



TRITON DIGITAL'S  
**STREAMING  
METRICS  
MONTHLY  
RANKER**

Agosto 2021

## Acerca de 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.

## 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 de Triton.

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

- El ranker global, medido por Streaming 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.
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## 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.

The background is a vibrant blue gradient. It features a stylized world map composed of a grid of small dots. To the right of the map, there are several vertical bars of varying heights, resembling a bar chart. Scattered throughout the scene are various geometric elements: thin vertical lines, small circles, and larger, semi-transparent circles in shades of blue and purple. The overall aesthetic is clean, modern, and data-oriented.

# **RANKERS AGOSTO 2021**

# GLOBAL

Daypart: 6am-8pm M-F

Month: Agosto 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,132,421	457,202,592	0.74
2	Talpa Network	141,096	23,654,701	1.81
3	365 Digital	7,725	2,257,495	1.02

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	405,910	187,566,683	0.65
2	Prisa Radio	146,832	59,033,004	0.75
3	Talpa Radio	112,987	17,902,811	1.92
4	NPR Member Stations	107,137	39,636,665	0.81
5	Audacy	86,113	36,868,434	0.70
6	Cumulus Streaming Network	62,501	22,053,920	0.85
7	EMF	36,710	7,595,402	1.42
8	Bell Media	35,763	7,735,019	1.38
9	Grupo Acir	30,634	10,543,610	0.88
10	Univision	30,077	15,888,143	0.57
11	AccuRadio	26,185	4,927,818	1.59
12	Beasley Broadcasting Corporate	25,540	9,386,558	0.82
13	Mediaaan	25,380	4,063,032	1.89
14	CRP Radios	21,432	8,653,179	0.75
15	Hubbard Broadcasting	21,354	6,138,429	1.04
16	Karnaval.com	18,685	8,029,790	0.71
17	New York Public Radio	13,736	4,471,973	0.92
18	Grupo Radio Centro	13,731	5,330,972	0.78
19	Grupo JBFM	13,442	5,317,054	0.76
20	Salem Communications	13,151	5,336,850	0.73
21	Grupo Alpha Media	12,269	5,821,591	0.64
22	Grupo America Argentina	11,957	4,378,585	0.81
23	LS4 Radio Continental SA	10,704	3,312,604	0.98
24	Urban One	10,699	4,299,648	0.75
25	Commerciele Radio Nederland B.V.	10,527	2,240,860	1.42

**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.

# GLOBAL

Daypart: 6am-12am M-SUN  
 Month: Agosto 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	781,234	567,047,666	0.75
2	Talpa Network	106,747	32,649,622	1.81
3	365 Digital	5,149	2,784,284	1.01

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	299,272	251,398,932	0.65
2	Prisa Radio	104,185	79,149,627	0.72
3	NPR Member Stations	85,420	56,185,515	0.83
4	Talpa Radio	84,085	24,128,965	1.92
5	Audacy	61,307	46,402,180	0.72
6	Cumulus Streaming Network	42,834	26,674,334	0.87
7	EMF	27,835	10,648,539	1.42
8	Bell Media	25,786	10,011,847	1.40
9	Grupo Acir	21,281	13,916,615	0.84
10	Univision	19,410	18,347,882	0.58
11	Medialaan	19,205	5,607,209	1.89
12	AccuRadio	19,011	6,606,877	1.58
13	Beasley Broadcasting Corporate	17,355	11,230,593	0.85
14	CRP Radios	16,315	12,527,324	0.72
15	Hubbard Broadcasting	14,592	7,383,607	1.07
16	Karnaval.com	14,564	12,510,989	0.65
17	New York Public Radio	10,875	6,241,345	0.95
18	Grupo JBFM	10,120	7,646,106	0.73
19	Grupo Radio Centro	9,722	7,032,652	0.76
20	Grupo America Argentina	9,455	6,945,533	0.74
21	Salem Communications	8,955	6,322,314	0.77
22	Commerciele Radio Nederland B.V.	8,531	3,271,709	1.44
23	Grupo Alpha Media	8,099	7,017,659	0.64
24	Urban One	7,276	5,150,410	0.77
25	LS4 Radio Continental SA	7,195	4,201,478	0.94

**Notes:**

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# U.S.

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,112,429	447,367,355	0.75

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	394,084	181,383,770	0.65
2	NPR Member Stations	99,885	36,938,701	0.81
3	Audacy	85,882	36,709,906	0.70
4	Cumulus Streaming Network	61,594	21,689,111	0.85
5	EMF	35,737	7,291,552	1.43
6	Univision	30,063	15,880,403	0.57
7	Beasley Broadcasting Corporate	25,012	9,231,100	0.82
8	Hubbard Broadcasting	21,224	6,043,661	1.05
9	AccuRadio	15,377	2,741,714	1.68
10	Salem Communications	13,003	5,252,235	0.74
11	New York Public Radio	12,504	3,959,322	0.95
12	Urban One	10,655	4,285,551	0.75
13	Bonneville International	10,061	4,259,180	0.72
14	ESPN Radio Corporate	7,489	4,397,394	0.51
15	Prisa Radio	6,797	3,874,900	0.53
16	Midwest Communications	6,719	1,523,334	1.31
17	MediaCo Holding Inc	6,713	2,896,857	0.70
18	Classical KUSC/KDFC	5,766	1,132,669	1.51
19	Entravision Communications Corporation	5,755	2,810,702	0.62
20	Estrella Media	5,470	2,667,438	0.62
21	WAMU	4,013	1,615,356	0.74
22	Sinclair Telecable	3,112	1,075,153	0.93
23	Lotus Broadcasting	2,701	1,181,621	0.69
24	Connoisseur Media	2,301	502,633	1.36
25	Meruelo Media Holdings	2,292	1,020,725	0.68

**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.

# U.S.

Daypart: 6am-12am M-SUN

Month: Agosto 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	764,913	552,112,290	0.76

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	289,528	242,060,698	0.66
2	NPR Member Stations	78,863	51,730,301	0.83
3	Audacy	61,115	46,169,177	0.72
4	Cumulus Streaming Network	42,072	26,112,799	0.88
5	EMF	27,051	10,193,257	1.44
6	Univision	19,399	18,336,093	0.58
7	Beasley Broadcasting Corporate	16,957	11,027,350	0.85
8	Hubbard Broadcasting	14,475	7,232,779	1.09
9	AccuRadio	10,552	3,434,390	1.68
10	New York Public Radio	9,801	5,431,569	0.98
11	Salem Communications	8,830	6,185,618	0.77
12	Urban One	7,240	5,130,058	0.77
13	Bonneville International	6,723	4,972,859	0.74
14	ESPN Radio Corporate	5,404	5,583,248	0.53
15	MediaCo Holding Inc	5,273	4,080,658	0.71
16	Classical KUSC/KDFC	4,815	1,711,844	1.53
17	Prisa Radio	4,660	4,730,089	0.54
18	Midwest Communications	4,615	1,918,513	1.30
19	Entravision Communications Corporation	3,589	3,151,569	0.63
20	Estrella Media	3,296	2,957,933	0.61
21	WAMU	3,160	2,221,746	0.77
22	Sinclair Telecable	2,073	1,251,134	0.59
23	Lotus Broadcasting	1,717	1,343,142	0.70
24	Connoisseur Media	1,639	646,218	1.38
25	Meruelo Media Holdings	1,624	1,311,119	0.68

**Notes:**

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# LATAM

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



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	82,757	31,318,178	0.74
2	Grupo Acir (Mexico)	29,684	9,344,663	0.89
3	CRP Radios (Peru)	19,334	6,846,947	0.79
4	Grupo JBFM (Brazil)	13,697	4,973,308	0.77
5	RCN Radio (Colombia)	13,068	4,501,074	0.79
6	Grupo Alpha Media (Argentina)	12,151	5,309,086	0.65
7	Grupo Radio Centro (Mexico)	11,854	3,992,700	0.83
8	Grupo América (Argentina)	11,648	3,795,565	0.85
9	LS4 Radio Continental SA (Argentina)	10,864	3,074,787	0.99
10	Grupo BluRadio (Colombia)	9,293	4,764,541	0.53
11	Grupo Mix de Comunicacao (Brazil)	8,805	2,347,071	1.06
12	Grupo Camargo de Comunicação (Brazil)	8,625	3,644,146	0.67
13	Jovem Pan - SP (Brazil)	7,598	4,677,818	0.45
14	Cadena 3 Argentina (Argentina)	6,706	2,000,478	0.92
15	Nova Brasil (Brazil)	6,391	1,813,524	0.99
16	Radio Disney Latinoamérica (Argentina, Brazil, Uruguay)	6,214	1,260,106	1.40
17	MVS Radio (Mexico)	5,933	2,097,008	0.79
18	SAUDADE FM (Brazil)	4,149	1,665,838	0.70
19	Multimedios (Mexico)	3,944	1,466,958	0.76
20	Grupo Radiópolis (Colombia)	3,676	1,133,272	0.91
21	Rádio Alvorada (Brazil)	3,449	921,316	1.06
22	NRM (Mexico)	2,991	1,117,445	0.75
23	Igreja Pentecostal Deus e Amor (Brazil)	2,552	1,262,142	0.54
24	Dial Brasil (Brazil)	2,176	738,902	0.83
25	Imagen (Mexico)	1,901	716,932	0.75

Notes:

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# LATAM

Daypart: 6am-12am M-SUN  
Month: Agosto 2021



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	52,676	40,051,049	0.72
2	Grupo Acir (Mexico)	19,568	12,689,299	0.85
3	CRP Radios (Peru)	14,013	10,270,979	0.75
4	Grupo JBFM (Brazil)	9,870	7,444,672	0.73
5	RCN Radio (Colombia)	9,418	6,961,065	0.73
6	Grupo América (Argentina)	9,028	6,543,348	0.75
7	Grupo Radio Centro (Mexico)	7,997	5,462,226	0.80
8	Grupo Alpha Media (Argentina)	7,627	6,541,927	0.64
9	LS4 Radio Continental SA (Argentina)	7,005	4,023,688	0.96
10	Grupo Camargo de Comunicação (Brazil)	6,116	5,354,480	0.63
11	Grupo Mix de Comunicacao (Brazil)	5,772	3,319,518	0.96
12	Grupo BluRadio (Colombia)	5,514	5,581,891	0.52
13	Jovem Pan - SP (Brazil)	5,296	6,276,958	0.46
14	Cadena 3 Argentina (Argentina)	4,723	3,032,711	0.84
15	Nova Brasil (Brazil)	4,491	2,763,019	0.90
16	Radio Disney Latinoamérica (Argentina, Brazil, Uruguay)	3,993	1,677,110	1.32
17	MVS Radio (Mexico)	3,809	2,732,166	0.76
18	SAUDADE FM (Brazil)	3,135	2,640,510	0.65
19	Multimedios (Mexico)	2,728	2,195,388	0.68
20	Grupo Radiopolis (Colombia)	2,415	1,511,721	0.88
21	Rádio Alvorada (Brazil)	2,325	1,335,601	0.96
22	Igreja Pentecostal Deus e Amor (Brazil)	2,276	2,228,060	0.54
23	NRM (Mexico)	2,117	1,611,475	0.72
24	Dial Brasil (Brazil)	1,468	1,071,869	0.76
25	Imagen (Mexico)	1,118	834,651	0.74

Notes:

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# EMEA

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



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	143,781	22,281,073	1.71
2	365 Digital	8,026	2,159,947	1.10

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	115,713	16,996,193	1.75
2	Prisa Radio (Spain and Latam Countries)	61,487	21,216,836	0.80
3	DPG Media (Netherlands)	36,663	5,136,691	2.05
4	Medialaan (Belgium)	26,118	3,892,786	1.90
5	Karnaval.com (Turkey)	18,837	7,365,106	0.71
6	RadioCorp (Netherlands)	15,332	3,019,817	1.40
7	Commerciele Radio Nederland B.V.(Netherlands)	10,707	2,107,712	1.56
8	RadiaCZ (Czech Republic)	10,313	1,390,658	2.02
9	Primedia Broadcasting (South Africa)	8,026	2,159,947	1.10
10	Fresh Media Bulgaria	7,473	1,027,518	2.10
11	Active Radio A.S. (Czech Republic)	6,603	891,007	2.01
12	SABC (South Africa)	6,012	2,179,913	0.79
13	Vlaanderen Eén NV (Belgium)	5,106	729,347	1.97
14	Unidad Editorial (Spain)	4,688	2,676,074	0.49
15	Sublime World BV (Netherlands)	4,409	653,733	1.97

**Notes:**

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# EMEA

Daypart: 6am-12am M-SUN  
 Month: Agosto 2021



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	105,251	31,764,454	1.77
2	365 Digital	5,057	2,703,165	1.08

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	83,187	23,584,299	1.76
2	Prisa Radio (Spain and Latam Countries)	45,977	33,587,662	0.73
3	DPG Media (Netherlands)	25,187	6,857,659	1.97
4	Medialaan (Belgium)	19,149	5,564,805	1.91
5	Karnaval.com (Turkey)	14,240	12,200,631	0.60
6	RadioCorp (Netherlands)	11,709	4,544,695	1.42
7	Commerciele Radio Nederland B.V.(Netherlands)	8,441	3,219,246	1.56
8	RadiaCZ (Czech Republic)	6,788	2,011,795	1.78
9	Primedia Broadcasting (South Africa)	5,057	2,703,165	1.08
10	Fresh Media Bulgaria	4,849	1,422,728	2.00
11	SABC (South Africa)	4,353	3,315,784	0.73
12	Active Radio A.S. (Czech Republic)	3,965	1,159,897	1.82
13	Vlaanderen Eén NV (Belgium)	3,961	1,103,601	1.89
14	Unidad Editorial (Spain)	3,715	4,456,727	0.46
15	Sublime World BV (Netherlands)	3,535	1,006,381	1.98

**Notes:**

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## Recursos

### **Acceso a los rankers mensuales:**

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

### **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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