



TRITON DIGITAL'S
WEBCAST METRICS®
MONTHLY RANKER

Diciembre de 2020

Acerca de Webcast Metrics® y 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.

Webcast Metrics® es un nivel de servicio de medición mejorado que requiere que los publishers participantes cumplan con un conjunto más amplio de requisitos técnicos y operativos que están sujetos a una auditoría de terceros.

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 e Webcast 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 Webcast 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.

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 DICIEMBRE DE 2020

GLOBAL

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,128,290	442,738,452	0.8
2	Talpa Network	174,324	33,781,631	1.64
3	365 Digital	5,061	1,567,507	1.01

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	418,257	175,930,822	0.75
2	Talpa Radio	147,137	27,447,421	1.71
3	Prisa Radio	133,452	56,321,322	0.75
4	NPR Member Stations	110,670	40,798,600	0.85
5	RADIO.COM	85,466	42,190,729	0.64
6	Cumulus Streaming Network	63,862	22,950,197	0.87
7	Bell Media	35,646	8,238,228	1.35
8	EMF	28,483	6,483,277	1.35
9	AccuRadio	26,263	5,801,221	1.43
10	Medialaan	25,924	5,255,671	1.57
11	Grupo Acir	25,283	9,382,937	0.85
12	Univision	23,735	14,154,031	0.53
13	Beasley Broadcasting Corporate	22,236	8,456,682	0.83
14	Karnaval.com	21,186	10,383,706	0.65
15	CRP Radios	19,069	8,722,457	0.69
16	Hubbard Broadcasting	16,977	4,928,231	1.07
17	New York Public Radio	16,576	5,465,311	0.95
18	Grupo Renascenca	14,483	2,685,388	1.72
19	Grupo Radio Centro	13,622	6,176,323	0.7
20	Salem Communications	13,550	5,341,672	0.79

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: 417,469,993, Net Total Listening Hours: 406,323,825, Gross Active Sessions: 497,701,057, Net Active Sessions: 477,941,089, % Filtered Total Listening Hours: 97.33%, % Filtered Active Sessions: 96.03%

GLOBAL

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	801,227	540,237,927	0.81
2	Talpa Network	134,504	44,913,507	1.66
3	365 Digital	3,578	1,983,906	0.98

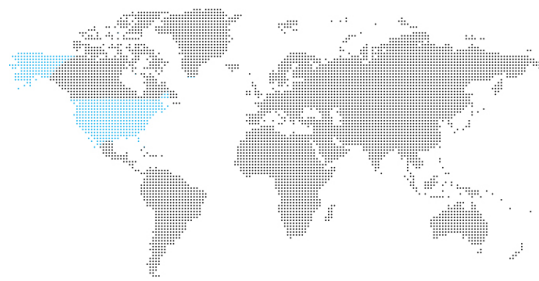
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	315,333	230,319,271	0.75
2	Talpa Radio	112,636	36,081,971	1.73
3	Prisa Radio	98,741	75,088,528	0.72
4	NPR Member Stations	88,071	55,107,801	0.87
5	RADIO.COM	62,303	51,923,683	0.66
6	Cumulus Streaming Network	44,989	27,536,790	0.89
7	Bell Media	26,069	10,417,353	1.36
8	EMF	21,881	8,776,192	1.35
9	Medialaan	19,776	6,934,410	1.58
10	AccuRadio	19,458	7,585,671	1.41
11	Grupo Acir	18,341	12,151,818	0.83
12	Karnaval.com	16,072	15,030,582	0.59
13	Univision	15,930	16,285,010	0.54
14	Beasley Broadcasting Corporate	15,568	10,051,233	0.85
15	CRP Radios	15,006	12,324,610	0.67
16	New York Public Radio	13,500	7,480,401	0.99
17	Hubbard Broadcasting	11,999	5,891,005	1.1
18	Grupo Renascenca	10,065	3,573,900	1.56
19	Grupo Radio Centro	9,967	7,981,777	0.69
20	Salem Communications	9,667	6,315,428	0.83

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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: 543,712,564, Net Total Listening Hours: 527,516,903, Gross Active Sessions: 646,244,797, Net Active Sessions: 617,915,451, % Filtered Total Listening Hours: 97.02%, % Filtered Active Sessions: 95.62%

US

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



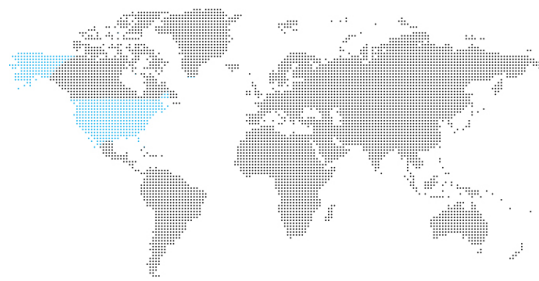
Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,108,912	433,472,888	0.8

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	406,817	170,390,018	0.75
2	NPR Member Stations	103,123	38,032,249	0.85
3	RADIO.COM	85,198	42,002,524	0.64
4	Cumulus Streaming Network	62,723	22,494,588	0.87
5	EMF	27,487	6,155,850	1.37
6	Univision	23,725	14,147,597	0.53
7	Beasley Broadcasting Corporate	21,757	8,301,441	0.83
8	Hubbard Broadcasting	16,871	4,857,856	1.08
9	New York Public Radio	15,026	4,797,309	0.98
10	AccuRadio	14,421	2,985,977	1.51
11	Salem Communications	13,403	5,263,308	0.79
12	Bonneville International	11,702	4,604,422	0.8
13	Urban One	9,329	3,822,483	0.77
14	ESPN Radio Corporate	7,684	4,575,603	0.53
15	Emmis Communications	7,409	3,219,614	0.72
16	Midwest Communications	6,455	1,565,621	1.28
17	Classical KUSC/KDFC	6,186	1,618,021	1.2
18	Prisa Radio	5,932	3,543,686	0.52
19	Entravision Communications Corporation	4,159	2,207,562	0.6
20	Estrella Media	3,847	2,030,923	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.

US

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



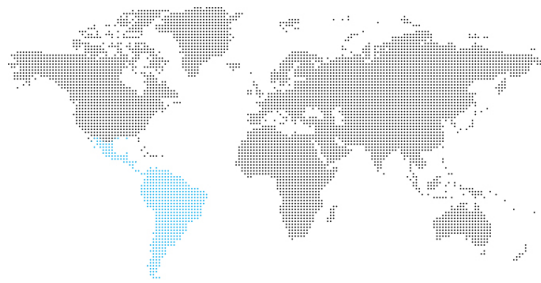
Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	785,268	526,596,825	0.81

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	305,829	222,183,656	0.75
2	NPR Member Stations	81,266	50,752,294	0.87
3	RADIO.COM	62,075	51,647,074	0.66
4	Cumulus Streaming Network	44,007	26,854,442	0.89
5	EMF	21,067	8,303,058	1.37
6	Univision	15,923	16,277,067	0.54
7	Beasley Broadcasting Corporate	15,210	9,855,474	0.85
8	New York Public Radio	12,120	6,447,953	1.03
9	Hubbard Broadcasting	11,907	5,785,189	1.11
10	AccuRadio	10,088	3,638,229	1.52
11	Salem Communications	9,537	6,193,542	0.83
12	Bonneville International	8,430	5,638,027	0.82
13	Urban One	6,525	4,495,144	0.79
14	ESPN Radio Corporate	5,830	5,997,087	0.53
15	Emmis Communications	5,654	4,281,310	0.72
16	Classical KUSC/KDFC	5,148	2,306,376	1.22
17	Midwest Communications	4,474	1,904,204	1.27
18	Prisa Radio	4,260	4,299,609	0.54
19	WAMU	2,996	1,897,201	0.86
20	Entravision Communications Corporation	2,708	2,464,743	0.61

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.

LATAM

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



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	71,018	27,713,228	0.75
2	Grupo Acir (Mexico)	24,179	8,245,374	0.86
3	CRP Radios (Peru)	16,727	6,657,268	0.74
4	Grupo RPP (Peru)	11,773	4,872,389	0.7
5	Grupo Radio Centro (Mexico)	11,681	4,690,648	0.73
6	RCN Radio (Colombia)	9,681	3,398,229	0.82
7	Grupo JBFM (Brazil)	7,128	2,897,296	0.73
8	Grupo BluRadio (Colombia)	6,404	3,050,200	0.59
9	Radios IMC (Argentina)	5,968	1,442,719	1.22
10	Grupo Alpha Media (Argentina)	5,653	2,390,682	0.7
11	Nova Brasil (Brazil)	5,454	1,858,736	0.87
12	Jovem Pan - SP (Brazil)	5,304	3,580,864	0.43
13	MVS Radio (Mexico)	4,835	1,820,944	0.78
14	Grupo Radiopolis (Colombia)	3,409	1,116,044	0.9
15	Multimedios (Mexico)	3,217	1,348,422	0.7
16	NRM (Mexico)	2,459	971,551	0.75
17	Rádio Alvorada (Brazil)	2,452	714,745	1.01
18	Imagen (Mexico)	2,310	952,579	0.72
19	Igreja Pentecostal Deus e Amor (Brazil)	2,032	1,061,038	0.54
20	Dial Brasil (Brazil)	1,734	622,950	0.82
21	AccuRadio (United States)	1,059	273,190	1.14
22	ACCION MULTIMEDIOS (Paraguay)	861	516,285	0.49
23	Radio 93 (Brazil)	803	419,943	0.56
24	NPR Member Stations (United States)	761	332,340	0.67
25	Z101 (Dominican Republic)	759	393,339	0.55

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: December 2020

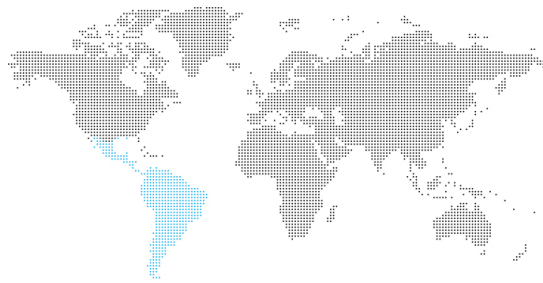


Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	48,148	36,333,919	0.73
2	Grupo Acir (Mexico)	16,640	10,982,881	0.83
3	CRP Radios (Peru)	12,607	9,832,247	0.71
4	Grupo RPP (Peru)	8,767	7,183,800	0.66
5	Grupo Radio Centro (Mexico)	8,122	6,254,632	0.71
6	RCN Radio (Colombia)	7,281	5,342,285	0.74
7	Grupo JBFM (Brazil)	5,484	4,557,279	0.67
8	Radios IMC (Argentina)	4,643	2,279,606	1.12
9	Nova Brasil (Brazil)	4,089	2,911,070	0.78
10	Jovem Pan - SP (Brazil)	4,063	5,282,284	0.42
11	Grupo BluRadio (Colombia)	4,023	3,664,757	0.58
12	Grupo Alpha Media (Argentina)	3,722	2,992,684	0.69
13	MVS Radio (Mexico)	3,240	2,384,890	0.74
14	Grupo Radiopolis (Colombia)	2,385	1,591,107	0.83
15	Multimedios (Mexico)	2,286	1,912,595	0.66
16	NRM (Mexico)	1,831	1,404,062	0.72
17	Igreja Pentecostal Deus e Amor (Brazil)	1,795	1,808,616	0.53
18	Rádio Alvorada (Brazil)	1,764	1,080,493	0.9
19	Imagen (Mexico)	1,424	1,108,438	0.71
20	Dial Brasil (Brazil)	1,282	945,682	0.75
21	AccuRadio (United States)	829	413,639	1.11
22	NPR Member Stations (United States)	646	541,262	0.66
23	ACCION MULTIMEDIOS (Paraguay)	577	689,390	0.46
24	Radio 93 (Brazil)	574	593,851	0.53
25	Cadena Radial Vida (Colombia)	544	630,095	0.45

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: December 2020

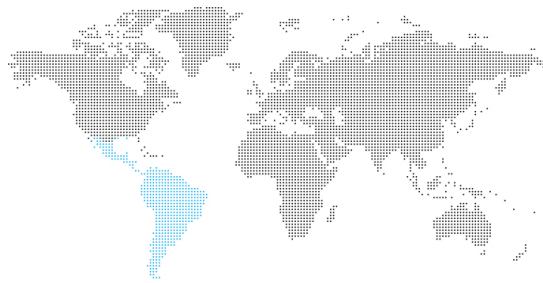


Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	178,613	32,081,123	1.62
2	365 Digital	5,218	1,480,803	1.02

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	151,351	26,253,112	1.69
2	Prisa Radio (Spain and Latam Countries)	60,091	22,532,696	0.78
3	Medialaan (Belgium)	26,812	5,057,713	1.55
4	Karnaval.com (Turkey)	21,755	9,713,477	0.66
5	RadioCorp (Netherlands)	14,888	3,395,646	1.29
6	Grupo Renascenca (Portugal)	14,818	2,470,457	1.78
7	RadiaCZ (Czech Republic)	8,886	1,217,852	2.10
8	Active Radio A.S. (Czech Republic)	6,991	1,030,033	1.96
9	Primedia Broadcasting (South Africa)	5,218	1,480,803	1.02
10	Vlaanderen Eén NV (Belgium)	4,457	665,102	1.97

EMEA

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



Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	132,849	43,944,540	1.65
2	365 Digital	3,496	1,913,834	0.99

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	111,592	35,502,722	1.71
2	Prisa Radio (Spain and Latam Countries)	45,421	33,638,761	0.74
3	Medialaan (Belgium)	19,708	6,879,331	1.59
4	Karnaval.com (Turkey)	15,763	14,706,880	0.59
5	RadioCorp (Netherlands)	11,259	4,780,580	1.30
6	Grupo Renascenca (Portugal)	9,846	3,402,526	1.61
7	RadiaCZ (Czech Republic)	5,975	1,639,422	1.98
8	Active Radio A.S. (Czech Republic)	4,284	1,252,048	1.84
9	Primedia Broadcasting (South Africa)	3,496	1,913,834	0.99
10	Vlaanderen Eén NV (Belgium)	3,449	959,516	1.98

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

Ranker@TritonDigital.com
