



TRITONTM
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.

RANKERS OUTUBRO 2019





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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	1,241,631	509,169,214	0.76
2	Talpa Network	124,472	24,650,440	1.6
3	365 Digital	6,732	1,977,818	1.07
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	444,977	187,324,517	0.75
2	Prisa Radio	139,510	54,675,078	0.8
3	Talpa Radio	103,444	19,561,876	1.68
4	NPR Member Stations	99,607	35,487,904	0.87
5	RADIO.COM	86,554	40,801,626	0.67
6	Cumulus Streaming Network	73,879	29,877,648	0.78
7	Bell Media	37,448	8,672,156	1.35
8	AccuRadio	32,566	5,399,383	1.89
9	Beasley Broadcasting Corporate	29,247	11,771,890	0.79
10	Grupo Acir	26,230	9,235,942	0.9
11	Univision	26,180	15,966,141	0.52
12	Karnaval.com	24,175	11,477,209	0.67
13	CRP Radios	22,020	8,563,315	0.81
14	Grupo Renascenca	21,595	3,566,719	1.93
15	Hubbard Broadcasting	21,364	6,202,977	1.07
16	Grupo Radio Centro	19,626	8,516,954	0.72
17	Medialaan	18,879	3,601,216	1.66
18	EMF Corporate	18,366	5,083,198	1.13
19	ESPN Radio Corporate	16,535	9,654,056	0.54
20	Salem Communications	15,964	6,925,941	0.72

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

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: 421,703,751, Net Total Listening Hours: 411,569,573, Gross Active Sessions: 516,623,778, Net Active Sessions: 494,068,913, % Filtered Total Listening Hours: 97.60%, % Filtered Active Sessions: 95.63%



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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	853,735	601,228,198	0.77
2	Talpa Network	93,067	32,216,134	1.6
3	365 Digital	4,455	2,320,078	1.05
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	326,530	237,051,314	0.75
2	Prisa Radio	98,383	70,846,600	0.76
3	NPR Member Stations	77,584	47,164,083	0.89
4	Talpa Radio	76,145	25,089,342	1.68
5	RADIO.COM	59,534	48,694,127	0.67
6	Cumulus Streaming Network	50,453	35,020,454	0.79
7	Bell Media	26,713	10,782,872	1.35
8	AccuRadio	23,339	6,748,805	1.89
9	Beasley Broadcasting Corporate	19,868	13,649,305	0.8
10	Karnaval.com	18,571	16,917,463	0.61
11	Grupo Acir	18,049	11,614,895	0.85
12	Univision	17,098	18,063,588	0.52
13	CRP Radios	16,265	11,623,295	0.77
14	ESPN Radio Corporate	14,527	15,391,460	0.52
15	Grupo Renascenca	14,522	4,574,178	1.76
16	Hubbard Broadcasting	14,345	7,108,493	1.09
17	Medialaan	13,989	4,644,165	1.66
18	Grupo Radio Centro	13,705	10,648,865	0.7
19	EMF Corporate	13,069	6,600,199	1.08
20	New York Public Radio	11,495	6,476,527	0.97

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

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: 530,023,512, Net Total Listening Hours: 515,695,497, Gross Active Sessions: 652,452,766, Net Active Sessions: 620,497,693, % Filtered Total Listening Hours: 97.30%, % Filtered Active Sessions: 95.10%



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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	1,223,310	500,525,928	0.77
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,224,603	1,379,082,791	0.51
2	iHeartRadio	435,411	182,611,680	0.75
3	NPR Member Stations	92,498	32,863,120	0.87
4	RADIO.COM	86,396	40,681,562	0.67
5	Cumulus Streaming Network	72,723	29,366,336	0.78
6	Beasley Broadcasting Corporate	28,710	11,597,837	0.78
7	Univision	26,161	15,955,879	0.52
8	Hubbard Broadcasting	21,207	6,087,448	1.08
9	AccuRadio	19,073	2,970,679	2
10	EMF Corporate	17,334	4,641,667	1.16
11	ESPN Radio Corporate	15,968	9,332,571	0.54
12	Salem Communications	15,802	6,837,662	0.72
13	Urban One	13,735	6,253,269	0.69
14	New York Public Radio	13,430	4,286,762	0.98
15	Bonneville Corporate	10,991	4,515,623	0.77
16	Emmis Communications	9,729	4,290,313	0.71
17	Prisa Radio	7,254	4,352,354	0.52
18	Saga Communications	6,649	2,140,018	0.96
19	Midwest Communications	6,075	1,508,102	1.26
20	Entravision Communications Corporation	5,691	3,190,390	0.57

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

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	838,844	588,913,595	0.78
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	1,839,603	1,995,262,282	0.51
2	iHeartRadio	318,566	230,233,399	0.76
3	NPR Member Stations	71,237	43,066,156	0.9
4	RADIO.COM	59,395	48,507,634	0.67
5	Cumulus Streaming Network	49,504	34,281,071	0.79
6	Beasley Broadcasting Corporate	19,467	13,424,823	0.8
7	Univision	17,083	18,048,037	0.52
8	Hubbard Broadcasting	14,208	6,933,455	1.11
9	ESPN Radio Corporate	13,978	14,848,206	0.52
10	AccuRadio	13,030	3,479,684	2.04
11	EMF Corporate	12,237	5,965,497	1.12
12	Salem Communications	10,954	7,891,702	0.75
13	New York Public Radio	10,392	5,575,152	1.01
14	Urban One	9,169	7,158,858	0.7
15	Bonneville Corporate	7,681	5,517,450	0.77
16	Emmis Communications	6,879	5,248,034	0.72
17	Prisa Radio	5,039	5,194,195	0.53
18	Saga Communications	4,607	2,551,757	0.98
19	Classical KUSC/KDFC	4,521	1,612,560	1.53
20	Midwest Communications	4,049	1,785,986	1.23

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



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

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	75,911	27,207,759	0.81
2	Grupo Acir (Mexico)	25,498	8,160,067	0.92
3	CRP Radios (Peru)	19,974	6,564,678	0.89
4	Grupo Radio Centro (Mexico)	17,030	6,422,805	0.77
5	Grupo RPP (Peru)	14,024	6,154,754	0.66
6	RCN Radio (Colombia)	10,054	3,363,412	0.86
7	Cadena 3 Argentina (Argentina)	9,886	3,219,290	0.9
8	Grupo JBFM (Brazil)	9,270	3,074,698	0.89
9	Jovem Pan - SP (Brazil)	8,057	5,770,261	0.41
10	Rádios IMC (Argentina)	7,841	1,612,814	1.43
11	Nova Brasil (Brazil)	7,660	1,936,485	1.17
12	Grupo BluRadio (Colombia)	6,260	3,205,458	0.55
13	MVS Radio (Mexico)	5,868	2,110,541	0.81
14	Radiópolis (Colombia)	4,161	1,365,802	0.89
15	Multimedios (Mexico)	3,921	1,461,366	0.79
16	Imagen (Mexico)	2,977	1,587,870	0.55
17	NRM (Mexico)	2,975	1,019,611	0.86
18	Rádio Alvorada (Brazil)	2,817	732,628	1.14
19	AccuRadio (United States)	1,417	271,462	1.53
20	Dial Brasil (Brazil)	1,280	565,126	0.67
21	Z101 (Dominican Republic)	1,278	689,444	0.54
22	Igreja Pentecostal Deus e Amor (Brazil)	1268	746,952	0.48
23	Radio 93 (Brazil)	981	387,401	0.74
24	Cadena Radial Vida (Colombia)	782	405,673	0.52
25	NPR Member Stations (United States)	775	330,390	0.68

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



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

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	48,900	34,348,677	0.78
2	Grupo Acir (Mexico)	16,614	10,553,741	0.86
3	CRP Radios (Peru)	13,983	9,190,416	0.84
4	Grupo Radio Centro (Mexico)	11,269	8,263,741	0.74
5	Grupo RPP (Peru)	9,651	8,464,278	0.62
6	RCN Radio (Colombia)	7,040	4,973,490	0.77
7	Cadena 3 Argentina (Argentina)	6,939	4,601,389	0.83
8	Grupo JBFM (Brazil)	6,464	4,440,734	0.8
9	Jovem Pan - SP (Brazil)	5,893	8,067,374	0.4
10	Rádios IMC (Argentina)	5,480	2,256,965	1.34
11	Nova Brasil (Brazil)	5,093	2,690,029	1.05
12	Grupo BluRadio (Colombia)	3,881	3,847,737	0.53
13	MVS Radio (Mexico)	3,680	2,554,260	0.79
14	Radiópolis (Colombia)	2,656	1,675,986	0.87
15	Multimedios (Mexico)	2,564	1,921,261	0.73
16	NRM (Mexico)	2,067	1,408,130	0.81
17	Rádio Alvorada (Brazil)	1,862	1,013,915	1.02
18	Imagen (Mexico)	1,795	1,795,873	0.55
19	Igreja Pentecostal Deus e Amor (Brazil)	1,127	1,258,237	0.48
20	AccuRadio (United States)	1026	377,268	1.5
21	Dial Brasil (Brazil)	910	800,251	0.63
22	Z101 (Dominican Republic)	783	795,253	0.54
23	Radio 93 (Brazil)	660	502,456	0.72
24	NPR Member Stations (United States)	627	505,602	0.68
25	Cadena Radial Vida (Colombia)	575	575,969	0.52

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



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	127,425	23,290,097	1.59
2	365 Digital	6,982	1,888,386	1.09
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	106,327	18,588,249	1.67
2	Prisa Radio (Spain and LATAM Countries)	59,932	20,511,919	0.85
3	Karnaval.com (Turkey)	24,646	10,599,769	0.70
4	Grupo Renascenca (Portugal)	22,214	3,280,953	1.99
5	Medialaan (Belgium)	19,500	3,451,286	1.67
6	RadioCorp (Netherlands)	13,051	3,143,432	1.22
7	Primedia Broadcasting (South Africa)	6,982	1,888,386	1.09
8	Sublime World BV (Netherlands)	3,776	587,598	1.88
9	AccuRadio (USA)	3,543	617,703	1.68
10	NPR Member Stations (USA)	3,109	1,053,783	0.86



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	91,648	31,430,757	1.59
2	365 Digital	4,355	2,246,145	1.08
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	75,146	24,532,353	1.67
2	Prisa Radio (Spain and LATAM Countries)	43,483	30,417,447	0.79
3	Karnaval.com (Turkey)	18,263	16,585,391	0.61
4	Grupo Renascenca (Portugal)	14,240	4,354,965	1.82
5	Medialaan (Belgium)	13,911	4,592,787	1.68
6	RadioCorp (Netherlands)	9,989	4,538,205	1.22
7	Primedia Broadcasting (South Africa)	4,355	2,246,145	1.08
8	Sublime World BV (Netherlands)	2,970	861,062	1.89
9	NPR Member Stations (USA)	2,841	1,820,112	0.85
10	AccuRadio (USA)	2,675	877,044	1.68

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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