



**TRITON**<sup>™</sup>  
D I G I T A L

# TRITON DIGITAL'S WEBCAST METRICS<sup>®</sup> MONTHLY RANKER

## **ACERCA DE WEBCAST METRICS®**

El servicio de medición de streaming Webcast Metrics 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, etc.

## **ACERCA DE LOS RANKERS**

Los Webcast Metrics® Rankers son una lista de publishers y redes de audio digital con mejor desempeño según lo medido por el servicio de medición de streaming Webcast Metrics de Triton.

Los publishers se clasifican globalmente y en tres regiones distintas: EE. UU., América Latina y EMEA.

- El Global Publisher Ranker verifica la cantidad de streams sin calificar dónde se consumen
- Los rankers regionales cuantifican el consumo según la ubicación de los oyentes
- Todas las mediciones dentro de los rankers Webcast Metrics incluyen transmisiones escuchadas con y sin anuncios.

## ACERCA DE LOS RANKINGS

Los rankings se computan por promedio de sesiones activas (AAS) y también se muestran sesiones iniciadas (SS) y tiempo promedio de escucha (ATSL).

## EXPLICACIÓN DE LAS MEDICIONES

El **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 ( $AAS = TLH / \text{horas en el período}$ ).

El **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.

**Las 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.

El **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.



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# RANKERS ABRIL 2020





Month: April 2020  
**GLOBAL** Daypart: 6am-8pm M-F

| Rank | Sales Network                          | AAS              | SS                 | ATSL        |
|------|----------------------------------------|------------------|--------------------|-------------|
| 1    | <b>iHeartMedia Network<sup>1</sup></b> | <b>1,183,943</b> | <b>468,875,288</b> | <b>0.76</b> |
| 2    | <b>Talpa Network</b>                   | <b>154,344</b>   | <b>30,155,667</b>  | <b>1.56</b> |
| 3    | <b>365 Digital</b>                     | <b>5,377</b>     | <b>2,126,168</b>   | <b>0.77</b> |
|      |                                        |                  |                    |             |
| Rank | Publisher                              | AAS              | SS                 | ATSL        |
| 1    | iHeartRadio                            | 420,567          | 169,116,075        | 0.75        |
| 2    | Talpa Radio                            | 124,682          | 23,032,144         | 1.65        |
| 3    | Prisa Radio                            | 123,546          | 55,280,898         | 0.68        |
| 4    | NPR Member Stations                    | 121,531          | 48,150,890         | 0.76        |
| 5    | RADIO.COM                              | 85,447           | 38,395,535         | 0.67        |
| 6    | Cumulus Streaming Network              | 70,847           | 26,503,103         | 0.8         |
| 7    | Bell Media                             | 32,420           | 8,226,984          | 1.18        |
| 8    | Univision                              | 26,483           | 14,357,872         | 0.56        |
| 9    | Beasley Broadcasting Corporate         | 23,890           | 9,080,039          | 0.8         |
| 10   | Medialaan                              | 22,903           | 4,902,031          | 1.42        |
| 11   | Grupo Acir                             | 22,688           | 9,084,715          | 0.76        |
| 12   | AccuRadio                              | 22,479           | 3,913,573          | 1.72        |
| 13   | Hubbard Broadcasting                   | 19,787           | 5,991,914          | 0.99        |
| 14   | EMF Corporate                          | 19,743           | 5,598,622          | 1.06        |
| 15   | Karnaval.com                           | 18,167           | 10,637,558         | 0.52        |
| 16   | Salem Communications                   | 16,789           | 6,762,704          | 0.74        |
| 17   | New York Public Radio                  | 16,763           | 5,401,100          | 0.93        |
| 18   | Grupo Radio Centro                     | 15,964           | 7,322,291          | 0.66        |
| 19   | Grupo Renascenca                       | 13,105           | 2,726,018          | 1.46        |
| 20   | Bonneville International               | 12,182           | 4,998,097          | 0.74        |

Note: 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.

<sup>1</sup> iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

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: 393,420,989, Net Total Listening Hours: 378,835,516, Gross Active Sessions: 492,152,864, Net Active Sessions: 468,852,763, % Filtered Total Listening Hours: 96.29%, % Filtered Active Sessions: 95.27%



Month: April 2020  
**GLOBAL** Daypart: 6am-12am M-Sun

| Rank | Sales Network                          | AAS            | SS                 | ATSL        |
|------|----------------------------------------|----------------|--------------------|-------------|
| 1    | <b>iHeartMedia Network<sup>1</sup></b> | <b>832,487</b> | <b>568,525,729</b> | <b>0.77</b> |
| 2    | <b>Talpa Network</b>                   | <b>119,587</b> | <b>41,333,756</b>  | <b>1.55</b> |
| 3    | <b>365 Digital</b>                     | <b>3,882</b>   | <b>2,721,500</b>   | <b>0.76</b> |
|      |                                        |                |                    |             |
| Rank | Publisher                              | AAS            | SS                 | ATSL        |
| 1    | iHeartRadio                            | 317,575        | 220,638,262        | 0.76        |
| 2    | NPR Member Stations                    | 96,427         | 65,916,281         | 0.78        |
| 3    | Talpa Radio                            | 95,041         | 30,933,829         | 1.65        |
| 4    | Prisa Radio                            | 91,678         | 74,313,547         | 0.66        |
| 5    | RADIO.COM                              | 61,816         | 47,851,738         | 0.68        |
| 6    | Cumulus Streaming Network              | 48,775         | 31,306,400         | 0.83        |
| 7    | Bell Media                             | 24,199         | 10,668,940         | 1.2         |
| 8    | Medialaan                              | 17,861         | 6,823,650          | 1.4         |
| 9    | Univision                              | 17,577         | 16,646,764         | 0.56        |
| 10   | AccuRadio                              | 17,087         | 5,307,711          | 1.7         |
| 11   | Beasley Broadcasting Corporate         | 16,829         | 10,927,634         | 0.82        |
| 12   | Grupo Acir                             | 16,575         | 12,053,402         | 0.73        |
| 13   | EMF Corporate                          | 14,919         | 7,666,059          | 1.03        |
| 14   | Karnaval.com                           | 14,801         | 17,391,178         | 0.46        |
| 15   | Hubbard Broadcasting                   | 13,896         | 7,234,567          | 1.01        |
| 16   | New York Public Radio                  | 13,461         | 7,486,431          | 0.95        |
| 17   | Grupo Radio Centro                     | 11,691         | 9,628,362          | 0.65        |
| 18   | Salem Communications                   | 11,614         | 7,929,366          | 0.77        |
| 19   | CRP Radios                             | 9,465          | 8,476,635          | 0.59        |
| 20   | Grupo Renascenca                       | 9,188          | 3,686,075          | 1.33        |

Note: 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.

<sup>1</sup> iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

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: 519,660,780, Net Total Listening Hours: 497,055,745, Gross Active Sessions: 645,162,391, Net Active Sessions: 612,654,571, % Filtered Total Listening Hours: 95.65%, % Filtered Active Sessions: 94.96%



Month: April 2020  
U.S. Daypart: 6am-8pm M-F

| Rank | Sales Network                          | AAS       | SS            | ATSL |
|------|----------------------------------------|-----------|---------------|------|
| 1    | iHeartMedia Network <sup>1</sup>       | 1,165,233 | 460,420,498   | 0.76 |
|      |                                        |           |               |      |
| Rank | Publisher                              | AAS       | SS            | ATSL |
| 1    | Pandora Corporate                      | 2,079,688 | 1,119,545,142 | 0.56 |
| 2    | iHeartRadio                            | 410,542   | 164,454,764   | 0.75 |
| 3    | NPR Member Stations                    | 113,545   | 45,226,119    | 0.76 |
| 4    | RADIO.COM                              | 85,236    | 38,244,323    | 0.67 |
| 5    | Cumulus Streaming Network              | 69,588    | 25,994,933    | 0.81 |
| 6    | Univision                              | 26,454    | 14,340,987    | 0.56 |
| 7    | Beasley Broadcasting Corporate         | 23,369    | 8,918,167     | 0.8  |
| 8    | Hubbard Broadcasting                   | 19,633    | 5,892,656     | 1    |
| 9    | EMF Corporate                          | 18,487    | 5,134,733     | 1.08 |
| 10   | Salem Communications                   | 16,605    | 6,674,537     | 0.74 |
| 11   | New York Public Radio                  | 15,187    | 4,716,977     | 0.97 |
| 12   | AccuRadio                              | 12,597    | 1,936,662     | 1.93 |
| 13   | Bonneville International               | 12,056    | 4,943,640     | 0.74 |
| 14   | Urban One                              | 10,431    | 4,362,238     | 0.72 |
| 15   | ESPN Radio Corporate                   | 9,195     | 4,124,942     | 0.67 |
| 16   | Emmis Communications                   | 6,909     | 2,913,362     | 0.72 |
| 17   | Prisa Radio                            | 6,626     | 3,574,954     | 0.56 |
| 18   | Midwest Communications                 | 6,582     | 1,704,606     | 1.16 |
| 19   | Classical KUSC/KDFC                    | 6,140     | 1,309,853     | 1.4  |
| 20   | Entravision Communications Corporation | 5,240     | 2,623,427     | 0.61 |

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<sup>1</sup> iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations



Month: April 2020  
U.S. Daypart: 6am-12am M-SUN

| Rank | Sales Network                    | AAS       | SS            | ATSL |
|------|----------------------------------|-----------|---------------|------|
| 1    | iHeartMedia Network <sup>1</sup> | 816,819   | 556,039,857   | 0.78 |
|      |                                  |           |               |      |
| Rank | Publisher                        | AAS       | SS            | ATSL |
| 1    | Pandora Corporate                | 1,811,341 | 1,694,055,665 | 0.57 |
| 2    | iHeartRadio                      | 309,032   | 213,681,877   | 0.77 |
| 3    | NPR Member Stations              | 89,217    | 61,191,785    | 0.77 |
| 4    | RADIO.COM                        | 61,635    | 47,623,044    | 0.69 |
| 5    | Cumulus Streaming Network        | 47,706    | 30,540,037    | 0.83 |
| 6    | Univision                        | 17,555    | 16,623,795    | 0.56 |
| 7    | Beasley Broadcasting Corporate   | 16,430    | 10,716,174    | 0.82 |
| 8    | EMF Corporate                    | 13,869    | 6,971,370     | 1.05 |
| 9    | Hubbard Broadcasting             | 13,758    | 7,079,030     | 1.03 |
| 10   | New York Public Radio            | 12,071    | 6,402,623     | 1    |
| 11   | Salem Communications             | 11,457    | 7,794,731     | 0.77 |
| 12   | AccuRadio                        | 9,122     | 2,470,766     | 1.94 |
| 13   | Bonneville International         | 8,296     | 5,866,621     | 0.75 |
| 14   | Urban One                        | 7,431     | 5,383,079     | 0.73 |
| 15   | ESPN Radio Corporate             | 6,487     | 5,006,801     | 0.68 |
| 16   | Emmis Communications             | 5,232     | 3,853,044     | 0.72 |
| 17   | Classical KUSC/KDFC              | 5,071     | 1,903,171     | 1.41 |
| 18   | Prisa Radio                      | 4,603     | 4,263,670     | 0.57 |
| 19   | Midwest Communications           | 4,569     | 2,097,546     | 1.15 |
| 20   | WAMU                             | 3,785     | 2,733,197     | 0.73 |

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<sup>1</sup> iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations





Month: April 2020  
**LATAM** Daypart: 6am-7pm M-F

| Rank | Publisher                               | AAS    | SS         | ATSL |
|------|-----------------------------------------|--------|------------|------|
| 1    | Prisa Radio (Spain and LATAM Countries) | 63,400 | 26,245,249 | 0.68 |
| 2    | Grupo Acir (Mexico)                     | 21,211 | 7,774,667  | 0.77 |
| 3    | Grupo Radio Centro (Mexico)             | 13,560 | 5,603,900  | 0.68 |
| 4    | Grupo RPP (Peru)                        | 10,503 | 5,248,639  | 0.56 |
| 5    | Cadena 3 Argentina (Argentina)          | 9,863  | 3,658,551  | 0.75 |
| 6    | CRP Radios (Peru)                       | 8,717  | 4,046,497  | 0.6  |
| 7    | Jovem Pan - SP (Brazil)                 | 8,305  | 5,772,327  | 0.4  |
| 8    | Grupo BluRadio (Colombia)               | 7,055  | 3,280,345  | 0.59 |
| 9    | RCN Radio (Colombia)                    | 6,721  | 2,871,967  | 0.65 |
| 10   | Grupo JBFM (Brazil)                     | 6,102  | 2,679,950  | 0.64 |
| 11   | Nova Brasil (Brazil)                    | 5,131  | 1,638,535  | 0.88 |
| 12   | MVS Radio (Mexico)                      | 4,971  | 1,952,489  | 0.72 |
| 13   | Radios IMC (Argentina)                  | 4,672  | 1,184,551  | 1.11 |
| 14   | Imagen (Mexico)                         | 3,271  | 1,852,416  | 0.5  |
| 15   | Multimedios (Mexico)                    | 2,698  | 1,076,214  | 0.71 |
| 16   | Radiopolis (Colombia)                   | 2,234  | 752,796    | 0.84 |
| 17   | NRM (Mexico)                            | 2,211  | 958,196    | 0.65 |
| 18   | Igreja Pentecostal Deus e Amor (Brazil) | 2,069  | 1,275,233  | 0.44 |
| 19   | Rádio Alvorada (Brazil)                 | 1,981  | 630,396    | 0.89 |
| 20   | Cadena Radial Vida (Colombia)           | 1,000  | 656,761    | 0.41 |
| 21   | Dial Brasil (Brazil)                    | 969    | 429,808    | 0.64 |
| 22   | AccuRadio (United States)               | 941    | 207,653    | 1.27 |
| 23   | Z101 (Dominican Republic)               | 922    | 467,631    | 0.55 |
| 24   | NPR Member Stations (United States)     | 859    | 352,294    | 0.68 |
| 25   | Radio 93 (Brazil)                       | 678    | 366,263    | 0.52 |

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released



Month: April 2020  
**LATAM** Daypart: 6am-12am M-SUN

| Rank | Publisher                               | AAS    | SS         | ATSL |
|------|-----------------------------------------|--------|------------|------|
| 1    | Prisa Radio (Spain and LATAM Countries) | 42,283 | 33,646,156 | 0.67 |
| 2    | Grupo Acir (Mexico)                     | 14,656 | 10,564,662 | 0.74 |
| 3    | Grupo Radio Centro (Mexico)             | 9,493  | 7,631,625  | 0.66 |
| 4    | Grupo RPP (Peru)                        | 8,087  | 7,688,038  | 0.56 |
| 5    | Cadena 3 Argentina (Argentina)          | 7,323  | 5,523,010  | 0.7  |
| 6    | CRP Radios (Peru)                       | 7,209  | 6,383,676  | 0.6  |
| 7    | Jovem Pan - SP (Brazil)                 | 6,260  | 8,137,015  | 0.41 |
| 8    | RCN Radio (Colombia)                    | 5,369  | 4,744,945  | 0.6  |
| 9    | Grupo JBFM (Brazil)                     | 4,756  | 4,170,294  | 0.61 |
| 10   | Grupo BluRadio (Colombia)               | 4,409  | 4,012,154  | 0.57 |
| 11   | Radios IMC (Argentina)                  | 3,788  | 1,950,686  | 1.04 |
| 12   | Nova Brasil (Brazil)                    | 3,705  | 2,439,669  | 0.81 |
| 13   | MVS Radio (Mexico)                      | 3,255  | 2,492,609  | 0.7  |
| 14   | Imagen (Mexico)                         | 2,033  | 2,178,203  | 0.5  |
| 15   | Igreja Pentecostal Deus e Amor (Brazil) | 1,965  | 2,362,044  | 0.44 |
| 16   | Multimedios (Mexico)                    | 1,898  | 1,545,761  | 0.65 |
| 17   | NRM (Mexico)                            | 1,664  | 1,447,350  | 0.61 |
| 18   | Radiopolis (Colombia)                   | 1,591  | 1,048,449  | 0.81 |
| 19   | Rádio Alvorada (Brazil)                 | 1406   | 947,832    | 0.79 |
| 20   | AccuRadio (United States)               | 756    | 318,631    | 1.27 |
| 21   | Cadena Radial Vida (Colombia)           | 741    | 948,109    | 0.4  |
| 22   | Dial Brasil (Brazil)                    | 738    | 653,730    | 0.6  |
| 23   | NPR Member Stations (United States)     | 731    | 577,748    | 0.67 |
| 24   | Z101 (Dominican Republic)               | 583    | 559,704    | 0.55 |
| 25   | Radio 93 (Brazil)                       | 491    | 507,261    | 0.52 |

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released



| Rank | Sales Network                           | AAS     | SS         | ATSL |
|------|-----------------------------------------|---------|------------|------|
| 1    | Talpa Network                           | 157,907 | 28,507,361 | 1.56 |
| 2    | 365 Digital                             | 5,469   | 1,996,427  | 0.78 |
|      |                                         |         |            |      |
| Rank | Publisher                               | AAS     | SS         | ATSL |
| 1    | Talpa Radio (Netherlands)               | 128,244 | 21,947,483 | 1.64 |
| 2    | Prisa Radio (Spain and LATAM Countries) | 56,303  | 22,752,474 | 0.70 |
| 3    | Medialaan (Belgium)                     | 23,623  | 4,699,222  | 1.42 |
| 4    | Karnaval.com (Turkey)                   | 18,358  | 9,784,847  | 0.53 |
| 5    | RadioCorp (Netherlands)                 | 17,816  | 4,229,403  | 1.19 |
| 6    | Grupo Renascenca (Portugal)             | 13,275  | 2,486,868  | 1.52 |
| 7    | RadiaCZ (Czech Republic)                | 7,250   | 934,772    | 2.16 |
| 8    | Active Radio A.S. (Czech Republic)      | 6,643   | 904,591    | 2.04 |
| 9    | Primedia Broadcasting (South Africa)    | 5,469   | 1,996,427  | 0.78 |
| 10   | Sublime World BV (Netherlands)          | 4,043   | 669,999    | 1.69 |



Month: April 2020  
**EMEA** Daypart: 6am-12am M-SUN

| Rank | Sales Network                           | AAS     | SS         | ATSL |
|------|-----------------------------------------|---------|------------|------|
| 1    | Talpa Network                           | 117,927 | 40,401,918 | 1.57 |
| 2    | 365 Digital                             | 3,768   | 2,629,995  | 0.78 |
|      |                                         |         |            |      |
| Rank | Publisher                               | AAS     | SS         | ATSL |
| 1    | Talpa Radio (Netherlands)               | 94,028  | 30,377,774 | 1.66 |
| 2    | Prisa Radio (Spain and LATAM Countries) | 43,872  | 35,649,741 | 0.66 |
| 3    | Medialaan (Belgium)                     | 17,778  | 6,765,630  | 1.40 |
| 4    | Karnaval.com (Turkey)                   | 14,533  | 17,097,429 | 0.46 |
| 5    | RadioCorp (Netherlands)                 | 14,086  | 6,370,951  | 1.19 |
| 6    | Grupo Renascenca (Portugal)             | 8,955   | 3,514,140  | 1.37 |
| 7    | RadiaCZ (Czech Republic)                | 4,808   | 1,247,956  | 2.05 |
| 8    | Active Radio A.S. (Czech Republic)      | 4,095   | 1,102,731  | 1.95 |
| 9    | Primedia Broadcasting (South Africa)    | 3,768   | 2,629,995  | 0.78 |
| 10   | Sublime World BV (Netherlands)          | 3,346   | 1,022,933  | 1.76 |

## Recursos

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

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

### **Guía de referencia para Webcast Metrics**

Una guía rápida de datos, funciones y capacidades de Webcast Metrics.

<http://bit.ly/WCMreferenceguide>

### **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)