



TRITON DIGITAL'S
STREAMING METRICS
MONTHLY RANKER

Enero de 2021

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 ENERO DE 2021

GLOBAL

Daypart: 6am-8pm M-F
Month: January 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,173,739	476,784,995	0.71
2	Talpa Network	166,216	27,669,810	1.74
3	365 Digital	6,402	1,822,412	1.01

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	410,963	178,962,431	0.66
2	Prisa Radio	152,135	58,668,768	0.75
3	NPR Member Stations	137,979	51,763,899	0.76
4	Talpa Radio	134,763	21,364,065	1.83
5	RADIO.COM	92,319	52,518,676	0.51
6	Cumulus Streaming Network	68,331	23,646,247	0.83
7	Bell Media	40,145	9,465,547	1.21
8	EMF	34,412	6,817,822	1.42
9	Medialaan	28,449	5,851,984	1.41
10	Grupo Acir	28,108	9,410,782	0.86
11	Univision	27,618	14,844,247	0.54
12	Beasley Broadcasting Corporate	26,230	9,505,944	0.80
13	AccuRadio	25,701	4,456,295	1.65
14	Karnaval.com	20,912	9,220,777	0.66
15	CRP Radios	20,078	8,352,199	0.70
16	Hubbard Broadcasting	19,419	5,299,900	1.04
17	New York Public Radio	18,689	6,044,869	0.89
18	Grupo Renascenca	16,819	2,889,804	1.69
19	Grupo Radio Centro	15,506	6,303,743	0.71
20	Salem Communications	15,014	5,679,262	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.

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: 402,760,031, Net Total Listening Hours: 392,075,893, Gross Active Sessions: 521,095,534, Net Active Sessions: 501,618,982, % Filtered Total Listening Hours: 97.35%, % Filtered Active Sessions: 96.26%

GLOBAL

Daypart: 6am-12am M-Sun
Month: January 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	780,882	591,387,225	0.72
2	Talpa Network	123,039	38,868,511	1.75
3	365 Digital	4,214	2,351,527	0.98

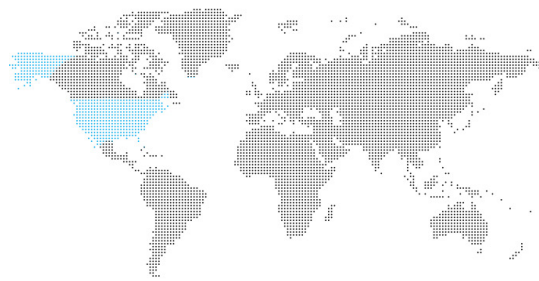
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	293,885	242,859,116	0.66
2	Prisa Radio	107,035	81,852,616	0.72
3	NPR Member Stations	105,648	72,565,631	0.79
4	Talpa Radio	97,836	29,327,442	1.85
5	RADIO.COM	63,798	65,283,148	0.54
6	Cumulus Streaming Network	44,741	28,660,290	0.85
7	Bell Media	28,075	12,510,062	1.23
8	EMF	25,454	9,788,420	1.41
9	Medialaan	20,746	7,818,978	1.47
10	Grupo Acir	19,524	12,846,751	0.84
11	AccuRadio	18,309	6,215,750	1.61
12	Univision	17,394	17,511,001	0.55
13	Beasley Broadcasting Corporate	17,361	11,503,722	0.83
14	Karnaval.com	15,394	14,533,791	0.59
15	CRP Radios	15,237	12,546,076	0.67
16	New York Public Radio	14,635	8,597,269	0.93
17	Hubbard Broadcasting	12,965	6,547,294	1.07
18	Grupo Renascenca	10,826	3,941,045	1.52
19	Grupo Radio Centro	10,826	8,518,131	0.70
20	Salem Communications	10,028	6,858,023	0.79

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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: 546,405,450, Net Total Listening Hours: 529,942,475, Gross Active Sessions: 700,794,668, Net Active Sessions: 671,633,106, % Filtered Total Listening Hours: 96.99%, % Filtered Active Sessions: 95.84%

US

Daypart: 6am-8pm M-F
Month: January 2021



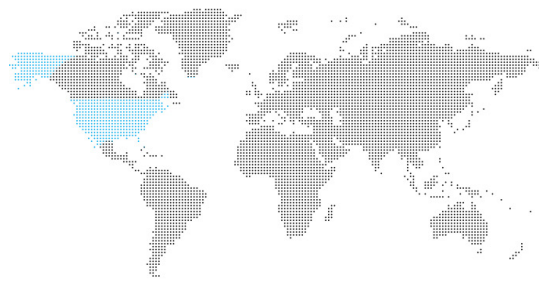
Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,154,502	467,916,455	0.71

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	400,167	173,779,119	0.66
2	NPR Member Stations	129,616	48,870,497	0.76
3	RADIO.COM	92,034	52,305,909	0.51
4	Cumulus Streaming Network	67,144	23,211,443	0.83
5	EMF	33,478	6,549,841	1.43
6	Univision	27,612	14,839,246	0.54
7	Beasley Broadcasting Corporate	25,679	9,344,729	0.79
8	Hubbard Broadcasting	19,300	5,228,504	1.05
9	New York Public Radio	17,009	5,378,944	0.91
10	Salem Communications	14,836	5,589,985	0.75
11	AccuRadio	14,395	2,302,266	1.78
12	Bonneville International	11,026	4,461,115	0.72
13	Urban One	10,777	4,009,209	0.77
14	ESPN Radio Corporate	8,558	4,981,930	0.49
15	Emmis Communications	8,123	3,347,142	0.70
16	Midwest Communications	6,943	1,569,143	1.25
17	Prisa Radio	6,579	3,548,562	0.53
18	Classical KUSC/KDFC	6,058	1,340,783	1.29
19	WAMU	5,182	2,029,691	0.73
20	Entravision Communications Corporation	4,763	2,295,379	0.60

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: January 2021



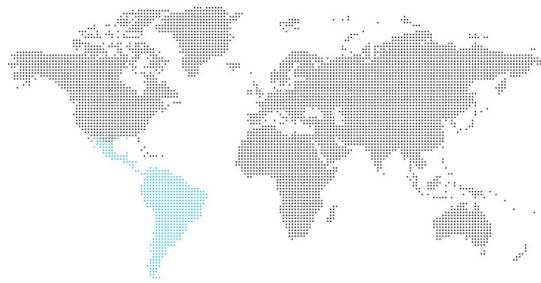
Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	765,430	577,463,731	0.72

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	285,081	234,681,531	0.67
2	NPR Member Stations	98,233	67,678,252	0.79
3	RADIO.COM	63,555	64,944,774	0.54
4	Cumulus Streaming Network	43,758	27,966,715	0.85
5	EMF	24,712	9,372,756	1.43
6	Univision	17,390	17,504,284	0.55
7	Beasley Broadcasting Corporate	16,962	11,288,087	0.83
8	New York Public Radio	13,182	7,496,278	0.96
9	Hubbard Broadcasting	12,861	6,429,869	1.09
10	Salem Communications	9,878	6,703,788	0.80
11	AccuRadio	9,617	2,963,661	1.77
12	Urban One	7,128	4,817,990	0.81
13	Bonneville International	7,094	5,251,512	0.74
14	ESPN Radio Corporate	6,521	7,104,690	0.50
15	Emmis Communications	5,941	4,643,184	0.70
16	Classical KUSC/KDFC	4,973	2,062,432	1.32
17	Midwest Communications	4,571	1,976,212	1.25
18	Prisa Radio	4,433	4,401,989	0.55
19	WAMU	3,930	2,776,271	0.77
20	Entravision Communications Corporation	2,874	2,601,055	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: January 2021



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	82,301	29,233,315	0.75
2	Grupo Acir (Mexico)	26,898	8,291,206	0.87
3	CRP Radios (Peru)	17,751	6,463,142	0.74
4	Grupo RPP (Peru)	13,649	5,051,399	0.72
5	Grupo Radio Centro (Mexico)	13,426	4,828,861	0.75
6	RCN Radio (Colombia)	11,070	3,526,742	0.82
7	Grupo JBFM (Brazil)	8,084	2,796,751	0.78
8	Grupo BluRadio (Colombia)	7,872	3,504,536	0.59
9	Radios IMC (Argentina)	6,661	1,433,010	1.25
10	Jovem Pan - SP (Brazil)	5,965	3,603,980	0.44
11	Nova Brasil (Brazil)	5,675	1,710,781	0.90
12	MVS Radio (Mexico)	5,548	1,961,609	0.76
13	Grupo Alpha Media (Argentina)	4,836	1,815,495	0.72
14	Multimedios (Mexico)	3,759	1,414,695	0.71
15	Grupo Radiopolis (Colombia)	3,368	991,742	0.91
16	Imagen (Mexico)	2,867	1,126,854	0.69
17	Rádio Alvorada (Brazil)	2,738	715,099	1.03
18	NRM (Mexico)	2,636	967,531	0.73
19	Igreja Pentecostal Deus e Amor (Brazil)	2,149	1,086,314	0.51
20	Dial Brasil (Brazil)	1,924	623,730	0.84
21	AccuRadio (United States)	1,040	224,220	1.24
22	ACCION MULTIMEDIOS (Paraguay)	959	520,094	0.50
23	Cadena Radial Vida (Colombia)	929	510,944	0.46
24	NPR Member Stations (United States)	899	365,530	0.66
25	Radio 93 (Brazil)	879	422,488	0.56

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: January 2021

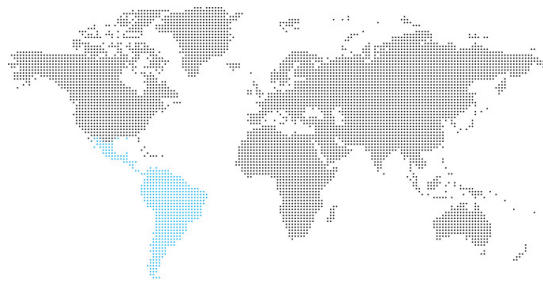


Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	51,980	38,985,465	0.73
2	Grupo Acir (Mexico)	17,621	11,594,264	0.84
3	CRP Radios (Peru)	12,806	10,099,913	0.70
4	Grupo RPP (Peru)	9,478	7,599,390	0.68
5	Grupo Radio Centro (Mexico)	8,905	6,731,282	0.73
6	RCN Radio (Colombia)	7,796	5,649,399	0.75
7	Grupo JBFM (Brazil)	6,086	4,715,150	0.71
8	Radios IMC (Argentina)	4,977	2,442,710	1.12
9	Grupo BluRadio (Colombia)	4,585	4,249,360	0.58
10	Jovem Pan - SP (Brazil)	4,425	5,677,936	0.43
11	Nova Brasil (Brazil)	4,071	2,874,531	0.78
12	MVS Radio (Mexico)	3,494	2,616,986	0.73
13	Grupo Alpha Media (Argentina)	3,140	2,521,946	0.69
14	Multimedios (Mexico)	2,541	2,124,764	0.66
15	Grupo Radiopolis (Colombia)	2,185	1,382,238	0.87
16	Igreja Pentecostal Deus e Amor (Brazil)	1,889	1,941,456	0.52
17	NRM (Mexico)	1,886	1,478,758	0.70
18	Rádio Alvorada (Brazil)	1,876	1,143,895	0.91
19	Imagen (Mexico)	1,637	1,329,317	0.68
20	Dial Brasil (Brazil)	1,353	1,007,338	0.74
21	AccuRadio (United States)	789	363,756	1.20
22	NPR Member Stations (United States)	741	631,877	0.64
23	Cadena Radial Vida (Colombia)	658	749,293	0.46
24	Radio 93 (Brazil)	599	623,498	0.53
25	ACCION MULTIMEDIOS (Paraguay)	589	683,693	0.48

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: January 2021

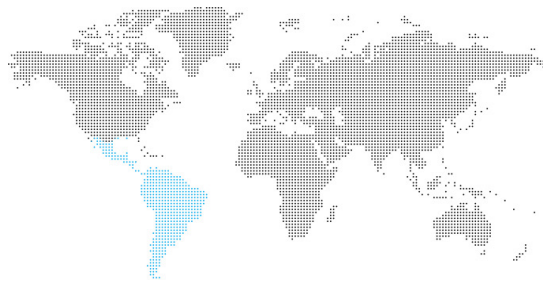


Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	170,886	26,333,664	1.74
2	365 Digital	6,622	1,735,130	1.02

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	139,240	20,478,656	1.83
2	Prisa Radio (Spain and Latam Countries)	67,611	23,331,371	0.77
3	Medialaan (Belgium)	29,522	5,666,786	1.42
4	Karnaval.com (Turkey)	21,467	8,610,089	0.68
5	Grupo Renascenca (Portugal)	17,243	2,661,210	1.76
6	RadioCorp (Netherlands)	16,778	3,271,325	1.38
7	RadiaCZ (Czech Republic)	11,055	1,347,390	2.16
8	Active Radio A.S. (Czech Republic)	8,609	1,102,584	2.09
9	Primedia Broadcasting (South Africa)	6,622	1,735,130	1.02
10	Vlaanderen Eén NV (Belgium)	6,185	867,547	1.91

EMEA

Daypart: 6am-12am M-Sun
Month: January 2021



Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	121,499	37,999,678	1.74
2	365 Digital	4,124	2,276,294	1.00

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	96,909	28,802,395	1.84
2	Prisa Radio (Spain and Latam Countries)	49,722	37,683,078	0.71
3	Medialaan (Belgium)	20,683	7,766,164	1.49
4	Karnaval.com (Turkey)	15,080	14,200,344	0.59
5	RadioCorp (Netherlands)	12,621	5,016,968	1.40
6	Grupo Renascenca (Portugal)	10,595	3,756,653	1.56
7	RadiaCZ (Czech Republic)	6,880	1,909,000	1.96
8	Active Radio A.S. (Czech Republic)	4,838	1,365,493	1.94
9	Vlaanderen Eén NV (Belgium)	4,578	1,296,630	1.96
10	Primedia Broadcasting (South Africa)	4,124	2,276,294	1.00

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
