



TRITON DIGITAL'S STREAMING METRICS MONTHLY RANKER

March 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 two large, faint halftone patterns that look like stylized maps of the United States, one on the left and one on the right. Overlaid on these and the rest of the page are numerous geometric shapes: circles of different sizes and colors (light blue, dark blue, purple, and white), vertical bars of varying heights, and thin vertical lines. Some of these elements have small circles at their ends, resembling a data visualization or a network diagram.

MARCH 2021 RANKERS

GLOBAL

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,150,098	483,534,803	0.77
2	Talpa Network	178,847	32,515,753	1.75
3	365 Digital	7,070	2,171,660	1.02

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	409,116	193,364,869	0.72
2	Prisa Radio	165,526	69,928,640	0.75
3	Talpa Radio	145,242	25,061,787	1.84
4	NPR Member Stations	117,477	45,162,066	0.81
5	Audacy	90,104	44,034,454	0.64
6	Cumulus Streaming Network	62,057	21,973,068	0.88
7	Bell Media	43,423	10,794,562	1.26
8	EMF	37,909	8,367,590	1.39
9	Univision	31,167	17,964,661	0.55
10	MediaLan	30,139	5,839,799	1.64
11	Grupo Acir	29,986	10,931,842	0.87
12	Beasley Broadcasting Corporate	28,269	10,402,043	0.86
13	AccuRadio	27,825	5,637,346	1.55
14	Karnaval.com	22,614	11,292,125	0.64
15	Hubbard Broadcasting	21,534	6,521,183	1.03
16	CRP Radios	20,638	9,437,512	0.69
17	Grupo Renascenca	18,429	3,634,952	1.62
18	Grupo Radio Centro	15,720	6,984,402	0.71
19	New York Public Radio	15,074	5,215,362	0.91
20	Salem Communications	14,531	5,805,277	0.78

Notes:

- iHeartMedia 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: 439,152,208, Net Total Listening Hours: 427,878,160, Gross Active Sessions: 528,808,135, Net Active Sessions: 508,560,696, % Filtered Total Listening Hours: 97.43%, % Filtered Active Sessions: 96.17%

GLOBAL

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	812,458	584,372,830	0.78
2	Talpa Network	135,007	42,383,435	1.76
3	365 Digital	4,838	2,638,042	1

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	308,334	252,162,799	0.72
2	Prisa Radio	120,306	91,159,308	0.72
3	Talpa Radio	107,854	31,972,338	1.86
4	NPR Member Stations	94,145	61,159,430	0.84
5	Audacy	64,786	52,613,313	0.67
6	Cumulus Streaming Network	44,108	26,717,625	0.9
7	Bell Media	31,516	13,362,399	1.29
8	EMF	28,937	11,242,516	1.4
9	Medialaan	22,702	7,631,914	1.64
10	Grupo Acir	21,662	14,164,085	0.84
11	Univision	20,792	20,573,396	0.55
12	AccuRadio	20,543	7,322,342	1.54
13	Beasley Broadcasting Corporate	19,833	12,212,039	0.89
14	Karnaval.com	17,405	16,357,170	0.59
15	CRP Radios	16,100	13,154,722	0.67
16	Hubbard Broadcasting	15,114	7,724,194	1.06
17	Grupo Renascenca	12,671	4,771,653	1.47
18	New York Public Radio	12,297	7,061,492	0.95
19	Grupo Radio Centro	11,358	8,895,634	0.7
20	Salem Communications	10,244	6,831,884	0.81

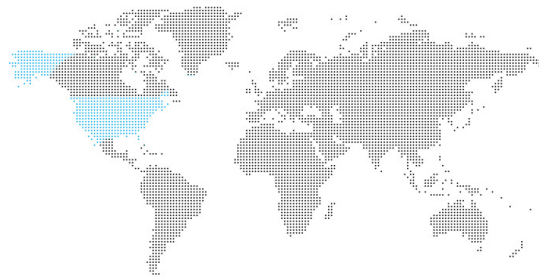
Notes:

- iHeartMedia 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: 439,152,208, Net Total Listening Hours: 427,878,160, Gross Active Sessions: 528,808,135, Net Active Sessions: 508,560,696, % Filtered Total Listening Hours: 97.43%, % Filtered Active Sessions: 96.17%

US

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,130,517	474,196,823	0.77

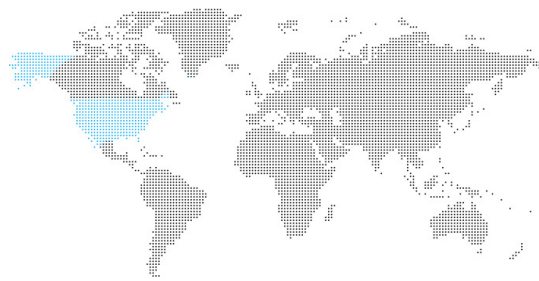
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	397,804	187,653,966	0.72
2	NPR Member Stations	109,470	42,034,063	0.81
3	Audacy	89,857	43,838,808	0.64
4	Cumulus Streaming Network	61,071	21,534,303	0.89
5	EMF	36,909	8,035,960	1.41
6	Univision	31,158	17,954,402	0.55
7	Beasley Broadcasting Corporate	27,653	10,208,732	0.86
8	Hubbard Broadcasting	21,424	6,448,061	1.04
9	AccuRadio	15,718	3,010,917	1.63
10	Salem Communications	14,371	5,667,513	0.79
11	New York Public Radio	13,698	4,609,116	0.93
12	Urban One	11,368	4,540,168	0.79
13	Bonneville International	10,317	4,491,035	0.73
14	ESPN Radio Corporate	7,457	4,602,616	0.51
15	Prisa Radio	7,081	4,178,378	0.53
16	Midwest Communications	6,875	1,591,293	1.33
17	MediaCo Holding Inc	6,565	3,254,308	0.64
18	Classical KUSC/KDFC	6,540	1,490,586	1.36
19	Entravision Communications Corporation	5,847	2,971,833	0.63
20	Estrella Media	5,387	2,679,682	0.64

Notes:

- iHeartMedia 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

US

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	796,460	570,958,635	0.79

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	298,970	243,857,075	0.73
2	NPR Member Stations	86,939	56,213,259	0.84
3	Audacy	64,585	52,339,562	0.67
4	Cumulus Streaming Network	43,269	26,057,148	0.9
5	EMF	28,132	10,772,416	1.42
6	Univision	20,781	20,555,410	0.55
7	Beasley Broadcasting Corporate	19,365	11,965,316	0.89
8	Hubbard Broadcasting	15,016	7,613,504	1.07
9	New York Public Radio	11,084	6,142,027	0.99
10	AccuRadio	11,029	3,674,886	1.64
11	Salem Communications	10,105	6,607,175	0.83
12	Urban One	7,977	5,302,660	0.82
13	Bonneville International	6,976	5,063,376	0.76
14	ESPN Radio Corporate	5,526	5,788,573	0.52
15	Classical KUSC/KDFC	5,447	2,126,059	1.39
16	MediaCo Holding Inc	5,304	4,521,747	0.65
17	Prisa Radio	5,005	5,001,880	0.55
18	Midwest Communications	4,846	1,967,847	1.33
19	Entravision Communications Corporation	3,786	3,303,471	0.63
20	Estrella Media	3,412	2,966,318	0.63

Notes:

- iHeartMedia 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



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	87,309	34,053,627	0.75
2	Grupo Acir (Mexico)	28,694	9,614,030	0.88
3	CRP Radios (Peru)	18,102	7,229,598	0.74
4	Grupo Radio Centro (Mexico)	13,568	5,325,708	0.75
5	Grupo RPP (Peru)	12,472	5,469,178	0.66
6	RCN Radio (Colombia)	12,276	4,381,479	0.8
7	Grupo Alpha Media (Argentina)	11,175	4,729,747	0.7
8	Grupo JBFM (Brazil)	8,878	3,473,685	0.75
9	Grupo BluRadio (Colombia)	8,329	4,196,004	0.56
10	Jovem Pan - SP (Brazil)	8,060	5,318,093	0.44
11	Rádios IMC (Argentina)	7,669	1,724,039	1.31
12	MVS Radio (Mexico)	5,980	2,307,723	0.76
13	Nova Brasil (Brazil)	5,728	1,983,714	0.85
14	Radio Disney Latinoamérica (Argentina, Brazil)	4,319	1,051,489	1.22
15	Multimedios (Mexico)	3,721	1,570,917	0.7
16	Grupo Radiópolis (Colombia)	3,695	1,160,765	0.93
17	Grupo Camargo de Comunicação (Brazil)	3,594	1,379,191	0.77
18	Rádio Alvorada (Brazil)	2,948	839,041	1.04
19	NRM (Mexico)	2,932	1,195,113	0.72
20	Igreja Pentecostal Deus e Amor (Brazil)	2,342	1,314,970	0.5
21	Dial Brasil (Brazil)	2,003	672,800	0.88
22	Imagen (Mexico)	1,827	767,627	0.7
23	AccuRadio (United States)	1,101	270,355	1.2
24	ACCION MULTIMEDIOS (Paraguay)	1,083	666,942	0.48
25	Radio 93 (Brazil)	1,030	531,203	0.57

Notes:

- 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



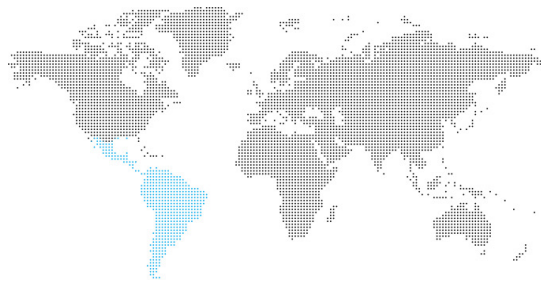
Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	57,518	42,735,110	0.74
2	Grupo Acir (Mexico)	19,634	12,800,180	0.84
3	CRP Radios (Peru)	13,444	10,468,386	0.71
4	Grupo Radio Centro (Mexico)	9,312	6,982,350	0.73
5	RCN Radio (Colombia)	9,256	6,837,384	0.73
6	Grupo RPP (Peru)	9,012	7,679,282	0.64
7	Grupo Alpha Media (Argentina)	7,176	5,760,862	0.69
8	Grupo JBFM (Brazil)	6,639	5,217,650	0.7
9	Jovem Pan - SP (Brazil)	5,736	6,990,167	0.45
10	Radios IMC (Argentina)	5,719	2,609,951	1.21
11	Grupo BluRadio (Colombia)	5,141	4,884,555	0.56
12	Nova Brasil (Brazil)	4,197	3,032,542	0.77
13	MVS Radio (Mexico)	3,948	2,945,930	0.73
14	Radio Disney Latinoamérica (Argentina, Brazil)	2,957	1,474,309	1.11
15	Multimedios (Mexico)	2,621	2,219,568	0.65
16	Grupo Camargo de Comunicação (Brazil)	2,569	1,943,631	0.73
17	Grupo Radiópolis (Colombia)	2,479	1,509,933	0.9
18	Igreja Pentecostal Deus e Amor (Brazil)	2,183	2,327,181	0.5
19	NRM (Mexico)	2,154	1,703,824	0.7
20	Rádio Alvorada (Brazil)	2,051	1,215,904	0.93
21	Dial Brasil (Brazil)	1,408	964,760	0.81
22	Imagen (Mexico)	1,116	896,733	0.69
23	AccuRadio (United States)	846	401,873	1.16
24	Cadena Radial Vida (Colombia)	782	924,702	0.45
25	NPR Member Stations (United States)	726	648,803	0.61

Notes:

- 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

EMEA

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



Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	183,791	30,908,755	1.68
2	365 Digital	7,333	2,062,248	1.08

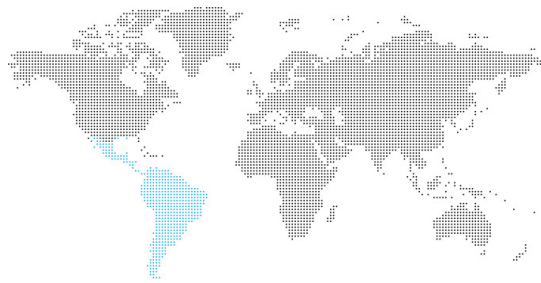
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	149,955	23,998,511	1.83
2	Prisa Radio (Spain and Latam Countries)	75,905	28,712,562	0.80
3	DPG Media (Netherlands)	49,128	8,773,115	1.69
4	Medialaan (Belgium)	31,210	5,619,378	1.64
5	Karnaval.com (Turkey)	23,160	10,498,581	0.63
6	Grupo Renascenca (Portugal)	18,882	3,359,657	1.61
7	RadioCorp (Netherlands)	18,216	3,941,141	1.31
8	RadiaCZ (Czech Republic)	11,446	1,532,627	2.18
9	Active Radio A.S. (Czech Republic)	9,253	1,378,652	2.09
10	Primedia Broadcasting (South Africa)	7,333	2,062,248	1.08

Notes:

- 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

EMEA

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



Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	133,388	41,380,702	1.61
2	365 Digital	4,742	2,546,887	1.01

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	106,872	31,355,521	1.72
2	Prisa Radio (Spain and Latam Countries)	56,815	42,550,275	0.76
3	DPG Media (Netherlands)	33,540	11,004,551	1.68
4	Medialaan (Belgium)	22,634	7,578,841	1.66
5	Karnaval.com (Turkey)	17,033	15,902,594	0.61
6	RadioCorp (Netherlands)	13,844	5,572,310	1.44
7	Grupo Renascenca (Portugal)	12,410	4,561,108	1.45
8	RadiaCZ (Czech Republic)	7,608	2,112,445	1.97
9	Active Radio A.S. (Czech Republic)	5,602	1,646,120	1.84
10	Primedia Broadcasting (South Africa)	4,742	2,546,887	1.01

Notes:

- 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

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
