



TRITON DIGITAL'S STREAMING METRICS MONTHLY RANKER

Octubre de 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 solid blue color with a complex, abstract pattern. It features a faint, dotted world map in a lighter shade of blue. Overlaid on the map and the background are various geometric elements: vertical lines of varying thickness, circles of different sizes, and small dots. Some of these elements are in a darker blue, while others are in a lighter blue, creating a sense of depth and movement. The overall aesthetic is modern and technological.

RANKERS OCTUBRE DE 2021

GLOBAL

Daypart: 6am-8pm M-F
Month: Octubre de 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,176,166	454,333,603	0.74
2	Talpa Network	162,514	26,606,908	1.77
3	365 Digital	7,583	2,218,740	0.97

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	413,043	183,062,375	0.65
2	Prisa Radio	164,757	64,719,654	0.73
3	Talpa Radio	129,992	20,065,152	1.88
4	NPR Member Stations	106,795	37,353,572	0.81
5	Audacy	95,983	40,608,465	0.68
6	Cumulus Streaming Network	64,454	21,437,077	0.86
7	Bell Media	41,592	9,197,445	1.29
8	Grupo Acir	32,057	10,621,446	0.87
9	EMF	31,999	6,573,745	1.36
10	Medialaan	30,481	4,963,658	1.77
11	Univision	30,362	15,235,127	0.57
12	Beasley Broadcasting Corporate	28,949	10,637,499	0.79
13	AccuRadio	25,917	4,875,998	1.52
14	CRP Radios	22,717	8,898,444	0.74
15	Hubbard Broadcasting	21,866	6,027,484	1.03
16	Karnaval.com	20,552	8,397,533	0.72
17	Grupo Radio Centro	15,269	5,785,254	0.76
18	New York Public Radio	13,711	4,298,295	0.91
19	Salem Communications	13,663	5,087,018	0.76
20	Grupo Alpha Media	13,619	6,428,259	0.62
21	Grupo JBFM	13,027	4,924,434	0.76
22	ESPN Radio Corporate	11,729	7,713,705	0.44
23	Grupo America	11,506	4,041,908	0.81
24	Urban One	11,332	4,314,651	0.75
25	Commerciele Radio Nederland B.V.	11,003	2,312,453	1.38

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: Octubre de 2021

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	787,365	575,999,482	0.74
2	Talpa Network	119,446	36,772,207	1.79
3	365 Digital	4,905	2,771,329	0.96

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	295,438	250,910,167	0.65
2	Prisa Radio	114,684	88,764,188	0.71
3	Talpa Radio	93,870	27,167,218	1.91
4	NPR Member Stations	84,110	54,658,843	0.84
5	Audacy	66,453	52,420,477	0.69
6	Cumulus Streaming Network	43,403	27,441,798	0.86
7	Bell Media	28,716	11,863,737	1.32
8	EMF	24,311	9,563,560	1.38
9	Medialaan	22,161	6,787,839	1.80
10	Grupo Acir	21,789	14,334,281	0.83
11	Beasley Broadcasting Corporate	19,014	13,302,141	0.79
12	Univision	18,971	17,835,924	0.58
13	AccuRadio	18,314	6,634,667	1.51
14	CRP Radios	16,874	13,110,020	0.71
15	Karnaval.com	15,368	12,965,982	0.66
16	Hubbard Broadcasting	14,406	7,318,789	1.07
17	ESPN Radio Corporate	10,869	13,861,524	0.43
18	New York Public Radio	10,808	6,192,732	0.95
19	Grupo Radio Centro	10,592	7,850,497	0.74
20	Grupo JBFM	9,831	7,448,102	0.73
21	Grupo America	9,029	6,766,120	0.73
22	Salem Communications	8,977	6,081,421	0.80
23	Commerciele Radio Nederland B.V.	8,845	3,399,607	1.43
24	Grupo Alpha Media	8,777	7,896,719	0.61
25	Urban One	7,534	5,255,215	0.78

Notes:

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U.S.

Daypart: 6am-8pm M-F
Month: Octubre de 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,155,209	444,369,808	0.74

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	400,519	176,771,050	0.65
2	NPR Member Stations	99,040	34,574,069	0.81
3	Audacy	95,712	40,436,793	0.68
4	Cumulus Streaming Network	63,527	21,103,327	0.86
5	EMF	31,121	6,293,441	1.38
6	Univision	30,343	15,224,836	0.57
7	Beasley Broadcasting Corporate	28,381	10,482,507	0.78
8	Hubbard Broadcasting	21,731	5,932,896	1.04
9	AccuRadio	14,783	2,693,063	1.57
10	Salem Communications	13,513	5,010,703	0.76
11	New York Public Radio	12,513	3,820,767	0.93
12	ESPN Radio Corporate	11,388	7,477,721	0.44
13	Urban One	11,286	4,301,551	0.75
14	Bonneville International	10,790	4,381,411	0.71
15	MediaCo Holding Inc	7,834	3,278,664	0.69
16	Prisa Radio	7,190	3,932,073	0.52
17	Midwest Communications	7,046	1,519,302	1.31
18	Estrella Media	6,098	2,800,941	0.63
19	Entravision Communications Corporation	5,720	2,661,676	0.62
20	Classical KUSC/KDFC	5,691	1,146,019	1.41
21	WAMU	3,936	1,514,259	0.74
22	Sinclair Telecable	3,127	1,008,266	0.89
23	Lotus Communications Corp	2,799	1,208,225	0.67
24	Grupo Radio Centro	2,534	1,228,764	0.60
25	Meruelo Media Holdings	2,419	1,032,535	0.68

Notes:

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U.S.

Daypart: 6am-12am M-SUN

Month: Octubre de 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	770,593	560,284,809	0.75

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	285,344	241,086,463	0.65
2	NPR Member Stations	77,133	49,869,125	0.84
3	Audacy	66,228	52,150,908	0.69
4	Cumulus Streaming Network	42,635	26,901,169	0.86
5	EMF	23,603	9,130,051	1.40
6	Univision	18,955	17,816,555	0.58
7	Beasley Broadcasting Corporate	18,604	13,096,031	0.78
8	Hubbard Broadcasting	14,287	7,163,383	1.08
9	ESPN Radio Corporate	10,519	13,409,172	0.43
10	AccuRadio	9,779	3,396,664	1.57
11	New York Public Radio	9,767	5,407,495	0.98
12	Salem Communications	8,854	5,958,522	0.80
13	Urban One	7,499	5,236,370	0.78
14	Bonneville International	7,295	5,718,603	0.70
15	MediaCo Holding Inc	6,074	4,759,648	0.70
16	Prisa Radio	4,831	4,926,129	0.54
17	Classical KUSC/KDFC	4,676	1,800,330	1.42
18	Midwest Communications	4,652	1,947,782	1.29
19	Estrella Media	3,576	3,191,871	0.62
20	Entravision Communications Corporation	3,435	3,014,275	0.63
21	WAMU	3,057	2,146,719	0.77
22	Sinclair Telecable	2,018	1,196,369	0.92
23	Lotus Communications Corp	1,738	1,412,523	0.68
24	Grupo Radio Centro	1,734	1,595,229	0.60
25	Meruelo Media Holdings	1,688	1,362,623	0.68

Notes:

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LATAM

Daypart: 6am-7pm M-F
Month: Octubre de 2021



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	87,010	31,623,547	0.73
2	Grupo Acir (Mexico)	31,094	9,422,472	0.88
3	CRP Radios (Peru)	20,505	7,042,968	0.78
4	Grupo Alpha Media (Argentina)	13,412	5,824,937	0.62
5	RCN Radio (Colombia)	13,347	4,713,232	0.74
6	Grupo Radio Centro (Mexico)	13,192	4,367,506	0.81
7	Grupo JBFM (Brazil)	13,158	4,565,993	0.77
8	Grupo América (Argentina)	11,240	3,519,548	0.84
9	LS4 Radio Continental SA (Argentina)	10,718	2,868,408	1.00
10	Grupo BluRadio (Colombia)	9,535	4,848,681	0.51
11	Grupo Mix de Comunicacao (Brazil)	8,642	2,242,652	1.04
12	Grupo Camargo de Comunicação (Brazil)	8,344	3,232,631	0.70
13	Radio Disney Latinoamérica (Argentina, Brazil, Chile, Uruguay)	7,186	1,450,915	1.34
14	Jovem Pan - SP (Brazil)	6,765	3,911,474	0.46
15	Cadena 3 Argentina (Argentina)	6,513	1,928,196	0.88
16	MVS Radio (Mexico)	6,322	2,175,919	0.77
17	Nova Brasil (Brazil)	5,674	1,596,126	0.96
18	SAUDADE FM (Brazil)	4,318	1,672,986	0.69
19	Multimedios (Mexico)	4,177	1,528,453	0.73
20	Grupo Radiópolis (Colombia)	3,923	1,160,230	0.90
21	Rádio Alvorada (Brazil)	3,234	785,557	1.11
22	NRM (Mexico)	3,144	1,161,235	0.73
23	Igreja Pentecostal Deus e Amor (Brazil)	2,560	1,162,973	0.56
24	Radio Kiss FM (Brazil)	2,381	625,749	1.03
25	Dial Brasil (Brazil)	2,175	691,776	0.85

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LATAM



Daypart: 6am-12am M-SUN
Month: Octubre de 2021

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	54,163	41,663,007	0.71
2	Grupo Acir (Mexico)	20,046	13,079,266	0.84
3	CRP Radios (Peru)	14,480	10,746,468	0.74
4	RCN Radio (Colombia)	9,577	7,567,662	0.68
5	Grupo JBFM (Brazil)	9,574	7,245,983	0.73
6	Grupo Radio Centro (Mexico)	8,722	6,158,957	0.78
7	Grupo América (Argentina)	8,625	6,380,805	0.74
8	Grupo Alpha Media (Argentina)	8,244	7,342,194	0.62
9	LS4 Radio Continental SA (Argentina)	6,819	3,936,588	0.95
10	Grupo Camargo de Comunicação (Brazil)	6,041	5,066,689	0.66
11	Grupo Mix de Comunicacao (Brazil)	5,666	3,325,219	0.94
12	Grupo BluRadio (Colombia)	5,525	5,830,036	0.50
13	Jovem Pan - SP (Brazil)	4,771	5,616,751	0.46
14	Cadena 3 Argentina (Argentina)	4,633	3,169,404	0.79
15	Radio Disney Latinoamérica (Argentina, Brazil, Chile, Uruguay)	4,587	2,009,809	1.27
16	Nova Brasil (Brazil)	4,119	2,608,319	0.87
17	MVS Radio (Mexico)	3,929	2,870,843	0.75
18	SAUDADE FM (Brazil)	3,316	2,781,961	0.65
19	Multimedios (Mexico)	2,807	2,327,216	0.66
20	Grupo Radiopolis (Colombia)	2,545	1,606,745	0.87
21	Igreja Pentecostal Deus e Amor (Brazil)	2,258	2,127,683	0.56
22	NRM (Mexico)	2,176	1,707,961	0.70
23	Rádio Alvorada (Brazil)	2,163	1,180,346	1.01
24	Radio Kiss FM (Brazil)	1,640	944,459	0.96
25	Dial Brasil (Brazil)	1,494	1,052,168	0.78

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EMEA

Daypart: 6am-7pm M-F
Month: Octubre de 2021



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	166,668	25,276,914	1.83
2	365 Digital	7,881	2,128,986	1.00

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	133,944	19,196,217	2.00
2	Prisa Radio (Spain and Latam Countries)	75,312	26,316,923	0.73
3	DPG Media (Netherlands)	45,411	5,980,966	2.13
4	Medialaan (Belgium)	31,536	4,781,924	1.68
5	Karnaval.com (Turkey)	20,855	7,792,111	0.77
6	RadioCorp (Netherlands)	17,600	3,382,697	1.36
7	Commerciele Radio Nederland B.V.(Netherlands)	11,259	2,193,454	1.35
8	RadiaCZ (Czech Republic)	9,988	1,294,842	2.05
9	Fresh Media Bulgaria	8,947	1,179,270	2.07
10	Active Radio A.S. (Czech Republic)	8,497	1,165,584	2.03
11	Primedia Broadcasting (South Africa)	7,881	2,128,986	1.00
12	SABC (South Africa)	6,235	2,230,844	0.76
13	Vlaanderen Eén NV (Belgium)	5,616	819,716	1.83
14	Sublime World BV (Netherlands)	4,983	706,643	1.78
15	Unidad Editorial (Spain)	4,212	2,517,389	0.47

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EMEA

Daypart: 6am-12am M-SUN
Month: Octubre de 2021



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	117,940	35,871,800	1.88
2	365 Digital	4,815	2,698,579	0.95

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	92,969	26,608,381	2.11
2	Prisa Radio (Spain and Latam Countries)	54,746	41,324,607	0.69
3	DPG Media (Netherlands)	29,757	7,929,750	2.19
4	Medialaan (Belgium)	22,099	6,740,590	1.70
5	Karnaval.com (Turkey)	15,021	12,663,959	0.70
6	RadioCorp (Netherlands)	12,866	4,943,220	1.38
7	Commerciele Radio Nederland B.V.(Netherlands)	8,761	3,349,485	1.49
8	RadiaCZ (Czech Republic)	6,381	1,883,391	1.83
9	Fresh Media Bulgaria	5,535	1,613,567	1.96
10	Primedia Broadcasting (South Africa)	4,815	2,698,579	0.95
11	Active Radio A.S. (Czech Republic)	4,811	1,439,077	1.90
12	SABC (South Africa)	4,392	3,449,850	0.69
13	Vlaanderen Eén NV (Belgium)	4,210	1,228,411	1.88
14	Sublime World BV (Netherlands)	3,947	1,116,002	1.78
15	Unidad Editorial (Spain)	3,486	4,358,327	0.45

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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

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