

LATAM Top 25 Ranker December 2018

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 DECEMBER 2018

Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for December 2018. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform. All metrics within the Webcast Metrics rankers include both ad supported and non-ad supported listening, globally, and in the US.

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:

DECEMBER 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)	66,461	19,587,759	0.82
2	Grupo Radio Centro (Mexico)	14,520	5,153,605	0.74
3	Grupo Acir (Mexico)	14,220	4,128,965	0.92
4	CRP Radios (Peru)	13,255	3,580,460	1.00
5	Grupo RPP (Peru)	10,332	2,952,375	0.93
6	Cadena 3 Argentina (Argentina)	7,890	2,545,577	0.83
7	Jovem Pan - SP (Brazil)	7,809	5,255,010	0.39
8	Grupo JBFM (Brazil)	7,079	1,796,039	1.06
9	RCN Radio (Colombia)	6,769	1,831,855	0.98
10	Nova Brasil (Brazil)	5,390	1,297,320	1.12
11	Grupo BluRadio (Colombia)	4,651	1,608,655	0.74
12	Radiopolis (Colombia)	3,518	1,106,781	0.86
13	MVS Radio (Mexico)	3,294	1,032,000	0.85
14	NRM (Mexico)	2,303	687,793	0.90
15	Imagen (Mexico)	1,830	570,327	0.85
16	Multimedios (Mexico)	1,595	514,281	0.83
17	AccuRadio (United States)	1,525	191,053	2.12
18	Dial Brasil (Brazil)	1,483	467,405	0.86
19	Igreja Pentecostal Deus e Amor (Brazil)	924	434,083	0.55
20	NPR Member Stations (United States)	774	316,197	0.65
21	Z101 (Dominican Republic)	758	346,014	0.59
22	Radio 93 (Brazil)	725	249,844	0.78
23	TV Acción (Paraguay)	531	248,583	0.58
24	Cadena Radial Vida (Colombia)	438	187,978	0.58
25	977Music.com Corporate (United States)	357	138,431	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

¹ The Latam Ranker represents listeners based only in Latin America

² Argentina, Chile, Colombia, Costa Rica, Panama and Mexico

DECEMBER 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)	41,412	26,413,215	0.76
2	Grupo Radio Centro (Mexico)	9,470	7,208,363	0.71
3	CRP Radios (Peru)	8,934	5,420,245	0.91
4	Grupo Acir (Mexico)	8,862	5,729,565	0.85
5	Grupo RPP (Peru)	6,904	4,486,160	0.84
6	Jovem Pan - SP (Brazil)	5,601	7,646,381	0.40
7	Cadena 3 Argentina (Argentina)	5,528	3,957,330	0.77
8	Grupo JBFM (Brazil)	4,879	2,882,337	0.93
9	RCN Radio (Colombia)	4,412	2,681,050	0.90
10	Nova Brasil (Brazil)	3,370	1,887,710	0.99
11	Grupo BluRadio (Colombia)	2,674	1,986,712	0.71
12	Radiopolis (Colombia)	2,155	1,462,990	0.81
13	MVS Radio (Mexico)	2,001	1,333,088	0.82
14	NRM (Mexico)	1,553	1,008,664	0.85
15	AccuRadio (United States)	1,112	303,537	2.01
16	Multimedios (Mexico)	1,052	771,793	0.75
17	Imagen (Mexico)	1,052	699,753	0.82
18	Dial Brasil (Brazil)	988	737,386	0.74
19	Igreja Pentecostal Deus e Amor (Brazil)	854	838,215	0.55
20	NPR Member Stations (United States)	632	542,008	0.64
21	Radio 93 (Brazil)	475	351,355	0.74
22	Z101 (Dominican Republic)	435	407,727	0.59
23	TV Acción (Paraguay)	319	335,694	0.53
24	Cadena Radial Vida (Colombia)	297	270,411	0.57
25	977Music.com Corporate (United States)	284	253,063	0.62

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