



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.

RANKERS DICIEMBRE 2019





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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	1,168,601	431,699,159	0.81
2	Talpa Network	137,464	27,148,421	1.54
3	365 Digital	4,045	1,207,245	1
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	433,557	165,610,549	0.79
2	Talpa Radio	117,758	22,472,062	1.59
3	Prisa Radio	115,823	43,088,648	0.81
4	NPR Member Stations	92,131	31,806,506	0.86
5	RADIO.COM	83,912	36,336,512	0.69
6	Cumulus Streaming Network	62,132	23,488,211	0.79
7	Bell Media	33,757	7,295,734	1.38
8	AccuRadio	30,986	5,369,239	1.73
9	Karnaval.com	25,118	10,926,609	0.7
10	Beasley Broadcasting Corporate	22,885	8,565,256	0.81
11	Grupo Acir	22,284	7,685,512	0.88
12	Univision	20,680	11,289,378	0.55
13	CRP Radios	20,289	7,443,598	0.83
14	Medialaan	18,501	3,480,750	1.61
15	Hubbard Broadcasting	17,502	4,732,705	1.1
16	Grupo Renascenca	17,298	2,815,224	1.87
17	New York Public Radio	14,840	4,512,600	0.98
18	Grupo Radio Centro	14,523	6,445,875	0.68
19	EMF Corporate	14,420	3,843,326	1.12
20	Salem Communications	14,368	5,714,218	0.75

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: 378,275,773, Net Total Listening Hours: 367,371,520, Gross Active Sessions: 444,833,224, Net Active Sessions: 423,175,097, % Filtered Total Listening Hours: 97.12%, % Filtered Active Sessions: 95.13%



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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	801,192	531,038,694	0.82
2	Talpa Network	104,426	37,602,432	1.54
3	365 Digital	2,731	1,532,781	0.97
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	317,733	219,484,203	0.79
2	Talpa Radio	88,442	30,723,196	1.59
3	Prisa Radio	81,357	58,157,946	0.77
4	NPR Member Stations	72,238	44,215,917	0.89
5	RADIO.COM	58,112	45,412,416	0.7
6	Cumulus Streaming Network	42,059	28,399,706	0.81
7	Bell Media	24,450	9,714,867	1.37
8	AccuRadio	21,923	6,960,447	1.73
9	Karnaval.com	18,647	16,523,838	0.63
10	Beasley Broadcasting Corporate	15,562	10,512,363	0.81
11	Grupo Acir	15,376	10,157,681	0.83
12	CRP Radios	14,906	10,612,447	0.77
13	Medialaan	13,810	4,750,363	1.6
14	Univision	13,360	13,204,419	0.55
15	New York Public Radio	11,808	6,353,812	1.01
16	Hubbard Broadcasting	11,801	5,695,966	1.12
17	Grupo Renascenca	11,561	3,803,377	1.68
18	EMF Corporate	10,382	5,207,080	1.09
19	Grupo Radio Centro	10,232	8,450,679	0.66
20	Salem Communications	9,871	6,786,627	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.

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: 498,248,463, Net Total Listening Hours: 481,904,502, Gross Active Sessions: 588,168,620, Net Active Sessions: 555,808,632, % Filtered Total Listening Hours: 96.72%, % Filtered Active Sessions: 94.50%

Month: November 2019
U.S. Daypart: 6am-8pm M-F



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	1,149,732	423,448,306	0.81

Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,210,651	1,264,689,871	0.53
2	iHeartRadio	423,158	160,980,402	0.79
3	NPR Member Stations	85,197	29,376,440	0.86
4	RADIO.COM	83,705	36,191,405	0.69
5	Cumulus Streaming Network	61,024	23,040,348	0.79
6	Beasley Broadcasting Corporate	22,437	8,426,359	0.8
7	Univision	20,664	11,280,519	0.55
8	AccuRadio	18,037	2,971,698	1.82
9	Hubbard Broadcasting	17,356	4,632,827	1.11
10	Salem Communications	14,207	5,635,668	0.75
11	EMF Corporate	13,489	3,463,963	1.16
12	New York Public Radio	13,438	3,911,103	1.03
13	Urban One	11,679	4,861,181	0.72
14	ESPN Radio Corporate	11,268	5,492,453	0.61
15	Bonneville Corporate	11,193	4,025,132	0.84
16	Emmis Communications	8,657	3,506,086	0.74
17	Classical KUSC/KDFC	6,454	1,427,723	1.35
18	Saga Communications	6,009	1,799,612	0.99
19	Prisa Radio	5,568	3,083,090	0.54
20	Midwest Communications	5,432	1,259,217	1.28

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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	785,877	518,687,065	0.82
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	1,837,254	1,913,206,787	0.53
2	iHeartRadio	309,137	212,439,097	0.8
3	NPR Member Stations	65,969	40,221,061	0.89
4	RADIO.COM	57,933	45,178,491	0.7
5	Cumulus Streaming Network	41,126	27,713,103	0.81
6	Beasley Broadcasting Corporate	15,227	10,324,786	0.81
7	Univision	13,348	13,192,023	0.55
8	AccuRadio	11,986	3,580,685	1.83
9	Hubbard Broadcasting	11,675	5,541,446	1.14
10	New York Public Radio	10,571	5,392,468	1.07
11	Salem Communications	9,732	6,668,001	0.79
12	EMF Corporate	9,622	4,631,386	1.13
13	ESPN Radio Corporate	8,423	7,693,215	0.6
14	Urban One	7,790	5,799,320	0.73
15	Bonneville Corporate	7,709	4,987,321	0.85
16	Emmis Communications	6,164	4,541,237	0.74
17	Classical KUSC/KDFC	5,232	2,122,780	1.35
18	Saga Communications	4,156	2,237,710	1.01
19	Prisa Radio	3,848	3,822,857	0.55
20	Midwest Communications	3,589	1,549,872	1.26

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: December 2019
LATAM Daypart: 6am-7pm M-F

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	64,447	21,535,556	0.83
2	Grupo Acir (Mexico)	21,507	6,760,978	0.89
3	CRP Radios (Peru)	18,330	5,681,760	0.91
4	Grupo RPP (Peru)	14,053	13,593,981	0.29
5	Grupo Radio Centro (Mexico)	12,458	4,857,355	0.71
6	Cadena 3 Argentina (Argentina)	8,976	2,865,115	0.87
7	RCN Radio (Colombia)	8,487	2,799,898	0.84
8	Grupo JBFM (Brazil)	7,679	2,671,808	0.81
9	Radios IMC (Argentina)	7,043	1,390,286	1.43
10	Nova Brasil (Brazil)	6,333	1,673,817	1.07
11	Jovem Pan - SP (Brazil)	6,047	3,831,547	0.44
12	Grupo BluRadio (Colombia)	5,683	2,384,020	0.64
13	MVS Radio (Mexico)	4,455	1,571,434	0.79
14	Radiopolis (Colombia)	3,680	1,155,581	0.89
15	Multimedios (Mexico)	3,273	1,266,341	0.73
16	NRM (Mexico)	2,485	830,050	0.84
17	Rádio Alvorada (Brazil)	2,412	613,574	1.11
18	Imagen (Mexico)	2,096	1,035,595	0.57
19	AccuRadio (United States)	1,270	241,916	1.47
20	Igreja Pentecostal Deus e Amor (Brazil)	1,138	628,159	0.49
21	Dial Brasil (Brazil)	984	428,112	0.65
22	Radio 93 (Brazil)	760	310,962	0.69
23	NPR Member Stations (United States)	753	306,697	0.68
24	Z101 (Dominican Republic)	734	343,641	0.59
25	Cadena Radial Vida (Colombia)	626	291,298	0.55

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



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

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	41,050	28,170,043	0.8
2	Grupo Acir (Mexico)	14,050	9,194,038	0.84
3	CRP Radios (Peru)	12,750	8,361,654	0.84
4	Grupo RPP (Peru)	10,217	21,810,325	0.26
5	Grupo Radio Centro (Mexico)	8,338	6,572,234	0.69
6	Cadena 3 Argentina (Argentina)	6,451	4,422,657	0.8
7	RCN Radio (Colombia)	5,802	4,183,652	0.75
8	Grupo JBFM (Brazil)	5,574	4,217,502	0.73
9	Radios IMC (Argentina)	5,023	2,145,046	1.29
10	Jovem Pan - SP (Brazil)	4,511	5,772,939	0.43
11	Nova Brasil (Brazil)	4,341	2,506,755	0.96
12	Grupo BluRadio (Colombia)	3,418	2,902,361	0.62
13	MVS Radio (Mexico)	2,777	1,992,450	0.76
14	Radiopolis (Colombia)	2,386	1,562,292	0.84
15	Multimedios (Mexico)	2,178	1,792,138	0.67
16	NRM (Mexico)	1,751	1,216,263	0.79
17	Rádio Alvorada (Brazil)	1,626	917,119	0.98
18	Imagen (Mexico)	1,249	1,214,567	0.56
19	Igreja Pentecostal Deus e Amor (Brazil)	1031	1,134,141	0.49
20	AccuRadio (United States)	937	359,733	1.44
21	Dial Brasil (Brazil)	736	678,235	0.6
22	NPR Member Stations (United States)	630	506,612	0.68
23	Radio 93 (Brazil)	520	426,675	0.67
24	Cadena Radial Vida (Colombia)	454	431,627	0.54
25	Z101 (Dominican Republic)	437	397,091	0.6

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	139,998	25,611,764	1.56
2	365 Digital	4,160	1,139,201	1.01
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	120,376	21,318,744	1.60
2	Prisa Radio (Spain and LATAM Countries)	48,802	16,456,954	0.83
3	Karnaval.com (Turkey)	25,879	10,216,166	0.72
4	Medialaan (Belgium)	19,060	3,325,485	1.61
5	Grupo Renascenca (Portugal)	17,760	2,592,157	1.93
6	RadioCorp (Netherlands)	11,068	2,685,799	1.17
7	Active Radio A.S. (Czech Republic)	4,164	500,444	2.33
8	Primedia Broadcasting (South Africa)	4,160	1,139,201	1.01
9	AccuRadio (USA)	3,435	598,649	1.60
10	NPR Member Stations (USA)	3,046	968,010	0.88



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	102,805	36,723,038	1.54
2	365 Digital	2,654	1,471,886	0.98
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	87,304	30,109,818	1.60
2	Prisa Radio (Spain and LATAM Countries)	35,679	25,483,302	0.78
3	Karnaval.com (Turkey)	18,358	16,196,640	0.63
4	Medialaan (Belgium)	13,724	4,696,563	1.62
5	Grupo Renascenca (Portugal)	11,320	3,613,678	1.72
6	RadioCorp (Netherlands)	8,477	4,039,337	1.17
7	NPR Member Stations (USA)	2,821	1,746,261	0.89
8	Primedia Broadcasting (South Africa)	2,654	1,471,886	0.98
9	AccuRadio (USA)	2,643	902,721	1.62
10	Active Radio A.S. (Czech Republic)	2,504	604,356	2.29

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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