



TRITON DIGITAL'S
WEBCAST METRICS®
MONTHLY RANKER

Agosto 2020

Sobre o Webcast Metrics®

O serviço de mensuração de Streaming Webcast Metrics é o padrão do setor para dados de consumo de áudio on-line. Fornece dados validados confiáveis, que habilitam ou Publishers de áudio em todo o mundo a analisar o consumo de seu conteúdo de áudio por parte do dia, tipo de dispositivo, região geográfica, plataforma de distribuição e muito mais.

Sobre os Rankers

Os Rankers do Webcast Metrics® são uma lista dos principais Publishers e redes de áudio digital de acordo com o serviço de mensuração de Streaming Webcast Metrics da Triton.

Os Publishers são classificados globalmente e em três regiões distintas: EUA, América Latina e EMEA.

- O ranker Global verifica a quantidade de streams sem qualificar onde estão sendo consumidos.
- Os rankers regionais quantificam o consumo com base na localização do ouvinte.
- Todas as métricas nos rankers do Webcast Metrics incluem escuta com ou sem inserção de anúncio.
- Os Sales Networks incluem streams próprios e streams relacionados às afiliações de rede.

Sobre as classificações

As classificações são computadas com base na Média de Sessões Ativas (AAS), e Sessões Iniciadas (SS) e o Tempo Médio de Audição (ATSL) também são exibidos.

Compreensão das métricas

Média de Sessões Ativas ou **AAS** representa o número médio de sessões em qualquer momento do período de tempo relatado, com sessões inválidas omitidas. A AAS pode ser calculada dividindo o Total de Horas de Audição pelo número de horas dentro do período de tempo relatado ($AAS = TLH / \text{Horas no período}$).

Total de Horas de Audição ou **TLH** é definido como o número total de horas que a estação/Publisher transmitiu durante sessões com duração mínima de um minuto dentro do período de tempo relatado. As sessões inválidas são omitidas.

Sessões Iniciadas ou **SS** é definido como o número de sessões com duração mínima de um minuto que foram iniciadas dentro do período de tempo relatado. As sessões inválidas são omitidas.

Média de Horas de Audição ou **ATSL** é definido como o número médio de horas de cada sessão com duração mínima de um minuto no total dentro do período de tempo relatado. Calculado como o tempo total gasto ouvindo dividido pelo número de sessões ativas.



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

Acesso aos Rankers mensais:

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

Webcast Metrics, Folha de informação

Uma visão geral do Webcast Metrics e seus recursos & capacidades

<https://bit.ly/2H8pPxi>

Fale conosco

Não hesite em nos contatar se tiver perguntas, comentários ou solicitações de informações adicionais relacionadas com nossos Rankers mensais

Ranker@TritonDigital.com
