

LATAM Top 25 Ranker October 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 OCTOBER 2018

Digital Audio Top 25 Ranker

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

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)	68,589	23,084,843	0.82
2	Grupo Radio Centro (Mexico)	17,276	6,199,467	0.81
3	Grupo Acir (Mexico)	16,460	4,566,552	1.05
4	Jovem Pan - SP (Brazil)	11,033	8,135,764	0.40
5	CRP Radios (Peru)	10,062	3,256,801	0.91
6	Grupo RPP (Peru)	8,453	3,020,105	0.83
7	Cadena 3 Argentina (Argentina)	8,436	2,896,204	0.85
8	Grupo JBFM (Brazil)	7,797	2,182,426	1.05
9	Nova Brasil (Brazil)	6,353	1,587,535	1.19
10	RCN Radio (Colombia)	5,608	1,888,841	0.87
11	Grupo BluRadio (Colombia)	4,696	1,837,458	0.76
12	MVS Radio (Mexico)	4,043	1,312,067	0.90
13	NRM (Mexico)	2,900	922,170	0.92
14	Radiopolis (Colombia)	2,834	1,117,825	0.75
15	Imagen (Mexico)	2,380	751,405	0.92
16	Multimedios (Mexico)	1,972	630,168	0.92
17	Dial Brasil (Brazil)	1,678	546,835	0.91
18	AccuRadio (United States)	1,569	205,171	2.22
19	Igreja Pentecostal Deus e Amor (Brazil)	1,006	507,048	0.56
20	Radio 93 (Brazil)	946	324,748	0.86
21	Z101 (Dominican Republic)	765	417,388	0.55
22	NPR Member Stations (United States)	728	322,500	0.66
23	TV Acción (Paraguay)	504	283,450	0.53
24	Grupo Radio Alegria (Mexico)	373	123,290	0.89
25	977Music.com Corporate (United States)	366	146,538	0.74

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)	50,558	31,274,131	0.82
2	Grupo Radio Centro (Mexico)	11,547	8,146,280	0.77
3	Grupo Acir (Mexico)	10,475	5,709,827	1.00
4	CRP Radios (Peru)	9,277	5,451,827	0.94
5	Jovem Pan - SP (Brazil)	8,550	12,242,383	0.38
6	Grupo RPP (Peru)	7,871	5,133,331	0.85
7	Cadena 3 Argentina (Argentina)	5,963	4,091,594	0.80
8	Grupo JBFM (Brazil)	5,411	3,131,595	0.95
9	RCN Radio (Colombia)	4,902	2,886,243	0.93
10	Nova Brasil (Brazil)	4,112	2,171,449	1.05
11	Grupo BluRadio (Colombia)	3,549	2,566,281	0.77
12	MVS Radio (Mexico)	2,566	1,612,157	0.87
13	Radiopolis (Colombia)	2,544	1,764,782	0.80
14	NRM (Mexico)	1,993	1,257,828	0.87
15	Imagen (Mexico)	1,436	874,118	0.89
16	Multimedios (Mexico)	1,335	897,904	0.82
17	AccuRadio (United States)	1,265	311,845	2.22
18	Dial Brasil (Brazil)	1,120	776,956	0.80
19	Igreja Pentecostal Deus e Amor (Brazil)	916	890,008	0.56
20	Radio 93 (Brazil)	623	427,008	0.80
21	NPR Member Stations (United States)	623	522,283	0.65
22	Z101 (Dominican Republic)	559	552,509	0.56
23	TV Acción (Paraguay)	349	391,422	0.50
24	977Music.com Corporate (United States)	318	263,511	0.67
25	Grupo Radio Alegria (Mexico)	247	158,786	0.86

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