



TRITON DIGITAL'S
STREAMING METRICS
MONTHLY RANKER

Febrero de 2021

Acerca de Webcast Metrics® y Streaming Metrics

El servicio de medición Streaming Metrics, de Triton, es el estándar de la industria para datos de consumo de audio en línea. Provee datos confiables y validados que permite a los publishers de audio de todo el mundo analizar el consumo de su contenido de audio por horario, tipo de dispositivo, ubicación geográfica, plataforma de distribución, y más.

Webcast Metrics® es un nivel de servicio de medición mejorado que requiere que los publishers participantes cumplan con un conjunto más amplio de requisitos técnicos y operativos que están sujetos a una auditoría de terceros.

Acerca de los rankers

Los Rankers de Triton son una lista de los principales publishers y redes de audio digital con mejor desempeño según lo medido por los servicios de medición Streaming Metrics e Webcast Metrics® de Triton.

Los Publishers están clasificados a nivel mundial y en tres regiones distintas: EE. UU., Latinoamérica y EMEA.

- El ranker global, medido por Webcast Metrics®, verifica la cantidad de transmisiones sin calificar dónde se consumen.
- Los rankers regionales cuantifican el consumo según la ubicación del oyente.
- Todas las métricas dentro de los rankers de Triton incluyen tanto la escucha con o sin inserción de publicidad.
- Las Sales Networks incluyen tanto los streams propios como los relacionados con las afiliaciones de la red.

Acerca de los rankings

Los rankings se computan por promedio de sesiones activas (AAS) y también se muestran las sesiones iniciadas (SS) y tiempo promedio de escucha (ATSL).

Explicación de las mediciones

Promedio de sesiones activas o **AAS** representa la cantidad promedio de sesiones en cualquier momento específico del período reportado sin incluir sesiones no válidas. El AAS se puede calcular dividiendo el total de horas de escucha (TLH) por la cantidad de horas dentro del período reportado ($AAS = TLH / \text{horas en el período}$).

Total de horas de escucha o **THL** se define como la cantidad total de horas que la estación/publisher ha transmitido durante sesiones con una duración de al menos un minuto dentro del período reportado. Se omiten todas las sesiones no válidas.

Sesiones iniciadas o **SS** se definen como la cantidad de sesiones con una duración mínima de un minuto que se iniciaron dentro del período reportado. Se omiten todas las sesiones no válidas.

Tiempo promedio de escucha o **ATSL** se define como la cantidad promedio de horas para cada sesión con una duración de al menos un minuto en total dentro del período reportado. Para calcularlo se divide el tiempo total de escucha por las sesiones activas.



RANKERS FEBRERO DE 2021

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

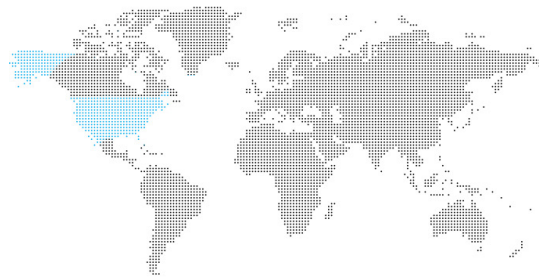
Note:

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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

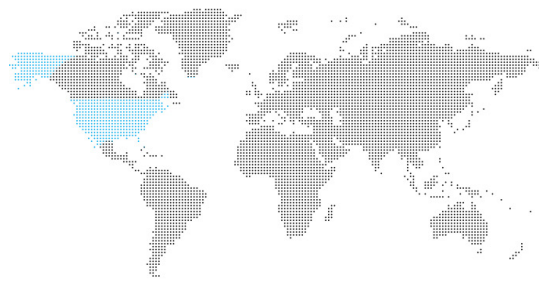
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	380,686	158,776,098	0.66
2	NPR Member Stations	116,834	40,272,682	0.79
3	Audacy	87,207	44,246,603	0.54
4	Cumulus Streaming Network	62,547	19,688,061	0.86
5	EMF	30,427	5,354,154	1.52
6	Univision	28,873	14,423,414	0.55
7	Beasley Broadcasting Corporate	26,380	8,490,086	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

Note:

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

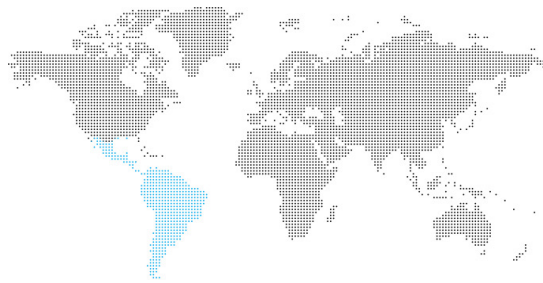
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	281,203	209,771,950	0.67
2	NPR Member Stations	91,419	55,057,016	0.82
3	Audacy	61,865	53,627,694	0.57
4	Cumulus Streaming Network	42,440	23,459,854	0.89
5	EMF	22,957	7,425,845	1.51
6	Univision	18,833	16,762,097	0.56
7	Beasley Broadcasting Corporate	18,030	10,084,667	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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LATAM

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



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	Radios 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 Radiopolis (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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LATAM

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



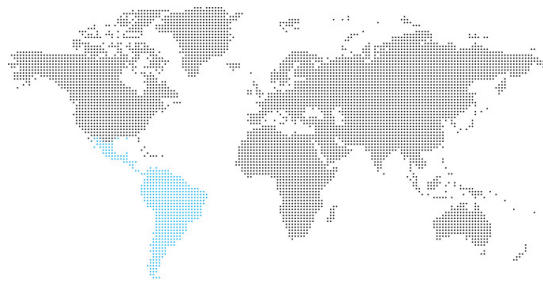
Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	56,354	38,619,089	0.72
2	Grupo Acir (Mexico)	19,204	11,449,340	0.83
3	CRP Radios (Peru)	13,457	9,785,288	0.68
4	Grupo RPP (Peru)	10,047	7,540,356	0.65
5	Grupo Radio Centro (Mexico)	9,588	6,668,601	0.71
6	RCN Radio (Colombia)	9,456	6,146,004	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

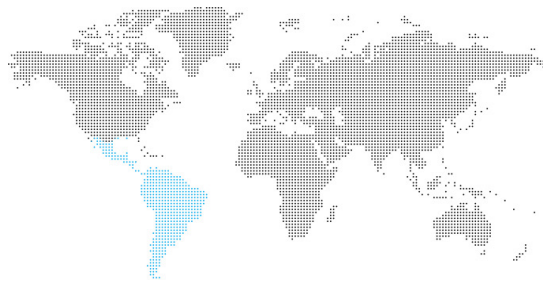


Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	175,913	25,986,369	1.77
2	365 Digital	7,721	1,960,517	0.99

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

Recursos

Acceso a los rankers mensuales:

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

Webcast Metrics, hoja de información

Una descripción general de Webcast Metrics y sus características & capacidades

<https://bit.ly/2H8pPxi>

Contáctenos

Si tiene alguna pregunta, comentario o necesita más información sobre nuestros rankers mensuales no dude en ponerse en contacto con nosotros

Ranker@TritonDigital.com
