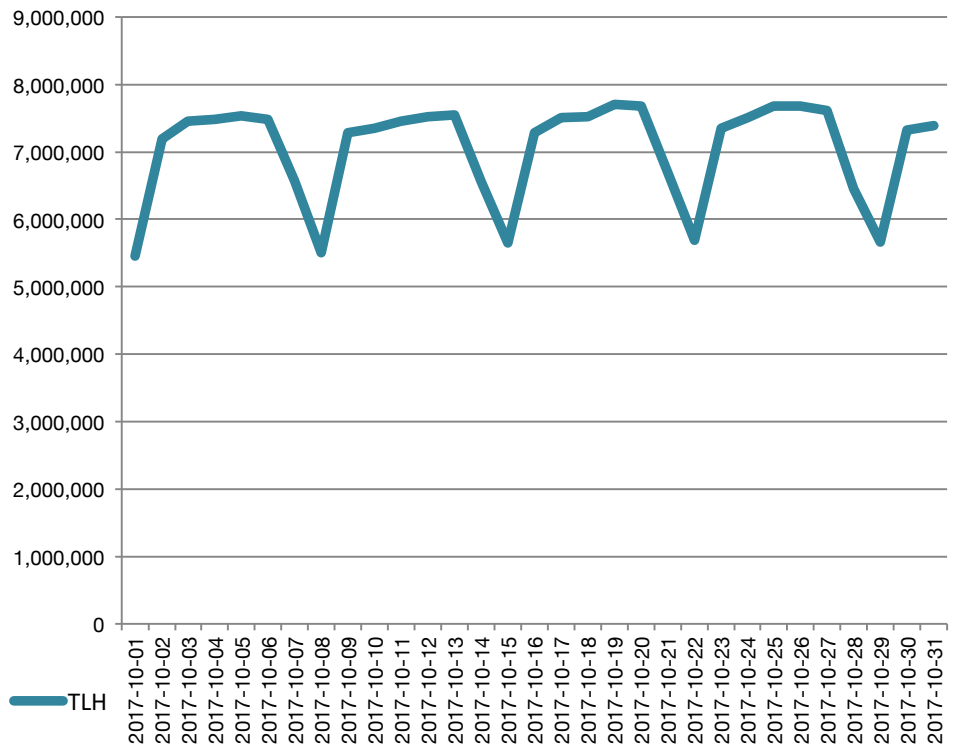
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In Brazil, the combined Average Time Spent Listening (ATSL) for the month of October was 24.6 minutes.



In Mexico, Total Listening Hours (TLH) reached its highest peak on October 19th, with 7,704,293 hours streamed.



LATAM OCTOBER 2017

Digital Audio Top 25 Ranker

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



OCTOBER 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)	59,398	19,886,999	0.80
2	Grupo Radio Centro (Mexico)	14,459	4,321,092	0.93
3	Grupo Acir (Mexico)	11,524	3,069,769	1.05
4	CRP Radios (Peru)	9,062	2,552,448	1.00
5	Grupo JBFM (Brazil)	8,012	1,756,493	1.29
6	Jovem Pan - SP (Brazil)	6,014	3,167,751	0.52
7	Cadena 3 Argentina (Argentina)	5,353	1,298,164	1.16
8	Grupo RPP (Peru)	5,206	1,571,231	0.93
9	MVS Radio (Mexico)	4,547	1,495,548	0.85
10	Grupo BluRadio (Colombia)	4,420	1,608,114	0.78
11	Radiopolis (Colombia)	3,966	814,930	1.38
12	Nova Brasil (Brazil)	3,765	742,144	1.44
13	Imagen (Mexico)	3,558	1,768,513	0.57
14	NRM (Mexico)	2,692	780,730	0.97
15	Multimedios (Mexico)	1,860	550,951	0.95
16	AccuRadio (United States)	1,656	222,667	2.07
17	Dial Brasil (Brazil)	1,608	427,287	1.07
18	Radio 93 (Brazil)	924	270,998	0.96
19	Igreja Pentecostal Deus e Amor (Brazil)	859	352,065	0.66
20	NPR Member Stations (United States)	788	351,307	0.63
21	Z101 (Dominican Republic)	731	339,384	0.62
22	Radio Top FM SP (Brazil)	646	184,979	0.98
23	Aristegui Noticias (Mexico)	564	332,869	0.48
24	977Music.com Corporate (United States)	419	149,005	0.79
25	Entravision Communications Corporation (United States)	413	161,663	0.72

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

OCTOBER 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)	42,459	27,514,550	0.80
2	Grupo Radio Centro (Mexico)	9,172	5,753,597	0.87
3	CRP Radios (Peru)	8,263	4,434,897	1.03
4	Grupo Acir (Mexico)	7,021	3,830,167	1.00
5	Grupo JBFM (Brazil)	5,313	2,614,548	1.12
6	Grupo RPP (Peru)	4,820	2,779,534	0.96
7	Jovem Pan - SP (Brazil)	4,416	4,931,841	0.49
8	Cadena 3 Argentina (Argentina)	3,601	1,902,810	1.04
9	Radiopolis (Colombia)	3,473	1,301,802	1.48
10	Grupo BluRadio (Colombia)	3,315	2,323,120	0.79
11	MVS Radio (Mexico)	2,743	1,824,536	0.83
12	Nova Brasil (Brazil)	2,358	1,030,412	1.27
13	Imagen (Mexico)	2,046	1,991,246	0.57
14	NRM (Mexico)	1,776	1,077,154	0.91
15	AccuRadio (United States)	1,315	352,353	2.05
16	Multimedios (Mexico)	1,215	791,459	0.84
17	Dial Brasil (Brazil)	1,055	624,484	0.94
18	Igreja Pentecostal Deus e Amor (Brazil)	785	665,361	0.64
19	NPR Member Stations (United States)	693	598,755	0.64
20	Radio 93 (Brazil)	579	364,836	0.87
21	Z101 (Dominican Republic)	532	459,082	0.65
22	Radio Top FM SP (Brazil)	430	272,532	0.87
23	977Music.com Corporate (United States)	362	277,875	0.72
24	Aristegui Noticias (Mexico)	289	332,869	0.48
25	Entravision Communications Corporation (United States)	263	210,475	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.

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