



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

Marzo 2022

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.



RANKERS MARZO 2022

GLOBAL

Daypart: 6am-8pm M-F
Month: Marzo 2022



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,212,091	524,714,564	0.72
2	Talpa Network	170,533	30,065,523	1.80
3	365 Digital	7,661	2,461,132	0.97

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	423,744	224,117,640	0.60
2	Prisa Radio	186,673	85,897,165	0.68
3	Talpa Radio	134,942	22,268,932	1.92
4	NPR Member Stations	109,308	43,573,586	0.78
5	Audacy	97,060	42,557,104	0.71
6	Cumulus Streaming Network	61,917	22,000,105	0.88
7	Bell Media	45,070	10,768,731	1.31
8	EMF	42,239	9,126,180	1.42
9	Grupo Acir	33,920	12,787,592	0.84
10	Mediaaan	33,060	6,086,899	1.72
11	Univision	30,633	16,492,522	0.59
12	Beasley Broadcasting Corporate	28,367	10,391,177	0.86
13	AccuRadio	25,980	5,240,154	1.55
14	CRP Radios	25,365	11,307,509	0.71
15	Hubbard Broadcasting	21,740	6,538,058	1.03
16	Karnaval.com	19,822	8,966,816	0.71
17	Grupo Godó	18,679	8,549,735	0.69
18	Grupo Radio Centro	17,671	7,148,858	0.78
19	Grupo Alpha Media	14,875	7,756,782	0.61
20	New York Public Radio	14,723	5,321,850	0.87
21	Grupo BluRadio	13,944	9,432,131	0.45
22	Salem Communications	13,829	5,478,252	0.78
23	Grupo JBFM	13,483	5,765,557	0.74
24	Commerciele Radio Nederland B.V.	12,409	2,668,705	1.47
25	Urban One	12,239	4,952,996	0.77

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: Marzo 2022



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	852,166	630,356,110	0.74
2	Talpa Network	130,902	41,770,382	1.73
3	365 Digital	5,235	2,944,947	0.97

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	314,307	285,156,526	0.60
2	Prisa Radio	134,959	111,922,065	0.66
3	Talpa Radio	100,811	28,483,933	1.95
4	NPR Member Stations	87,704	59,246,718	0.81
5	Audacy	69,493	51,042,300	0.74
6	Cumulus Streaming Network	43,366	26,170,812	0.90
7	EMF	32,619	12,293,365	1.44
8	Bell Media	32,489	13,216,958	1.34
9	Mediaaan	24,818	7,919,126	1.73
10	Grupo Acir	24,232	16,300,871	0.82
11	Univision	20,449	18,780,385	0.60
12	Beasley Broadcasting Corporate	19,632	12,117,838	0.89
13	CRP Radios	19,407	15,451,691	0.69
14	AccuRadio	18,950	6,706,206	1.53
15	Hubbard Broadcasting	15,331	7,739,198	1.07
16	Karnaval.com	15,112	12,659,779	0.66
17	Grupo Godó	13,952	11,514,126	0.67
18	Grupo Radio Centro	12,766	9,108,056	0.77
19	New York Public Radio	11,925	7,198,432	0.90
20	Grupo JBFM	10,449	8,041,804	0.71
21	Grupo Alpha Media	10,331	9,261,320	0.61
22	Commerciele Radio Nederland B.V.	10,054	3,686,192	1.50
23	Salem Communications	9,723	6,398,582	0.82
24	Grupo BluRadio	9,166	10,883,811	0.45
25	Grupo America	9,147	6,780,357	0.74

Notes:

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U.S.

Daypart: 6am-8pm M-F
Month: Marzo 2022



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,188,821	512,972,972	0.73

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	410,008	216,868,950	0.60
2	NPR Member Stations	101,887	40,737,321	0.78
3	Audacy	96,808	42,382,885	0.71
4	Cumulus Streaming Network	60,977	21,643,340	0.88
5	EMF	41,152	8,766,205	1.43
6	Univision	30,612	16,480,163	0.59
7	Beasley Broadcasting Corporate	27,798	10,225,305	0.86
8	Hubbard Broadcasting	21,630	6,453,915	1.04
9	AccuRadio	15,234	2,946,314	1.61
10	Salem Communications	13,676	5,397,941	0.78
11	New York Public Radio	13,472	4,750,924	0.89
12	Urban One	12,194	4,937,736	0.77
13	Bonneville International	11,307	5,036,784	0.71
14	MediaCo Holding Inc	8,586	4,318,821	0.63
15	Prisa Radio	8,337	5,170,712	0.51
16	Midwest Communications	7,517	1,814,931	1.28
17	Classical KUSC/KDFC	6,204	1,347,394	1.43
18	Entravision Communications Corporation	6,107	3,078,704	0.63
19	ESPN Radio Corporate	4,615	2,818,105	0.51
20	Estrella Media	4,479	2,242,614	0.63
21	WAMU	4,181	1,907,505	0.68
22	Sinclair Telecable	3,071	1,081,093	0.89
23	Lotus Communications Corp	2,927	1,393,024	0.67
24	Meruelo Media Holdings	2,698	1,294,808	0.66
25	Grupo Radio Centro	2,600	1,379,594	0.60

Notes:

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U.S.

Daypart: 6am-12am M-SUN

Month: Marzo 2022



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	833,272	613,249,357	0.74

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	303,162	274,724,919	0.60
2	NPR Member Stations	81,035	54,806,899	0.80
3	Audacy	69,281	50,792,481	0.74
4	Cumulus Streaming Network	42,569	25,638,860	0.90
5	EMF	31,737	11,779,707	1.46
6	Univision	20,433	18,765,072	0.60
7	Beasley Broadcasting Corporate	19,203	11,907,486	0.89
8	Hubbard Broadcasting	15,233	7,611,501	1.09
9	New York Public Radio	10,822	6,336,139	0.93
10	AccuRadio	10,594	3,561,174	1.61
11	Salem Communications	9,591	6,275,440	0.82
12	Urban One	8,577	5,752,656	0.81
13	Bonneville International	7,612	5,664,258	0.74
14	MediaCo Holding Inc	7,001	6,002,492	0.64
15	Prisa Radio	5,878	6,198,040	0.52
16	Midwest Communications	5,261	2,200,748	1.29
17	Classical KUSC/KDFC	5,176	1,924,875	1.46
18	Entravision Communications Corporation	3,915	3,386,428	0.64
19	ESPN Radio Corporate	3,336	3,467,781	0.52
20	WAMU	3,313	2,531,824	0.71
21	Estrella Media	2,832	2,483,740	0.63
22	Sinclair Telecable	2,108	1,242,519	0.93
23	Meruelo Media Holdings	1,997	1,652,260	0.67
24	Lotus Communications Corp	1,933	1,565,546	0.68
25	Grupo Radio Centro	1,867	1,704,000	0.60

Notes:

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LATAM

Daypart: 6am-7pm M-F
Month: Marzo 2022



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	99,716	42,088,943	0.69
2	Grupo Acir (Mexico)	32,896	11,356,688	0.85
3	CRP Radios (Peru)	23,020	8,873,702	0.76
4	Grupo Radio Centro (Mexico)	15,646	5,543,081	0.82
5	RCN Radio (Colombia)	14,867	6,197,620	0.68
6	Grupo Alpha Media (Argentina)	14,615	6,989,086	0.62
7	Grupo JBFM (Brazil)	13,698	5,383,567	0.75
8	Grupo BluRadio (Colombia)	12,905	8,011,263	0.46
9	Grupo América (Argentina)	10,882	3,728,389	0.84
10	Radio Disney Latinoamérica (Argentina, Brazil, Chile, Uruguay)	8,931	2,010,011	1.32
11	Grupo Camargo de Comunicação (Brazil)	8,697	3,925,732	0.65
12	Grupo Mix de Comunicacao (Brazil)	8,401	2,212,384	1.12
13	LS4 Radio Continental SA (Argentina)	7,724	1,984,786	1.13
14	Jovem Pan - SP (Brazil)	7,226	5,114,157	0.41
15	MVS Radio (Mexico)	6,740	2,709,692	0.72
16	Nova Brasil (Brazil)	4,817	1,570,922	0.90
17	SAUDADE FM (Brazil)	4,811	1,827,693	0.77
18	Multimedios (Mexico)	4,764	2,024,179	0.69
19	Grupo Radiopolis (Colombia)	4,017	1,390,601	0.84
20	Rádio Alvorada (Brazil)	3,453	900,860	1.13
21	NRM (Mexico)	2,948	1,147,506	0.76
22	Radio Kiss FM (Brazil)	2,715	742,941	1.08
23	Imagen (Mexico)	2,707	1,149,638	0.69
24	Dial Brasil (Brazil)	2,519	775,544	0.96
25	Cadena 3 Argentina (Argentina)	2,394	830,379	0.83

Notes:

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LATAM

Daypart: 6am-12am M-SUN
Month: Marzo 2022



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	65,095	52,468,755	0.67
2	Grupo Acir (Mexico)	22,293	14,869,887	0.82
3	CRP Radios (Peru)	16,761	12,544,860	0.73
4	RCN Radio (Colombia)	10,928	9,149,046	0.64
5	Grupo Radio Centro (Mexico)	10,753	7,292,322	0.81
6	Grupo JBFM (Brazil)	10,188	7,833,311	0.71
7	Grupo Alpha Media (Argentina)	9,704	8,581,663	0.62
8	Grupo América (Argentina)	8,741	6,406,453	0.74
9	Grupo BluRadio (Colombia)	7,993	9,442,510	0.45
10	Grupo Camargo de Comunicação (Brazil)	6,339	5,544,775	0.63
11	Radio Disney Latinoamérica (Argentina, Brazil, Chile, Uruguay)	5,957	2,595,918	1.27
12	Grupo Mix de Comunicacao (Brazil)	5,676	3,040,712	1.03
13	LS4 Radio Continental SA (Argentina)	5,481	2,879,255	1.04
14	Jovem Pan - SP (Brazil)	5,289	6,918,491	0.42
15	MVS Radio (Mexico)	4,424	3,384,181	0.71
16	SAUDADE FM (Brazil)	3,690	2,795,324	0.72
17	Nova Brasil (Brazil)	3,627	2,390,629	0.84
18	Multimedios (Mexico)	3,390	2,889,693	0.65
19	Grupo Radiopolis (Colombia)	2,717	1,820,731	0.81
20	Rádio Alvorada (Brazil)	2,423	1,279,670	1.04
21	Igreja Pentecostal Deus e Amor (Brazil)	2,185	2,162,450	0.54
22	NRM (Mexico)	2,115	1,595,089	0.73
23	Radio Kiss FM (Brazil)	1,910	1,044,282	1.01
24	Cadena 3 Argentina (Argentina)	1,859	1,318,448	0.76
25	Dial Brasil (Brazil)	1,765	1,101,963	0.88

Notes:

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EMEA

Daypart: 6am-7pm M-F
Month: Marzo 2022



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	175,206	28,585,217	1.86
2	365 Digital	7,966	2,365,172	0.93

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	139,343	21,343,405	2.06
2	Prisa Radio (Spain and Latam Countries)	84,415	35,102,721	0.73
3	DPG Media (Netherlands)	53,676	8,946,863	1.92
4	Medialaan (Belgium)	34,256	5,859,916	1.79
5	Karnaval.com (Turkey)	20,296	8,412,607	0.75
6	Grupo Godó (Spain)	19,344	8,182,056	0.71
7	RadioCorp (Netherlands)	18,843	3,699,127	1.41
8	Commerciele Radio Nederland B.V.(Netherlands)	12,684	2,522,828	1.55
9	RadiaCZ (Czech Republic)	11,441	1,598,859	2.07
10	Fresh Media Bulgaria	9,571	1,559,190	1.84
11	Active Radio A.S. (Czech Republic)	9,231	1,332,413	1.91
12	Primedia Broadcasting (South Africa)	7,966	2,365,172	0.93
13	SABC (South Africa)	6,638	2,679,870	0.70
14	Vlaanderen Eén NV (Belgium)	5,821	920,279	1.87
15	Sublime World BV (Netherlands)	5,147	776,029	1.95

Notes:

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EMEA

Daypart: 6am-12am M-SUN
Month: Marzo 2022



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	129,355	40,874,968	1.79
2	365 Digital	5,142	2,874,620	0.92

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	99,948	27,980,239	2.05
2	Prisa Radio (Spain and Latam Countries)	62,950	52,272,139	0.65
3	DPG Media (Netherlands)	36,521	11,170,586	1.89
4	Medialaan (Belgium)	24,749	7,864,827	1.69
5	Karnaval.com (Turkey)	14,773	12,373,195	0.70
6	RadioCorp (Netherlands)	14,262	5,175,136	1.50
7	Grupo Godó (Spain)	13,864	11,428,758	0.66
8	Commerciele Radio Nederland B.V.(Netherlands)	9,923	3,617,168	1.52
9	RadiaCZ (Czech Republic)	7,611	2,205,509	1.79
10	Fresh Media Bulgaria	6,221	2,008,771	1.67
11	Active Radio A.S. (Czech Republic)	5,575	1,579,586	1.84
12	Primedia Broadcasting (South Africa)	5,142	2,874,620	0.92
13	SABC (South Africa)	4,883	3,918,340	0.66
14	Vlaanderen Eén NV (Belgium)	4,409	1,290,654	1.81
15	Unidad Editorial (Spain)	4,324	5,011,401	0.45

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
