



TRITON DIGITAL'S
WEBCAST METRICS®
MONTHLY RANKER

Agosto 2020

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

- El ranker global 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 Webcast Metrics incluyen tanto la escucha con la inserción de publicidad como sin ella.
- 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 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.



RANKERS AGOSTO 2020

GLOBAL

Daypart: 6am-8pm M-F
Month: August 2020



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,198,187	460,736,992	0.75
2	Talpa Network	133,666	22,697,716	1.71
3	365 Digital	6,580	1,981,191	0.96

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	438,057	173,928,664	0.72
2	Prisa Radio	132,280	50,951,816	0.75
3	Talpa Radio	108,172	17,283,846	1.82
4	NPR Member Stations	106,266	39,100,319	0.78
5	RADIO.COM	80,074	33,221,463	0.69
6	Cumulus Streaming Network	71,607	26,222,662	0.78
7	Bell Media	33,985	7,518,201	1.29
8	Univision	30,184	16,595,221	0.53
9	Grupo Acir	27,548	9,239,900	0.86
10	AccuRadio	26,405	4,317,402	1.75
11	Beasley Broadcasting Corporate	24,559	8,922,405	0.8
12	Medialaan	22,281	3,899,230	1.66
13	Karnaval.com	20,909	9,721,859	0.63
14	Hubbard Broadcasting	19,134	5,356,845	1.02
15	CRP Radios	18,569	8,025,810	0.67
16	EMF Corporate	18,507	4,286,308	1.23
17	Salem Communications	16,057	6,586,371	0.69
18	Grupo Renascenca	15,450	2,482,072	1.81
19	Grupo Radio Centro	14,769	6,307,732	0.68
20	New York Public Radio	14,644	4,612,311	0.91

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.

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: 375,412,323, Net Total Listening Hours: 364,398,951, Gross Active Sessions: 471,467,779, Net Active Sessions: 448,182,875, % Filtered Total Listening Hours: 97.07%, % Filtered Active Sessions: 95.06%

GLOBAL

Daypart: 6am-12am M-Sun
Month: August 2020



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	806,072	578,876,638	0.76
2	Talpa Network	100,225	33,300,293	1.66
3	365 Digital	4,307	2,530,587	0.93

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	318,520	237,785,408	0.73
2	Prisa Radio	92,183	70,479,416	0.72
3	NPR Member Stations	83,315	57,060,790	0.8
4	Talpa Radio	79,710	24,724,349	1.78
5	RADIO.COM	54,825	42,343,565	0.71
6	Cumulus Streaming Network	47,074	32,023,386	0.8
7	Bell Media	24,105	10,204,189	1.29
8	Grupo Acir	19,102	12,720,640	0.83
9	Univision	18,933	19,770,681	0.53
10	AccuRadio	18,930	6,133,721	1.69
11	Medialaan	16,931	5,803,100	1.61
12	Beasley Broadcasting Corporate	16,612	11,299,829	0.81
13	Karnaval.com	16,088	16,075,251	0.56
14	CRP Radios	14,414	12,255,417	0.65
15	EMF Corporate	13,042	6,108,751	1.17
16	Hubbard Broadcasting	12,739	6,695,525	1.03
17	New York Public Radio	11,434	6,714,239	0.93
18	Salem Communications	10,551	7,878,520	0.73
19	Grupo Radio Centro	10,379	8,646,412	0.66
20	Grupo Renascenca	10,026	3,453,960	1.61

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.

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: 513,012,315, Net Total Listening Hours: 496,012,297, Gross Active Sessions: 643,866,320, Net Active Sessions: 608,591,483, % Filtered Total Listening Hours: 96.69%, % Filtered Active Sessions: 94.52%



U.S.

Daypart: 6am-8pm M-F
Month: August 2020

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,179,708	452,392,606	0.75

Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,125,019	1,127,329,379	0.55
2	iHeartRadio	427,567	169,114,872	0.73
3	NPR Member Stations	99,328	36,761,333	0.77
4	RADIO.COM	79,889	33,093,847	0.69
5	Cumulus Streaming Network	70,472	25,790,527	0.78
6	Univision	30,167	16,586,373	0.53
7	Beasley Broadcasting Corporate	24,031	8,757,523	0.79
8	Hubbard Broadcasting	19,020	5,283,836	1.03
9	EMF Corporate	17,552	3,971,599	1.26
10	Salem Communications	15,882	6,504,128	0.69
11	AccuRadio	15,008	2,207,474	1.93
12	New York Public Radio	13,346	4,077,659	0.94
13	Urban One	10,699	4,431,673	0.7
14	Bonneville International	10,423	4,097,074	0.74
15	ESPN Radio Corporate	8,766	4,349,103	0.58
16	Emmis Communications	7,803	3,258,364	0.69
17	Midwest Communications	6,917	1,618,276	1.22
18	Prisa Radio	6,732	3,823,558	0.51
19	Classical KUSC/KDFC	5,526	1,177,108	1.34
20	Entravision Communications Corporation	4,999	2,421,342	0.6

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.

U.S.

Daypart: 6am-12am M-SUN
Month: August 2020



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	791,120	565,602,997	0.76

Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	1,804,627	1,832,242,021	0.54
2	iHeartRadio	309,908	230,125,966	0.74
3	NPR Member Stations	77,103	53,038,006	0.79
4	RADIO.COM	54,672	42,140,769	0.71
5	Cumulus Streaming Network	46,134	31,337,205	0.81
6	Univision	18,920	19,756,904	0.53
7	Beasley Broadcasting Corporate	16,217	11,067,726	0.81
8	Hubbard Broadcasting	12,637	6,574,112	1.05
9	EMF Corporate	12,270	5,602,815	1.2
10	Salem Communications	10,408	7,747,944	0.73
11	New York Public Radio	10,319	5,829,010	0.97
12	AccuRadio	10,088	2,899,828	1.9
13	Urban One	7,151	5,492,251	0.71
14	Bonneville International	6,667	4,808,961	0.76
15	ESPN Radio Corporate	5,945	5,658,837	0.57
16	Emmis Communications	5,772	4,584,767	0.69
17	Classical KUSC/KDFC	4,555	1,842,214	1.35
18	Midwest Communications	4,555	2,066,353	1.2
19	Prisa Radio	4,463	4,679,610	0.52
20	WAMU	3,150	2,152,235	0.8

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.

LATAM

Daypart: 6am-7PM M-F
Month: August 2020



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	74,974	27,141,041	0.74
2	Grupo Acir (Mexico)	26,183	8,040,947	0.88
3	CRP Radios (Peru)	16,166	6,107,366	0.71
4	Grupo RPP (Peru)	12,736	5,141,210	0.66
5	Grupo Radio Centro (Mexico)	12,457	4,672,459	0.72
6	RCN Radio (Colombia)	9,818	3,221,351	0.8
7	Grupo JBFM (Brazil)	8,983	3,153,308	0.77
8	Grupo BluRadio (Colombia)	8,456	3,474,750	0.63
9	Nova Brasil (Brazil)	7,438	1,980,601	1.01
10	Radios IMC (Argentina)	7,155	1,445,404	1.33
11	Jovem Pan - SP (Brazil)	7,083	4,529,757	0.42
12	MVS Radio (Mexico)	5,606	2,026,391	0.74
13	Multimedios (Mexico)	3,552	1,218,256	0.78
14	Radiopolis (Colombia)	3,454	987,424	0.94
15	Rádio Alvorada (Brazil)	2,879	790,310	0.98
16	Imagen (Mexico)	2,766	1,276,946	0.59
17	NRM (Mexico)	2,519	895,440	0.76
18	Igreja Pentecostal Deus e Amor (Brazil)	2,264	1,161,280	0.5
19	Dial Brasil (Brazil)	1,934	725,409	0.72
20	AccuRadio (United States)	1,135	240,346	1.27
21	Z101 (Dominican Republic)	972	473,141	0.54
22	Radio 93 (Brazil)	963	363,190	0.71
23	ACCION MULTIMEDIOS (Paraguay)	928	538,923	0.47
24	Cadena Radial Vida (Colombia)	833	516,556	0.41
25	NPR Member Stations (United States)	783	306,894	0.68

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

LATAM

Daypart: 6am-12am M-SUN
Month: August 2020



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	47,346	35,608,646	0.73
2	Grupo Acir (Mexico)	17,128	11,340,766	0.83
3	CRP Radios (Peru)	11,962	9,657,322	0.68
4	Grupo RPP (Peru)	8,972	7,724,053	0.63
5	Grupo Radio Centro (Mexico)	8,338	6,627,252	0.69
6	RCN Radio (Colombia)	7,094	5,253,932	0.73
7	Grupo JBFM (Brazil)	6,451	5,109,501	0.7
8	Radios IMC (Argentina)	5,262	2,370,703	1.22
9	Nova Brasil (Brazil)	5,066	3,127,963	0.89
10	Jovem Pan - SP (Brazil)	4,988	6,571,420	0.41
11	Grupo BluRadio (Colombia)	4,918	4,246,730	0.62
12	MVS Radio (Mexico)	3,476	2,653,540	0.72
13	Multimedios (Mexico)	2,394	1,865,852	0.71
14	Radiopolis (Colombia)	2,315	1,422,474	0.9
15	Igreja Pentecostal Deus e Amor (Brazil)	2,049	2,177,679	0.51
16	Rádio Alvorada (Brazil)	1,893	1,215,252	0.86
17	NRM (Mexico)	1,808	1,388,141	0.72
18	Imagen (Mexico)	1,582	1,502,374	0.58
19	Dial Brasil (Brazil)	1,322	1,116,309	0.66
20	AccuRadio (United States)	866	391,305	1.22
21	NPR Member Stations (United States)	653	534,798	0.67
22	Radio 93 (Brazil)	648	531,316	0.67
23	Cadena Radial Vida (Colombia)	610	765,436	0.42
24	ACCION MULTIMEDIOS (Paraguay)	573	721,692	0.44
25	Z101 (Dominican Republic)	561	559,482	0.54

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

EMEA

Daypart: 6am-7pm M-F
Month: August 2020



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	135,905	21,280,640	1.71
2	365 Digital	6,809	1,892,689	0.96

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	110,541	16,346,238	1.83
2	Prisa Radio (Spain and LATAM Countries)	53,888	17,706,079	0.80
3	Medialaan (Belgium)	22,863	3,708,337	1.66
4	Karnaval.com (Turkey)	21,129	8,907,963	0.64
5	Grupo Renascenca (Portugal)	15,787	2,271,555	1.89
6	RadioCorp (Netherlands)	14,587	3,062,813	1.30
7	RadiaCZ (Czech Republic)	9,964	1,049,512	2.48
8	Primedia Broadcasting (South Africa)	6,809	1,892,689	0.96
9	Active Radio A.S. (Czech Republic)	6,482	801,693	2.15
10	Sublime World BV (Netherlands)	3,857	555,807	1.90

EMEA

Daypart: 6am-12am M-SUN
Month: August 2020



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	98,655	32,374,142	1.68
2	365 Digital	4,220	2,460,072	0.94

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	78,732	24,176,939	1.80
2	Prisa Radio (Spain and Latam Countries)	39,502	29,422,180	0.73
3	Medialaan (Belgium)	16,867	5,754,952	1.62
4	Karnaval.com (Turkey)	15,820	15,749,932	0.56
5	RadioCorp (Netherlands)	11,116	4,942,546	1.26
6	Grupo Renascenca (Portugal)	9,776	3,259,943	1.67
7	RadiaCZ (Czech Republic)	6,180	1,489,993	2.23
8	Primedia Broadcasting (South Africa)	4,220	2,460,072	0.94
9	Active Radio A.S. (Czech Republic)	3,786	1,080,571	1.91
10	Sublime World BV (Netherlands)	3,078	914,059	1.89

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

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