



TRITON[™]
D I G I T A L

TRITON DIGITAL'S WEBCAST METRICS[®] 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 AGOSTO 2019





Month: August 2019
GLOBAL Daypart: 6am-8pm M-F

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	1,128,978	464,979,303	0.73
2	Talpa Network	105,757	19,835,136	1.62
3	365 Digital	6,540	1,903,265	1.03
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	412,044	175,952,263	0.7
2	Prisa Radio	122,123	44,323,478	0.83
3	NPR Member Stations	90,809	30,686,750	0.88
4	Talpa Radio	86,988	15,579,513	1.7
5	RADIO.COM	74,496	32,493,419	0.69
6	Cumulus Streaming Network	67,744	26,222,945	0.78
7	AccuRadio	31,770	4,930,915	1.93
8	Bell Media	30,703	6,348,324	1.44
9	Univision	26,659	16,016,408	0.5
10	Beasley Broadcasting Corporate	25,494	9,465,214	0.82
11	Grupo Acir	23,540	7,829,953	0.91
12	CRP Radios	21,065	7,642,584	0.84
13	EMF Corporate	20,851	5,414,593	1.15
14	Karnaval.com	20,670	9,760,919	0.65
15	Hubbard Broadcasting	19,606	5,431,800	1.07
16	Grupo Radio Centro	18,911	7,736,545	0.74
17	Grupo Renascenca	17,196	2,781,845	1.88
18	ESPN Radio Corporate	16,080	7,915,877	0.61
19	Salem Communications	15,389	6,509,627	0.7
20	Medialaan	15,156	2,617,623	1.76

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.

¹ 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: 365,598,941, Net Total Listening Hours: 356,446,759, Gross Active Sessions: 457,416,530, Net Active Sessions: 435,843,965, % Filtered Total Listening Hours: 97.50%, % Filtered Active Sessions: 95.28%



Month: August 2019
GLOBAL Daypart: 6am-12am M-Sun

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	768,799	567,696,325	0.74
2	Talpa Network	79,653	27,805,483	1.58
3	365 Digital	4,234	2,272,640	1.02
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	303,131	232,761,935	0.71
2	Prisa Radio	84,479	59,151,862	0.78
3	NPR Member Stations	71,364	43,231,524	0.9
4	Talpa Radio	64,522	21,461,674	1.66
5	RADIO.COM	50,152	39,675,579	0.69
6	Cumulus Streaming Network	45,395	31,356,634	0.79
7	AccuRadio	22,380	6,390,129	1.92
8	Bell Media	21,801	8,237,659	1.44
9	Beasley Broadcasting Corporate	17,162	11,331,950	0.83
10	Univision	16,941	18,475,587	0.5
11	Karnaval.com	16,216	15,619,557	0.58
12	Grupo Acir	15,873	10,194,784	0.86
13	CRP Radios	15,264	10,810,516	0.78
14	EMF Corporate	14,363	7,245,550	1.08
15	Grupo Radio Centro	13,072	10,073,532	0.71
16	Hubbard Broadcasting	12,996	6,442,601	1.09
17	Grupo Renascenca	11,550	3,881,322	1.64
18	Medialaan	11,493	3,686,385	1.72
19	ESPN Radio Corporate	10,669	9,484,646	0.61
20	Salem Communications	10,417	7,729,474	0.73

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.

¹ 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: 476,458,509, Net Total Listening Hours: 462,715,039, Gross Active Sessions: 600,725,611, Net Active Sessions: 567,898,888, % Filtered Total Listening Hours: 97.12%, % Filtered Active Sessions: 94.54%



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	1,111,601	456,793,525	0.73
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,296,305	1,337,284,265	0.52
2	iHeartRadio	403,125	171,554,293	0.71
3	NPR Member Stations	84,566	28,437,630	0.88
4	RADIO.COM	74,355	32,389,003	0.69
5	Cumulus Streaming Network	66,619	25,765,396	0.78
6	Univision	26,641	16,004,618	0.5
7	Beasley Broadcasting Corporate	24,995	9,312,838	0.81
8	EMF Corporate	19,720	4,960,179	1.19
9	Hubbard Broadcasting	19,460	5,330,003	1.09
10	AccuRadio	18,913	2,761,169	2.04
11	ESPN Radio Corporate	15,540	7,650,536	0.61
12	Salem Communications	15,230	6,427,399	0.71
13	Urban One	13,425	5,814,591	0.69
14	New York Public Radio	11,906	3,428,150	1.03
15	Bonneville Corporate	10,260	4,019,795	0.77
16	Emmis Communications	9,365	4,098,745	0.69
17	Prisa Radio	6,644	3,736,510	0.54
18	Saga Communications	6,248	1,961,258	0.95
19	Classical KUSC/KDFC	5,873	1,092,638	1.6
20	Midwest Communications	5,656	1,399,886	1.21

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.

¹ iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations



Month: August 2019
U.S. Daypart: 6am-12am M-SUN

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	754,696	555,494,638	0.74
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	1,940,409	2,070,380,347	0.52
2	iHeartRadio	295,687	226,077,081	0.72
3	NPR Member Stations	65,689	39,495,256	0.9
4	RADIO.COM	50,035	39,519,674	0.69
5	Cumulus Streaming Network	44,479	30,671,429	0.79
6	Univision	16,927	18,458,009	0.5
7	Beasley Broadcasting Corporate	16,787	11,128,514	0.83
8	EMF Corporate	13,466	6,563,551	1.12
9	Hubbard Broadcasting	12,869	6,283,277	1.11
10	AccuRadio	12,590	3,326,511	2.06
11	Salem Communications	10,282	7,604,694	0.73
12	ESPN Radio Corporate	10,238	9,098,573	0.61
13	New York Public Radio	9,173	4,636,966	1.07
14	Urban One	8,747	6,781,593	0.7
15	Bonneville Corporate	6,723	4,704,791	0.79
16	Emmis Communications	6,621	5,300,920	0.69
17	Classical KUSC/KDFC	4,705	1,611,016	1.59
18	Prisa Radio	4,499	4,532,926	0.54
19	Saga Communications	4,274	2,401,256	0.97
20	Midwest Communications	3,722	1,734,762	1.17

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.

¹ iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations



Month: August 2019
LATAM Daypart: 6am-7pm M-F

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	74,228	24,084,687	0.86
2	Grupo Acir (Mexico)	23,004	6,920,537	0.93
3	CRP Radios (Peru)	19,281	5,921,420	0.92
4	Grupo Radio Centro (Mexico)	16,359	5,785,150	0.79
5	Grupo RPP (Peru)	12,938	4,562,522	0.79
6	Cadena 3 Argentina (Argentina)	10,149	3,489,176	0.81
7	RCN Radio (Colombia)	10,054	3,216,156	0.86
8	Grupo JBFM (Brazil)	9,851	3,010,027	0.92
9	Jovem Pan - SP (Brazil)	8,954	6,283,847	0.4
10	Radios IMC (Argentina)	7,880	1,493,699	1.49
11	Nova Brasil (Brazil)	7,842	1,883,343	1.18
12	MVS Radio (Mexico)	5,540	1,773,252	0.88
13	Grupo BluRadio (Colombia)	5,125	2,552,796	0.54
14	Radiopolis (Colombia)	3,965	1,266,287	0.88
15	Multimedios (Mexico)	3,351	1,125,900	0.84
16	NRM (Mexico)	2,915	936,760	0.87
17	Imagen (Mexico)	2,504	1,241,937	0.57
18	Dial Brasil (Brazil)	1,409	524,162	0.76
19	AccuRadio (United States)	1,351	262,113	1.45
20	Igreja Pentecostal Deus e Amor (Brazil)	1,234	689,063	0.49
21	Radio 93 (Brazil)	1,051	395,409	0.75
22	Z101 (Dominican Republic)	989	476,595	0.58
23	NPR Member Stations (United States)	758	324,560	0.65
24	ACCION MULTIMEDIOS (Paraguay)	751	416,685	0.51
25	Cadena Radial Vida (Colombia)	711	355,290	0.52

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



Month: August 2019
LATAM Daypart: 6am-12am M-SUN

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	46,638	31,050,745	0.82
2	Grupo Acir (Mexico)	14,687	9,267,211	0.87
3	CRP Radios (Peru)	13,177	8,575,347	0.85
4	Grupo Radio Centro (Mexico)	10,700	7,737,579	0.75
5	Grupo RPP (Peru)	8,791	6,548,183	0.73
6	Cadena 3 Argentina (Argentina)	6,983	5,015,088	0.76
7	RCN Radio (Colombia)	6,932	4,856,047	0.78
8	Grupo JBFM (Brazil)	6,682	4,447,384	0.83
9	Jovem Pan - SP (Brazil)	6,454	8,983,700	0.39
10	Radios IMC (Argentina)	5,395	2,174,531	1.37
11	Nova Brasil (Brazil)	5,040	2,667,288	1.04
12	MVS Radio (Mexico)	3,402	2,209,954	0.85
13	Grupo BluRadio (Colombia)	3,078	3,061,775	0.53
14	Radiopolis (Colombia)	2,470	1,588,555	0.85
15	Multimedios (Mexico)	2,187	1,576,520	0.76
16	NRM (Mexico)	1,995	1,338,300	0.82
17	Imagen (Mexico)	1,469	1,428,900	0.56
18	Igreja Pentecostal Deus e Amor (Brazil)	1,120	1,231,671	0.49
19	AccuRadio (United States)	968	377,676	1.41
20	Dial Brasil (Brazil)	940	744,850	0.7
21	Radio 93 (Brazil)	686	522,357	0.72
22	NPR Member Stations (United States)	621	529,253	0.64
23	Z101 (Dominican Republic)	582	547,711	0.58
24	Cadena Radial Vida (Colombia)	504	506,050	0.52
25	ACCION MULTIMEDIOS (Paraguay)	457	507,119	0.5

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



Month: August 2019
EMEA Daypart: 6am-7pm M-F

Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	107,482	18,566,564	1.64
2	365 Digital	6,779	1,815,742	1.04
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	88,796	14,662,573	1.72
2	Prisa Radio (Spain and LATAM Countries)	44,323	14,375,970	0.87
3	Karnaval.com (Turkey)	20,822	8,905,198	0.66
4	Grupo Renascenca (Portugal)	17,588	2,531,442	1.95
5	Medialaan (Belgium)	15,546	2,488,534	1.76
6	RadioCorp (Netherlands)	12,043	2,678,415	1.26
7	Primedia Broadcasting (South Africa)	6,779	1,815,742	1.04
8	Sublime World BV (Netherlands)	3,175	472,699	1.91
9	AccuRadio (USA)	3,019	503,954	1.64
10	NPR Member Stations (USA)	2,489	822,630	0.84



Month: August 2019
EMEA Daypart: 6am-12am M-SUN

Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	78,288	27,046,008	1.60
2	365 Digital	4,137	2,199,895	1.03
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	63,582	20,924,380	1.69
2	Prisa Radio (Spain and LATAM Countries)	32,482	22,812,090	0.79
3	Karnaval.com (Turkey)	15,920	15,275,622	0.59
4	Medialaan (Belgium)	11,422	3,641,210	1.74
5	Grupo Renascenca (Portugal)	11,289	3,657,563	1.72
6	RadioCorp (Netherlands)	9,304	4,157,405	1.24
7	Primedia Broadcasting (South Africa)	4,137	2,199,895	1.03
8	Sublime World BV (Netherlands)	2,509	726,951	1.95
9	NPR Member Stations (USA)	2,352	1,542,695	0.84
10	AccuRadio (USA)	2,288	753,213	1.65

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

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