



TRITON DIGITAL'S  
STREAMING METRICS  
MONTHLY RANKER

Marcha 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 MARCHA DE 2021

# 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	Mediaaan	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

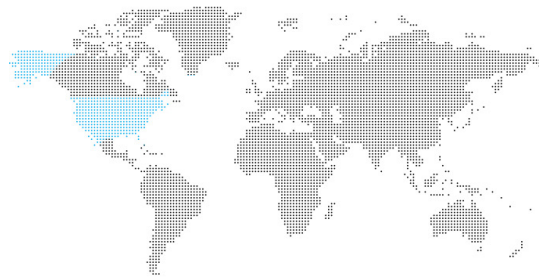
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# US

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

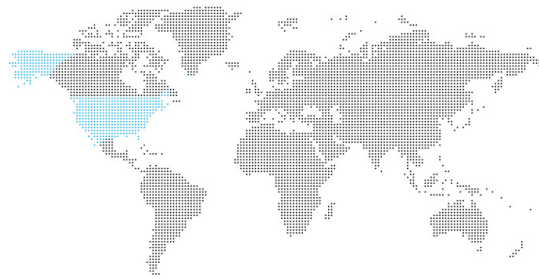
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	397,804	187,653,966	0.72
2	NPR Member Stations	109,470	42,034,063	0.81
3	Audacy	89,857	43,838,808	0.64
4	Cumulus Streaming Network	61,071	21,534,303	0.89
5	EMF	36,909	8,035,960	1.41
6	Univision	31,158	17,954,402	0.55
7	Beasley Broadcasting Corporate	27,653	10,208,732	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:

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# 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
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# LATAM

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



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	Radios 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 Radiopolis (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:

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# LATAM

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



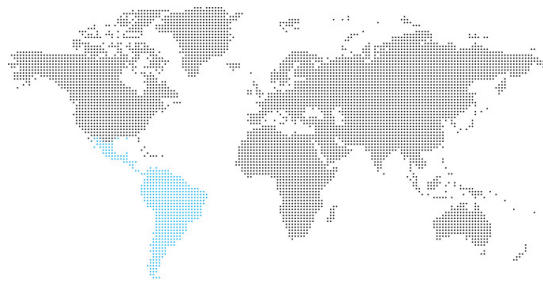
Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	57,518	42,735,110	0.74
2	Grupo Acir (Mexico)	19,634	12,800,180	0.84
3	CRP Radios (Peru)	13,444	10,468,386	0.71
4	Grupo Radio Centro (Mexico)	9,312	6,982,350	0.73
5	RCN Radio (Colombia)	9,256	6,837,384	0.73
6	Grupo RPP (Peru)	9,012	7,679,282	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 Radiopolis (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:

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# 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

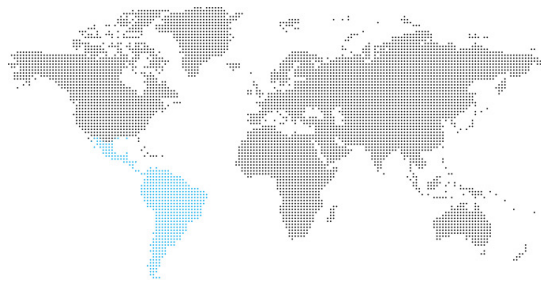
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	149,955	23,998,511	1.83
2	Prisa Radio (Spain and Latam Countries)	75,905	28,712,562	0.80
3	DPG Media (Netherlands)	49,128	8,773,115	1.69
4	Medialaan (Belgium)	31,210	5,619,378	1.64
5	Karnaval.com (Turkey)	23,160	10,498,581	0.63
6	Grupo Renascenca (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:

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# 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:

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

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