



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 FEBRERO 2020





Month: February 2020
GLOBAL Daypart: 6am-8pm M-F

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	1,291,776	443,255,765	0.79
2	Talpa Network	139,485	23,396,769	1.65
3	365 Digital	6,422	1,719,678	1.02
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	460,480	166,407,264	0.76
2	Prisa Radio	144,677	50,261,529	0.79
3	Talpa Radio	113,822	18,075,660	1.74
4	NPR Member Stations	108,447	33,524,300	0.87
5	RADIO.COM	90,768	33,963,757	0.73
6	Cumulus Streaming Network	75,568	25,112,377	0.82
7	Bell Media	41,136	8,234,885	1.35
8	AccuRadio	33,965	4,419,045	2.08
9	Grupo Acir	29,756	9,122,810	0.9
10	Univision	28,467	13,684,727	0.57
11	Beasley Broadcasting Corporate	28,174	9,020,828	0.86
12	Karnaval.com	26,154	10,271,719	0.71
13	Hubbard Broadcasting	22,969	5,725,402	1.08
14	CRP Radios	21,072	6,965,745	0.83
15	Grupo Renascenca	20,313	2,951,034	1.91
16	Medialaan	19,869	3,291,062	1.66
17	EMF Corporate	19,409	4,528,733	1.16
18	Grupo Radio Centro	18,801	7,101,787	0.73
19	Salem Communications	17,890	6,409,473	0.75
20	New York Public Radio	15,210	4,015,786	1.03

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: 385,112,993, Net Total Listening Hours: 374,344,410, Gross Active Sessions: 452,794,749, Net Active Sessions: 433,752,675, % Filtered Total Listening Hours: 97.20%, % Filtered Active Sessions: 95.79%



Month: February 2020
GLOBAL Daypart: 6am-12am M-Sun

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	853,733	540,761,765	0.8
2	Talpa Network	103,118	32,530,451	1.64
3	365 Digital	4,043	2,082,156	0.99
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	326,366	219,714,576	0.76
2	Prisa Radio	99,560	68,788,730	0.74
3	NPR Member Stations	83,723	47,779,398	0.89
4	Talpa Radio	82,488	24,524,368	1.74
5	RADIO.COM	60,844	41,920,883	0.74
6	Cumulus Streaming Network	49,197	29,861,804	0.84
7	Bell Media	28,585	10,685,964	1.36
8	AccuRadio	23,573	5,838,316	2.06
9	Grupo Acir	19,933	12,028,688	0.85
10	Karnaval.com	19,235	15,834,512	0.63
11	Beasley Broadcasting Corporate	18,541	10,775,150	0.88
12	Univision	17,822	15,936,183	0.57
13	CRP Radios	15,117	9,968,118	0.78
14	Hubbard Broadcasting	14,924	6,805,090	1.11
15	Medialaan	14,577	4,562,549	1.65
16	EMF Corporate	13,661	6,169,781	1.13
17	Grupo Renascenca	13,224	4,046,542	1.69
18	Grupo Radio Centro	12,736	9,280,177	0.7
19	Salem Communications	11,843	7,581,615	0.79
20	New York Public Radio	11,832	5,732,572	1.05

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Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network¹	1,271,730	435,156,147	0.8
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,252,258	1,166,029,970	0.53
2	iHeartRadio	449,744	161,891,708	0.76
3	NPR Member Stations	100,790	31,143,598	0.87
4	RADIO.COM	90,576	33,836,421	0.73
5	Cumulus Streaming Network	74,326	24,655,742	0.82
6	Univision	28,444	13,673,511	0.57
7	Beasley Broadcasting Corporate	27,627	8,873,462	0.85
8	Hubbard Broadcasting	22,815	5,631,093	1.09
9	AccuRadio	19,973	2,386,477	2.26
10	EMF Corporate	18,270	4,134,715	1.19
11	Salem Communications	17,693	6,323,033	0.76
12	New York Public Radio	13,909	3,536,076	1.07
13	Urban One	12,853	4,392,445	0.8
14	ESPN Radio Corporate	12,699	5,616,584	0.61
15	Bonneville Corporate	10,412	3,456,417	0.83
16	Emmis Communications	8,442	3,261,902	0.71
17	Prisa Radio	7,163	3,579,787	0.55
18	Midwest Communications	7,013	1,424,988	1.33
19	Classical KUSC/KDFC	6,103	1,063,299	1.55
20	Entravision Communications Corporation	5,905	2,605,943	0.63

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: February 2020
U.S. Daypart: 6am-12am M-SUN

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network ¹	838,002	528,665,691	0.81
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	1,860,893	1,804,846,442	0.53
2	iHeartRadio	317,777	212,851,277	0.76
3	NPR Member Stations	76,902	43,789,665	0.89
4	RADIO.COM	60,682	41,714,661	0.74
5	Cumulus Streaming Network	48,187	29,165,365	0.84
6	Beasley Broadcasting Corporate	18,141	10,577,611	0.88
7	Univision	17,805	15,920,492	0.57
8	Hubbard Broadcasting	14,790	6,655,543	1.12
9	AccuRadio	13,133	2,932,485	2.28
10	EMF Corporate	12,750	5,563,851	1.17
11	Salem Communications	11,680	7,449,519	0.79
12	New York Public Radio	10,703	4,943,327	1.1
13	Urban One	8,399	5,245,750	0.81
14	ESPN Radio Corporate	8,335	6,800,184	0.62
15	Bonneville Corporate	6,780	4,093,795	0.85
16	Emmis Communications	5,874	4,242,434	0.71
17	Classical KUSC/KDFC	4,834	1,597,541	1.54
18	Prisa Radio	4,806	4,399,996	0.56
19	Midwest Communications	4,570	1,769,725	1.31
20	Saga Communications	3,821	1,908,819	1.01

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: February 2020
LATAM Daypart: 6am-7pm M-F

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	77,384	24,562,652	0.8
2	Grupo Acir (Mexico)	28,800	8,078,276	0.91
3	CRP Radios (Peru)	18,865	5,274,449	0.92
4	Grupo Radio Centro (Mexico)	16,316	5,435,875	0.76
5	Grupo RPP (Peru)	14,070	4,702,937	0.76
6	RCN Radio (Colombia)	11,012	3,302,113	0.83
7	Cadena 3 Argentina (Argentina)	9,318	2,762,590	0.86
8	Grupo JBFM (Brazil)	8,184	2,494,917	0.84
9	Grupo BluRadio (Colombia)	7,487	2,793,183	0.65
10	Jovem Pan - SP (Brazil)	7,198	4,341,087	0.42
11	Nova Brasil (Brazil)	7,117	1,629,901	1.12
12	Radios IMC (Argentina)	7,007	1,257,501	1.43
13	MVS Radio (Mexico)	6,246	1,924,298	0.82
14	Radiopolis (Colombia)	4,567	1,211,320	0.96
15	Multimedios (Mexico)	4,174	1,401,399	0.76
16	Imagen (Mexico)	3,092	1,432,912	0.56
17	NRM (Mexico)	3,061	933,771	0.84
18	Rádio Alvorada (Brazil)	2,667	608,932	1.13
19	AccuRadio (United States)	1,445	224,705	1.64
20	Igreja Pentecostal Deus e Amor (Brazil)	1,286	669,584	0.48
21	Z101 (Dominican Republic)	1102	487,046	0.57
22	Dial Brasil (Brazil)	940	370,333	0.65
23	NPR Member Stations (United States)	933	346,312	0.68
24	Cadena Radial Vida (Colombia)	872	409,806	0.49
25	Radio 93 (Brazil)	870	318,692	0.7

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



Month: February 2020
LATAM Daypart: 6am-12am M-SUN

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	48,229	32,646,364	0.75
2	Grupo Acir (Mexico)	18,217	10,938,692	0.86
3	CRP Radios (Peru)	12,761	7,759,484	0.85
4	Grupo Radio Centro (Mexico)	10,478	7,321,733	0.73
5	Grupo RPP (Peru)	9,537	6,958,931	0.7
6	RCN Radio (Colombia)	7,598	5,304,745	0.73
7	Cadena 3 Argentina (Argentina)	6,680	4,459,604	0.77
8	Grupo JBFM (Brazil)	5,763	3,937,449	0.76
9	Jovem Pan - SP (Brazil)	5,187	6,417,392	0.41
10	Rádios IMC (Argentina)	4,926	1,999,742	1.27
11	Nova Brasil (Brazil)	4,660	2,423,480	0.99
12	Grupo BluRadio (Colombia)	4,352	3,400,699	0.63
13	MVS Radio (Mexico)	3,773	2,430,514	0.79
14	Radiópolis (Colombia)	2,781	1,527,670	0.93
15	Multimedios (Mexico)	2,676	1,966,621	0.7
16	NRM (Mexico)	2,100	1,373,376	0.79
17	Imagen (Mexico)	1,778	1,657,833	0.55
18	Rádio Alvorada (Brazil)	1,740	917,010	0.98
19	Igreja Pentecostal Deus e Amor (Brazil)	1160	1,237,896	0.47
20	AccuRadio (United States)	1032	335,614	1.58
21	NPR Member Stations (United States)	762	573,498	0.68
22	Dial Brasil (Brazil)	686	578,127	0.61
23	Z101 (Dominican Republic)	652	575,192	0.58
24	Cadena Radial Vida (Colombia)	607	604,166	0.48
25	Radio 93 (Brazil)	577	439,951	0.68

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	142,670	22,103,158	1.68
2	365 Digital	6,654	1,639,283	1.03
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	117,034	17,211,534	1.77
2	Prisa Radio (Spain and Latam Countries)	63,962	19,714,117	0.83
3	Karnaval.com (Turkey)	26,987	9,602,088	0.73
4	Grupo Renascenca (Portugal)	20,856	2,706,652	1.99
5	Medialaan (Belgium)	20,530	3,154,697	1.65
6	RadioCorp (Netherlands)	14,412	3,019,296	1.22
7	Primedia Broadcasting (South Africa)	6,654	1,639,283	1.03
8	Active Radio A.S. (Czech Republic)	6,126	618,103	2.45
9	Sublime World BV (Netherlands)	3,924	546,086	1.83
10	AccuRadio (USA)	3,907	546,836	1.82



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	101,428	31,675,236	1.67
2	365 Digital	3,945	2,013,703	1.01
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	81,398	23,983,587	1.78
2	Prisa Radio (Spain and Latam Countries)	45,626	31,021,031	0.76
3	Karnaval.com (Turkey)	18,932	15,513,817	0.65
4	Medialaan (Belgium)	14,495	4,509,031	1.65
5	Grupo Renascenca (Portugal)	12,961	3,855,964	1.74
6	RadioCorp (Netherlands)	10,907	4,610,567	1.22
7	Primedia Broadcasting (South Africa)	3,945	2,013,703	1.01
8	Active Radio A.S. (Czech Republic)	3,500	725,778	2.40
9	Sublime World BV (Netherlands)	3,128	862,740	1.85
10	NPR Member Stations (USA)	3,089	1,756,452	0.90

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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