



TRITON[™]
D I G I T A L

TRITON DIGITAL'S WEBCAST METRICS[®] MONTHLY RANKER

SOBRE O WEBCAST METRICS®

O serviço de mensuração de Streaming Webcast Metrics é o padrão do setor para dados de consumo de áudio on-line. Fornece dados validados confiáveis, que habilitam os Publishers de áudio em todo o mundo a analisar o consumo de seu conteúdo de áudio por parte do dia, tipo de dispositivo, região geográfica, plataforma de distribuição e muito mais.

SOBRE OS RANKERS

Os Rankers do Webcast Metrics® são uma lista dos principais Publishers e redes de áudio digital de acordo com o serviço de mensuração de Streaming Webcast Metrics da Triton.

Os Publishers são classificados globalmente e em três regiões distintas: EUA, AMÉRICA LATINA E EMEA.

- O Ranker Global verifica a quantidade de transmissões sem qualificar onde estão sendo consumidas.
- Os rankers regionais quantificam o consumo com base na localização do ouvinte
- Todas as métricas dos rankers do Webcast Metrics incluem audição com e sem suporte de anúncios.

SOBRE AS CLASSIFICAÇÕES

As classificações são computadas com base na Média de Sessões Ativas (AAS), e Sessões Iniciadas (SS) e o Tempo Médio de Audição (ATSL) também são exibidos.

COMPREENSÃO DAS MÉTRICAS

Média de Sessões Ativas ou **AAS** representa o número médio de sessões em qualquer momento do período de tempo relatado, com sessões inválidas omitidas. A AAS pode ser calculada dividindo o Total de Horas de Audição pelo número de horas dentro do período de tempo relatado ($AAS = TLH / \text{Horas no período}$).

Total de Horas de Audição ou **TLH** é definido como o número total de horas que a estação/Publisher transmitiu durante sessões com duração mínima de um minuto dentro do período de tempo relatado. As sessões inválidas são omitidas.

Sessões Iniciadas ou **SS** é definido como o número de sessões com duração mínima de um minuto que foram iniciadas dentro do período de tempo relatado. As sessões inválidas são omitidas.

Média de Horas de Audição ou **ATSL** é definido como o número médio de horas de cada sessão com duração mínima de um minuto no total dentro do período de tempo relatado. Calculado como o tempo total gasto ouvindo dividido pelo número de sessões ativas.



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RANKERS MARÇO 2019





Month: March 2019
GLOBAL Daypart: 6am-8pm M-F

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	1,188,413	434,532,150	0.79
2	Talpa Network	120,730	22,365,153	1.57
3	365 Digital	5,667	1,616,890	1.01
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	431,529	159,906,742	0.78
2	Prisa Radio	141,427	48,469,772	0.85
3	Talpa Radio	102,943	18,237,793	1.64
4	NPR Member Stations ²	97,313	30,134,748	0.91
5	RADIO.COM	79,528	34,442,257	0.66
6	Cumulus Streaming Network	71,929	25,332,485	0.81
7	Bell Media	36,547	7,573,336	1.37
8	AccuRadio	35,674	5,243,611	1.94
9	Beasley Broadcasting Corporate	29,032	9,884,064	0.85
10	Karnaval.com	25,026	10,942,964	0.67
11	Univision	23,117	11,946,875	0.56
12	EMF Corporate	22,637	5,411,612	1.19
13	Grupo Renascenca	21,124	3,220,465	1.91
14	Grupo Radio Centro	20,969	8,232,011	0.73
15	Hubbard Broadcasting	19,607	5,066,041	1.10
16	Grupo Acir	19,545	6,303,122	0.89
17	CRP Radios	19,380	6,711,991	0.84
18	ESPN Radio Corporate	17,984	8,489,009	0.61
19	Salem Communications	15,897	6,177,584	0.73
20	New York Public Radio	14,850	4,622,732	0.91

The March 2019 Global Ranker has been reissued as of August 2, 2019. More information can be found at <https://www.tritondigital.com/ranker-reissuance-history>.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released. Reported data includes listening from both ad-supported and/or ad-free services.

¹ iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

² Publisher experienced minor and varied data issues through the period

In accordance with industry Invalid Traffic standards, the Triton Streaming Audio Ranker discloses gross received traffic versus net measured traffic. This is represented in Total Listening Hours (TLH) and Active Sessions (AS). The difference between gross received traffic and net measured traffic represents traffic that is excluded from processing as part of the measurement process, as noted : Gross Total Listening Hours: 374,627,499, Net Total Listening Hours: 367,385,046
 Gross Active Sessions: 453,395,220, Net Active Sessions: 427,658,465, % Filtered Total Listening Hours: 98.07%, % Filtered Active Sessions: 94.32%



Month: March 2019
GLOBAL Daypart: 6am-12am M-Sun

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	804,986	561,020,537	0.78
2	Talpa Network	87,528	31,120,316	1.55
3	365 Digital	3,579	1,982,089	0.99
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	318,928	227,091,383	0.77
2	Prisa Radio	95,227	66,329,588	0.80
3	NPR Member Stations ²	75,005	43,679,227	0.93
4	Talpa Radio	73,392	24,820,063	1.62
5	RADIO.COM	51,673	42,270,357	0.67
6	Cumulus Streaming Network	46,727	30,828,387	0.83
7	Bell Media	24,720	9,867,172	1.36
8	AccuRadio	24,534	6,977,679	1.92
9	Beasley Broadcasting Corporate	19,121	12,106,510	0.87
10	Karnaval.com	18,449	17,178,029	0.60
11	EMF Corporate	15,288	7,485,842	1.12
12	Univision	14,294	14,023,700	0.56
13	Grupo Radio Centro	14,046	10,834,959	0.71
14	CRP Radios	13,732	9,730,432	0.78
15	Grupo Renascenca	13,579	4,524,540	1.66
16	Grupo Acir	12,933	8,463,048	0.84
17	Hubbard Broadcasting	12,633	6,183,448	1.11
18	New York Public Radio	11,465	6,662,662	0.94
19	ESPN Radio Corporate	11,333	10,034,689	0.62
20	Salem Communications	10,534	7,497,052	0.76

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In accordance with industry Invalid Traffic standards, the Triton Streaming Audio Ranker discloses gross received traffic versus net measured traffic. This is represented in Total Listening Hours (TLH) and Active Sessions (AS). The difference between gross received traffic and net measured traffic represents traffic that is excluded from processing as part of the measurement process, as noted : Gross Total Listening Hours: 502,424,974, Net Total Listening Hours: 491,131,879
 Gross Active Sessions: 620,575,754, Net Active Sessions: 578,373,209, % Filtered Total Listening Hours: 97.75%, % Filtered Active Sessions: 93.20%



Month: March 2019
U.S. Daypart: 6am-8pm M-F

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	1,170,116	426,858,474	0.79
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,459,176	1,256,138,912	0.57
2	iHeartRadio	422,889	156,078,752	0.78
3	NPR Member Stations ²	89,617	27,707,754	0.92
4	RADIO.COM	79,404	34,366,760	0.66
5	Cumulus Streaming Network	70,201	24,765,091	0.81
6	Beasley Broadcasting Corporate	28,458	9,721,328	0.84
7	Univision	23,105	11,940,735	0.56
8	EMF Corporate	21,320	4,929,422	1.23
9	AccuRadio	20,949	2,818,059	2.11
10	Hubbard Broadcasting	19,452	4,975,503	1.11
11	ESPN Radio Corporate	17,380	8,166,480	0.61
12	Salem Communications	15,686	6,097,145	0.73
13	Urban One	13,800	5,778,904	0.68
14	New York Public Radio	13,553	4,077,788	0.95
15	Bonneville Corporate	10,700	3,989,956	0.77
16	Emmis Communications	10,001	3,950,223	0.73
17	Prisa Radio	7,269	3,866,130	0.64
18	Saga Communications	6,527	1,949,219	0.95
19	Midwest Communications	5,663	1,315,788	1.22
20	Entravision Communications Corporation	5,345	2,667,143	0.58

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released. Reported data includes listening from both ad-supported and/or ad-free services.

¹ iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

² Publisher experienced minor and varied data issues through the period



Month: March 2019
U.S. Daypart: 6am-12am M-SUN

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	790,021	548,824,256	0.79
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,018,580	1,977,959,552	0.56
2	iHeartRadio	311,602	220,873,085	0.77
3	NPR Member Stations ²	68,127	39,516,956	0.93
4	RADIO.COM	51,580	42,155,678	0.67
5	Cumulus Streaming Network	45,259	29,921,643	0.82
6	Beasley Broadcasting Corporate	18,695	11,880,025	0.86
7	Univision	14,285	14,014,517	0.56
8	EMF Corporate	14,249	6,735,108	1.16
9	AccuRadio	13,612	3,477,319	2.13
10	Hubbard Broadcasting	12,497	6,033,990	1.12
11	ESPN Radio Corporate	10,876	9,560,466	0.62
12	Salem Communications	10,349	7,369,608	0.76
13	New York Public Radio	10,342	5,754,222	0.98
14	Urban One	8,620	6,754,605	0.70
15	Emmis Communications	6,790	5,158,785	0.72
16	Bonneville Corporate	6,687	4,692,439	0.78
17	Prisa Radio	4,830	4,799,528	0.63
18	Saga Communications	4,327	2,467,922	0.95
19	Midwest Communications	3,620	1,688,384	1.17
20	Entravision Communications Corporation	3,207	3,015,547	0.59

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¹ iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

² Publisher experienced minor and varied data issues through the period



Month: March 2019
LATAM Daypart: 6am-7pm M-F

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (¹ List of countries in footnotes)	83,486	24,858,070	0.84
2	Grupo Acir (Mexico)	18,831	5,524,906	0.91
3	Grupo Radio Centro (Mexico)	17,662	6,007,153	0.78
4	CRP Radios (Peru)	17,187	4,946,118	0.93
5	Grupo RPP (Peru)	12,588	3,870,246	0.86
6	Jovem Pan - SP (Brazil)	9,343	6,329,347	0.39
7	Cadena 3 Argentina (Argentina)	8,671	2,753,145	0.84
8	RCN Radio (Colombia)	8,652	2,555,404	0.89
9	Grupo JBFM (Brazil)	7,778	2,091,168	1.00
10	Grupo BluRadio (Colombia)	6,571	2,385,321	0.70
11	Nova Brasil (Brazil)	6,444	1,549,180	1.12
12	MVS Radio (Mexico)	5,215	1,615,988	0.86
13	Radiopolis (Colombia)	4,357	1,370,467	0.85
14	Imagen (Mexico)	3,148	1,348,612	0.63
15	NRM (Mexico)	2,904	860,994	0.90
16	Multimedios (Mexico)	2,110	667,899	0.84
17	AccuRadio (United States)	1,549	272,910	1.52
18	Dial Brasil (Brazil)	1,481	523,906	0.76
19	Igreja Pentecostal Deus e Amor (Brazil)	1,036	519,136	0.52
20	Z101 (Dominican Republic)	936	427,973	0.59

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

¹ Argentina, Chile, Colombia, Costa Rica, Panama, Spain and Mexico



Month: March 2019
LATAM Daypart: 6am-12am M-SUN

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (¹ List of countries in footnotes)	51,012	32,765,678	0.78
2	Grupo Acir (Mexico)	11,693	7,586,909	0.84
3	CRP Radios (Peru)	11,413	7,336,152	0.86
4	Grupo Radio Centro (Mexico)	11,223	8,168,542	0.75
5	Grupo RPP (Peru)	8,369	5,807,330	0.79
6	Jovem Pan - SP (Brazil)	6,643	9,308,330	0.39
7	Cadena 3 Argentina (Argentina)	5,935	4,187,010	0.78
8	RCN Radio (Colombia)	5,758	3,864,414	0.81
9	Grupo JBFM (Brazil)	5,332	3,320,686	0.89
10	Nova Brasil (Brazil)	4,083	2,319,901	0.97
11	Grupo BluRadio (Colombia)	3,748	2,888,556	0.68
12	MVS Radio (Mexico)	3,114	2,051,578	0.83
13	Radiopolis (Colombia)	2,613	1,731,535	0.83
14	NRM (Mexico)	1,935	1,258,331	0.84
15	Imagen (Mexico)	1,782	1,577,250	0.62
16	Multimedios (Mexico)	1,400	1,029,367	0.75
17	AccuRadio (United States)	1,094	405,532	1.49
18	Dial Brasil (Brazil)	979	791,142	0.68
19	Igreja Pentecostal Deus e Amor (Brazil)	939	990,424	0.51
20	NPR Member Stations (United States)	697	560,602	0.68

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

¹ Argentina, Chile, Colombia, Costa Rica, Panama, Spain and Mexico



Month: March 2019
EMEA Daypart: 6am-7pm M-F

Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	123,547	21,103,507	1.57
2	365 Digital	5,849	1,533,111	1.02
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	105,686	17,312,557	1.64
2	Prisa Radio (Spain and Latam Countries)	54,296	17,493,848	0.83
3	Karnaval.com (Turkey)	25,721	10,230,821	0.67
4	Grupo Renascenca (Portugal)	21,684	2,949,569	1.96
5	Medialaan (Belgium)	14,995	2,058,995	1.95
6	RadioCorp (Netherlands)	11,951	2,644,143	1.21
7	Primedia Broadcasting (South Africa)	5,849	1,533,111	1.02
8	AccuRadio (USA)	3,760	607,842	1.65
9	NPR Member Stations (USA)	3,355	939,132	0.94
10	Challenge Records (Netherlands)	3,095	525,348	1.56



Month: March 2019
EMEA Daypart: 6am-12am M-SUN

Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	86,074	30,337,144	1.56
2	365 Digital	3,477	1,902,816	1.00
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	72,286	24,266,620	1.64
2	Prisa Radio (Spain and Latam Countries)	38,467	27,970,634	0.75
3	Karnaval.com (Turkey)	18,112	16,839,429	0.59
4	Grupo Renascenca (Portugal)	13,284	4,287,021	1.71
5	Medialaan (Belgium)	10,244	2,934,925	1.95
6	RadioCorp (Netherlands)	9,018	4,175,010	1.21
7	Primedia Broadcasting (South Africa)	3,477	1,902,816	1.00
8	NPR Member Stations (USA)	3,052	1,758,870	0.96
9	AccuRadio (USA)	2,747	917,953	1.62
10	Challenge Records (Netherlands)	2,676	936,619	1.56

Recursos

Acesso aos Rankers mensais:

<https://www.tritondigital.com/resources/monthly-rankers/rankers-archive>

Guia de referência do Webcast Metrics

Um guia rápido dos dados, recursos e capacidades do Webcast Metrics

<http://bit.ly/WCMreferenceguide>

Fale conosco

Não hesite em nos contatar se tiver perguntas, comentários ou solicitações de informações adicionais relacionadas com nossos Rankers mensais

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