



# TRITON DIGITAL'S STREAMING METRICS MONTHLY RANKER

February 2021

## About Triton's Webcast Metrics and Streaming Metrics Services



Triton's Streaming Metrics measurement service is the industry standard for online audio consumption data. It provides credible data that enables audio publishers around the world to analyze the consumption of their audio content by daypart, device type, geography, distribution platform, and more.

Webcast Metrics® is an enhanced measurement service tier that requires participating publishers to meet a broader set of technical and operational requirements which are subject to a third-party audit.

## About Triton's Rankers

Triton's Rankers are a listing of the top performing digital audio publishers and sales networks, as measured by Triton's Streaming Metrics and Webcast Metrics® measurement services.

**Publishers are ranked Globally, as well as in three distinct regions: US, LATAM, and EMEA.**

- The Global Publisher Ranker, powered by Webcast Metrics®, verifies the quantity of streams without qualifying where they are being consumed.
- The regional rankers quantify consumption based on listener location.
- All metrics within Triton's Rankers include both ad-supported and non-ad supported listening.
- Sales Networks include both owned streams and the streams related to network affiliations.



## About the Rankings



Rankings are computed based on Average Active Sessions (AAS), with Session Starts (SS), and Average Time Spent Listening (ATSL) also displayed.

## Understanding the Metrics

**Average Active Sessions** or **AAS** represents the average number of sessions at any point in time in the reported time period, with invalid sessions omitted. AAS can be calculated by dividing Total Listening Hours by the number of hours within the reported time period ( $AAS = TLH / \text{Hours in period}$ ).

**Total Listening Hours** or **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 length within the reported time period. Any/all invalid sessions are omitted.

**Session Starts** or **SS** is defined as the number of sessions with a minimum duration of one minute in length that were started within the reported time period. Any/all invalid sessions are omitted.

**Average Time Spent Listening** or **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.

The background is a solid blue color with various abstract elements. There are several halftone patterns, which are grids of small dots, arranged in a way that suggests a world map. Overlaid on these are various geometric shapes: thin vertical lines, circles of different sizes and colors (some light blue, some dark blue, some purple), and larger, semi-transparent rectangular blocks. The overall aesthetic is modern and technological.

# **FEBRUARY 2021 RANKERS**

# GLOBAL

Daypart: 6am-8pm M-F  
Month: February 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,118,864	428,608,539	0.71
2	Talpa Network	171,043	27,444,937	1.72
3	365 Digital	7,454	2,085,028	0.98

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	391,780	163,945,738	0.66
2	Prisa Radio	165,804	61,743,027	0.74
3	Talpa Radio	138,611	20,911,903	1.83
4	NPR Member Stations	125,183	43,485,184	0.78
5	Audacy	87,438	44,422,389	0.54
6	Cumulus Streaming Network	63,678	20,111,843	0.86
7	Bell Media	42,058	9,107,226	1.26
8	EMF	31,192	5,554,875	1.5
9	Medialaan	30,878	5,213,952	1.64
10	Grupo Acir	29,913	9,547,976	0.86
11	Univision	28,880	14,430,613	0.55
12	Beasley Broadcasting Corporate	26,964	8,649,876	0.86
13	AccuRadio	25,611	4,615,868	1.52
14	Karnaval.com	21,623	9,939,520	0.6
15	CRP Radios	20,833	8,474,542	0.68
16	Hubbard Broadcasting	20,705	5,419,062	1.04
17	New York Public Radio	16,740	5,122,902	0.89
18	Grupo Renascenca	16,547	2,955,916	1.55
19	Grupo Radio Centro	16,217	6,421,691	0.7
20	Salem Communications	14,485	5,371,676	0.73

Note:

- iHeartMedia & EMF experienced minor data collection issues through a portion of this reporting period.
- 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.

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: 378,342,888, Net Total Listening Hours: 368,262,360, Gross Active Sessions: 484,031,169, Net Active Sessions: 465,303,916, % Filtered Total Listening Hours: 97.34%, % Filtered Active Sessions: 96.13%

# GLOBAL

Daypart: 6am-12am M-Sun  
Month: February 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	773,433	523,663,561	0.73
2	Talpa Network	127,796	37,096,205	1.72
3	365 Digital	4,984	2,618,432	0.94

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	290,341	217,460,763	0.67
2	Prisa Radio	118,368	82,534,425	0.71
3	Talpa Radio	101,847	27,689,562	1.84
4	NPR Member Stations	98,879	60,410,127	0.81
5	Audacy	62,052	53,882,294	0.57
6	Cumulus Streaming Network	43,388	24,109,051	0.89
7	Bell Media	29,952	11,624,091	1.27
8	EMF	23,565	7,723,924	1.49
9	Medialaan	22,904	6,976,761	1.64
10	Grupo Acir	21,205	12,685,112	0.83
11	Univision	18,839	16,771,202	0.56
12	AccuRadio	18,594	6,186,020	1.49
13	Beasley Broadcasting Corporate	18,463	10,292,540	0.89
14	Karnaval.com	16,331	15,167,552	0.54
15	CRP Radios	16,066	12,210,380	0.65
16	Hubbard Broadcasting	14,165	6,499,668	1.07
17	New York Public Radio	13,402	7,086,535	0.93
18	Grupo Radio Centro	11,560	8,405,948	0.68
19	Grupo Renascenca	11,288	4,104,031	1.38
20	Salem Communications	9,998	6,567,682	0.75

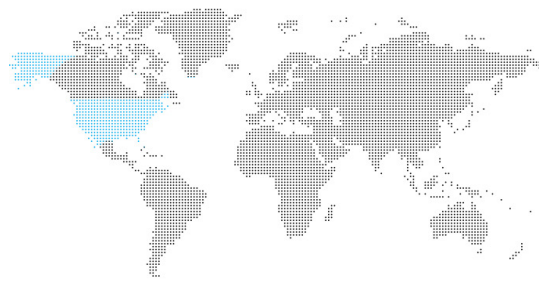
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# US

Daypart: 6am-8pm M-F  
Month: February 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,099,321	419,722,995	0.72

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	380,686	158,776,098	0.66
2	NPR Member Stations	116,834	40,272,682	0.79
3	Audacy	87,207	44,246,603	0.54
4	Cumulus Streaming Network	62,547	19,688,061	0.86
5	EMF	30,427	5,354,154	1.52
6	Univision	28,873	14,423,414	0.55
7	Beasley Broadcasting Corporate	26,380	8,490,086	0.85
8	Hubbard Broadcasting	20,594	5,358,857	1.04
9	New York Public Radio	15,241	4,554,452	0.91
10	Salem Communications	14,271	5,104,046	0.76
11	AccuRadio	14,197	2,407,295	1.61
12	Urban One	10,833	3,734,972	0.79
13	Bonneville International	10,612	3,979,700	0.73
14	Emmis Communications	8,265	3,230,590	0.7
15	ESPN Radio Corporate	7,338	3,903,899	0.51
16	Midwest Communications	6,933	1,454,504	1.28
17	Prisa Radio	6,892	3,604,102	0.52
18	Classical KUSC/KDFC	6,328	1,328,056	1.29
19	Entravision Communications Corporation	5,268	2,347,291	0.62
20	Estrella Media	4,921	2,167,237	0.63

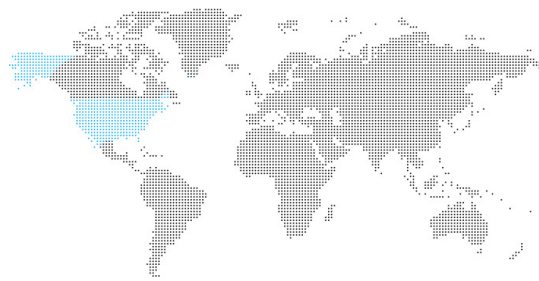
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# US

Daypart: 6am-12am M-Sun  
Month: February 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	757,529	510,393,073	0.73

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	281,203	209,771,950	0.67
2	NPR Member Stations	91,419	55,057,016	0.82
3	Audacy	61,865	53,627,694	0.57
4	Cumulus Streaming Network	42,440	23,459,854	0.89
5	EMF	22,957	7,425,845	1.51
6	Univision	18,833	16,762,097	0.56
7	Beasley Broadcasting Corporate	18,030	10,084,667	0.89
8	Hubbard Broadcasting	14,068	6,404,761	1.08
9	New York Public Radio	12,083	6,188,768	0.96
10	Salem Communications	9,806	6,086,920	0.79
11	AccuRadio	9,721	3,009,775	1.6
12	Urban One	7,410	4,429,361	0.82
13	Bonneville International	7,025	4,576,715	0.76
14	Emmis Communications	6,198	4,411,091	0.7
15	ESPN Radio Corporate	5,355	5,036,794	0.52
16	Classical KUSC/KDFC	5,286	1,965,871	1.32
17	Prisa Radio	4,765	4,412,676	0.53
18	Midwest Communications	4,727	1,802,440	1.28
19	WAMU	3,405	2,124,341	0.79
20	Entravision Communications Corporation	3,304	2,630,221	0.63

Note:

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Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	87,314	30,106,187	0.74
2	Grupo Acir (Mexico)	28,650	8,402,929	0.87
3	CRP Radios (Peru)	18,388	6,546,211	0.72
4	Grupo Radio Centro (Mexico)	14,167	4,956,206	0.73
5	Grupo RPP (Peru)	14,152	5,273,048	0.68
6	RCN Radio (Colombia)	12,894	3,886,583	0.83
7	Grupo Alpha Media (Argentina)	10,358	3,786,099	0.7
8	Grupo BluRadio (Colombia)	8,959	3,861,634	0.57
9	Grupo JBFM (Brazil)	8,403	2,877,494	0.75
10	Jovem Pan - SP (Brazil)	7,213	4,017,847	0.46
11	Rádios IMC (Argentina)	6,972	1,455,864	1.23
12	MVS Radio (Mexico)	5,814	2,054,931	0.72
13	Nova Brasil (Brazil)	5,787	1,700,311	0.88
14	Multimedios (Mexico)	3,967	1,511,678	0.67
15	Grupo Radiópolis (Colombia)	3,837	1,116,594	0.88
16	Rádio Alvorada (Brazil)	2,939	719,720	1.05
17	NRM (Mexico)	2,840	1,025,020	0.71
18	Igreja Pentecostal Deus e Amor (Brazil)	2,204	1,026,779	0.53
19	Imagen (Mexico)	2,122	813,473	0.67
20	Dial Brasil (Brazil)	1,875	554,067	0.87
21	AccuRadio (United States)	1,049	227,419	1.18
22	ACCION MULTIMEDIOS (Paraguay)	1,013	545,701	0.48
23	Cadena Radial Vida (Colombia)	930	522,527	0.43
24	Radio 93 (Brazil)	913	434,829	0.54
25	NPR Member Stations (United States)	898	392,717	0.58

## Note:

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Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	56,354	38,619,089	0.72
2	Grupo Acir (Mexico)	19,204	11,449,340	0.83
3	CRP Radios (Peru)	13,457	9,785,288	0.68
4	Grupo RPP (Peru)	10,047	7,540,356	0.65
5	Grupo Radio Centro (Mexico)	9,588	6,668,601	0.71
6	RCN Radio (Colombia)	9,456	6,146,004	0.75
7	Grupo Alpha Media (Argentina)	6,523	4,699,804	0.69
8	Grupo JBFM (Brazil)	6,341	4,564,911	0.69
9	Grupo BluRadio (Colombia)	5,355	4,523,002	0.57
10	Radios IMC (Argentina)	5,299	2,345,756	1.13
11	Jovem Pan - SP (Brazil)	5,272	5,763,532	0.45
12	Nova Brasil (Brazil)	4,144	2,676,163	0.77
13	MVS Radio (Mexico)	3,771	2,688,440	0.69
14	Multimedios (Mexico)	2,752	2,187,316	0.63
15	Grupo Radiopolis (Colombia)	2,523	1,467,335	0.85
16	NRM (Mexico)	2,054	1,526,727	0.67
17	Rádio Alvorada (Brazil)	2,032	1,087,174	0.93
18	Igreja Pentecostal Deus e Amor (Brazil)	1,967	1,821,127	0.52
19	Dial Brasil (Brazil)	1,326	842,291	0.79
20	Imagen (Mexico)	1,254	945,184	0.66
21	AccuRadio (United States)	806	352,101	1.14
22	NPR Member Stations (United States)	746	652,137	0.57
23	Grupo Camargo de Comunicação (Brazil)	725	635,376	0.57
24	Cadena Radial Vida (Colombia)	683	748,378	0.43
25	ACCION MULTIMEDIOS (Paraguay)	652	714,085	0.46

## Note:

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# EMEA

Daypart: 6am-7pm M-F  
Month: February 2021

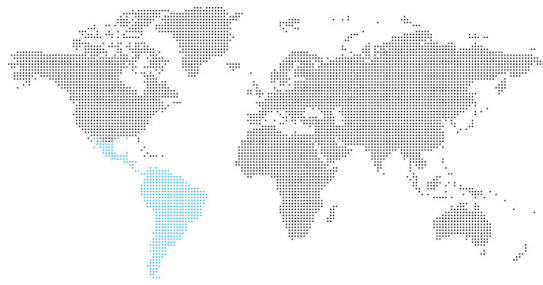


Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	175,913	25,986,369	1.77
2	365 Digital	7,721	1,960,517	0.99

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	143,233	19,950,728	1.87
2	Prisa Radio (Spain and Latam Countries)	76,356	25,269,305	0.78
3	Medialaan (Belgium)	32,026	5,027,614	1.65
4	Karnaval.com (Turkey)	22,128	9,092,537	0.64
5	RadioCorp (Netherlands)	17,261	3,450,047	1.29
6	Grupo Renascenca (Portugal)	16,893	2,695,007	1.62
7	RadiaCZ (Czech Republic)	11,468	1,361,963	2.11
8	Active Radio A.S. (Czech Republic)	9,141	1,181,263	1.98
9	Primedia Broadcasting (South Africa)	7,721	1,960,517	0.99
10	Vlaanderen Eén NV (Belgium)	5,570	689,851	2.06

# EMEA

Daypart: 6am-12am M-Sun  
Month: February 2021



Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	126,155	35,972,831	1.78
2	365 Digital	4,881	2,486,931	0.96

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	100,845	26,987,562	1.89
2	Prisa Radio (Spain and Latam Countries)	56,282	38,680,430	0.73
3	Medialaan (Belgium)	22,835	6,925,829	1.65
4	Karnaval.com (Turkey)	15,947	14,481,424	0.55
5	RadioCorp (Netherlands)	12,973	5,023,502	1.29
6	Grupo Renascenca (Portugal)	11,031	3,900,922	1.42
7	RadiaCZ (Czech Republic)	7,367	1,858,549	1.94
8	Active Radio A.S. (Czech Republic)	5,345	1,420,611	1.86
9	Primedia Broadcasting (South Africa)	4,881	2,486,931	0.96
10	Vlaanderen Eén NV (Belgium)	4,205	1,014,862	2.06

## **Access the Monthly Rankers:**

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

## **Webcast Metrics Reference Guide**

A quick guide to Webcast Metrics Data, Features & Capabilities

<http://bit.ly/WCMreferenceguide>

## **Contact Us**

Don't hesitate to reach out should you have questions, comments, or requests for additional information as it relates to our Monthly Rankers

[Ranker@TritonDigital.com](mailto:Ranker@TritonDigital.com)

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