



TRITON[™]
D I G I T A L

TRITON DIGITAL'S WEBCAST METRICS[®] MONTHLY RANKER

SOBRE O WEBCAST METRICS®

O serviço de mensuração de Streaming Webcast Metrics é o padrão do setor para dados de consumo de áudio on-line. Fornece dados validados confiáveis, que habilitam ou Publishers de áudio em todo o mundo a analisar o consumo de seu conteúdo de áudio por parte do dia, tipo de dispositivo, região geográfica, plataforma de distribuição e muito mais.

SOBRE OS RANKERS

Os Rankers do Webcast Metrics® são uma lista dos principais Publishers e redes de áudio digital de acordo com o serviço de mensuração de Streaming Webcast Metrics da Triton.

Os Publishers são classificados globalmente e em três regiões distintas: EUA, América Latina e EMEA.

- O ranker Global verifica a quantidade de streams sem qualificar onde estão sendo consumidos.
- Os rankers regionais quantificam o consumo com base na localização do ouvinte.
- Todas as métricas nos rankers do Webcast Metrics incluem escuta com ou sem inserção de anúncio.
- Os Sales Networks incluem streams próprios e streams relacionados às afiliações de rede.

SOBRE AS CLASSIFICAÇÕES

As classificações são computadas com base na Média de Sessões Ativas (AAS), e Sessões Iniciadas (SS) e o Tempo Médio de Audição (ATSL) também são exibidos.

COMPREENSÃO DAS MÉTRICAS

Média de Sessões Ativas ou **AAS** representa o número médio de sessões em qualquer momento do período de tempo relatado, com sessões inválidas omitidas. A AAS pode ser calculada dividindo o Total de Horas de Audição pelo número de horas dentro do período de tempo relatado ($AAS = TLH / \text{Horas no período}$).

Total de Horas de Audição ou **TLH** é definido como o número total de horas que a estação/Publisher transmitiu durante sessões com duração mínima de um minuto dentro do período de tempo relatado. As sessões inválidas são omitidas.

Sessões Iniciadas ou **SS** é definido como o número de sessões com duração mínima de um minuto que foram iniciadas dentro do período de tempo relatado. As sessões inválidas são omitidas.

Média de Horas de Audição ou **ATSL** é definido como o número médio de horas de cada sessão com duração mínima de um minuto no total dentro do período de tempo relatado. Calculado como o tempo total gasto ouvindo dividido pelo número de sessões ativas.



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RANKERS JULHO 2020





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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,153,749	476,786,930	0.76
2	Talpa Network	141,885	26,327,909	1.71
3	365 Digital	6,810	2,286,041	0.94
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	422,320	180,784,761	0.74
2	Prisa Radio	136,366	56,311,553	0.76
3	Talpa Radio	114,807	20,051,336	1.82
4	NPR Member Stations	106,235	42,574,170	0.78
5	RADIO.COM	77,242	34,434,012	0.7
6	Cumulus Streaming Network	66,859	26,309,266	0.8
7	Bell Media	32,810	7,817,548	1.31
8	Univision	28,501	16,609,653	0.54
9	Grupo Acir	26,624	10,138,414	0.83
10	AccuRadio	24,691	4,226,603	1.82
11	Beasley Broadcasting Corporate	23,433	8,974,158	0.83
12	Karnaval.com	22,050	11,217,434	0.63
13	Medialaan	21,986	4,426,577	1.58
14	Hubbard Broadcasting	18,811	5,665,796	1.04
15	Grupo Renascenca	17,748	3,133,390	1.8
16	CRP Radios	17,421	8,189,921	0.67
17	EMF Corporate	16,874	4,679,444	1.13
18	Salem Communications	15,473	6,730,361	0.72
19	New York Public Radio	14,198	4,841,162	0.92
20	Grupo Radio Centro	13,888	6,782,864	0.65

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: 403,958,676, Net Total Listening Hours: 392,304,180, Gross Active Sessions: 498,735,105, Net Active Sessions: 474,184,039, % Filtered Total Listening Hours: 97.11%, % Filtered Active Sessions: 95.08%



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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	820,327	580,816,782	0.77
2	Talpa Network	109,105	35,759,818	1.69
3	365 Digital	4,704	2,783,903	0.93
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	321,371	237,035,947	0.74
2	Prisa Radio	99,044	73,720,237	0.74
3	Talpa Radio	86,943	26,653,487	1.8
4	NPR Member Stations	84,882	57,930,799	0.8
5	RADIO.COM	55,954	42,419,258	0.72
6	Cumulus Streaming Network	46,938	31,278,087	0.82
7	Bell Media	24,503	10,038,450	1.33
8	Grupo Acir	19,352	13,278,118	0.8
9	Univision	18,951	19,148,114	0.54
10	AccuRadio	18,493	5,664,949	1.79
11	Karnaval.com	17,823	17,550,555	0.56
12	Medialaan	17,215	6,060,609	1.57
13	Beasley Broadcasting Corporate	16,692	10,786,756	0.85
14	CRP Radios	13,991	11,712,193	0.66
15	Hubbard Broadcasting	13,289	6,838,842	1.06
16	EMF Corporate	12,434	6,308,406	1.08
17	Grupo Renascenca	12,229	4,202,555	1.61
18	New York Public Radio	11,427	6,616,205	0.94
19	Salem Communications	10,807	7,884,849	0.74
20	Grupo Radio Centro	10,115	8,740,690	0.64

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: 525,796,146, Net Total Listening Hours: 509,148,795, Gross Active Sessions: 649,150,293, Net Active Sessions: 614,468,194, % Filtered Total Listening Hours: 96.83%, % Filtered Active Sessions: 94.66%



Month: July 2020
U.S. Daypart: 6am-8pm M-F

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,135,270	467,620,822	0.76
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,152,371	1,242,949,256	0.55
2	iHeartRadio	411,982	175,581,185	0.74
3	NPR Member Stations	99,058	39,937,745	0.78
4	RADIO.COM	77,063	34,304,423	0.71
5	Cumulus Streaming Network	65,689	25,824,862	0.8
6	Univision	28,483	16,599,386	0.54
7	Beasley Broadcasting Corporate	22,902	8,802,337	0.82
8	Hubbard Broadcasting	18,676	5,568,056	1.05
9	EMF Corporate	15,853	4,275,079	1.16
10	Salem Communications	15,298	6,636,871	0.72
11	AccuRadio	13,754	2,085,734	2.04
12	New York Public Radio	12,911	4,260,759	0.95
13	Urban One	10,736	4,977,251	0.68
14	Bonneville International	9,791	3,949,944	0.78
15	ESPN Radio Corporate	8,709	4,372,608	0.62
16	Emmis Communications	7,624	3,538,538	0.68
17	Prisa Radio	6,666	3,892,308	0.54
18	Midwest Communications	6,459	1,652,161	1.22
19	Classical KUSC/KDFC	5,529	1,232,557	1.4
20	Entravision Communications Corporation	5,429	2,770,118	0.62

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.



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

Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	804,971	567,208,404	0.77
Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	1,871,088	1,877,395,155	0.55
2	iHeartRadio	312,683	229,314,524	0.75
3	NPR Member Stations	78,396	53,750,986	0.8
4	RADIO.COM	55,799	42,223,880	0.72
5	Cumulus Streaming Network	45,942	30,559,716	0.82
6	Univision	18,936	19,134,308	0.54
7	Beasley Broadcasting Corporate	16,277	10,560,728	0.85
8	Hubbard Broadcasting	13,168	6,689,138	1.07
9	EMF Corporate	11,592	5,705,976	1.11
10	Salem Communications	10,658	7,743,563	0.75
11	New York Public Radio	10,294	5,722,143	0.98
12	AccuRadio	9,789	2,625,428	2.03
13	Urban One	7,715	6,041,736	0.7
14	Bonneville International	6,703	4,587,785	0.8
15	ESPN Radio Corporate	6,030	5,233,538	0.63
16	Emmis Communications	5,891	4,740,108	0.68
17	Classical KUSC/KDFC	4,661	1,794,375	1.42
18	Prisa Radio	4,651	4,609,061	0.55
19	Midwest Communications	4,528	2,039,589	1.21
20	WAMU	3,733	2,529,593	0.8

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.



Month: July 2020
LATAM Daypart: 6am-7pm M-F

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	74,896	29,371,854	0.75
2	Grupo Acir (Mexico)	25,213	8,809,663	0.84
3	CRP Radios (Peru)	14,943	6,088,595	0.72
4	Grupo RPP (Peru)	11,859	5,087,689	0.68
5	Grupo Radio Centro (Mexico)	11,686	5,062,380	0.68
6	RCN Radio (Colombia)	9,399	3,423,354	0.79
7	Grupo JBFM (Brazil)	8,448	3,438,299	0.72
8	Grupo BluRadio (Colombia)	8,440	3,651,411	0.65
9	Jovem Pan - SP (Brazil)	7,259	5,214,124	0.41
10	Nova Brasil (Brazil)	7,050	2,135,122	0.97
11	Radios IMC (Argentina)	6,844	1,571,686	1.28
12	MVS Radio (Mexico)	5,525	2,186,116	0.74
13	Multimedios (Mexico)	3,455	1,343,239	0.76
14	Radiopolis (Colombia)	3,345	1,036,573	0.95
15	Imagen (Mexico)	2,799	1,461,519	0.57
16	Rádio Alvorada (Brazil)	2,767	840,645	0.97
17	NRM (Mexico)	2,496	1,020,016	0.72
18	Igreja Pentecostal Deus e Amor (Brazil)	2,108	1,304,696	0.46
19	Dial Brasil (Brazil)	1,797	708,603	0.75
20	AccuRadio (United States)	1,059	239,087	1.3
21	Z101 (Dominican Republic)	1,042	551,904	0.55
22	Radio 93 (Brazil)	927	434,299	0.63
23	Cadena Radial Vida (Colombia)	924	623,866	0.42
24	ACCION MULTIMEDIOS (Paraguay)	885	526,752	0.5
25	NPR Member Stations (United States)	804	353,247	0.67

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



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

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	49,411	36,770,417	0.74
2	Grupo Acir (Mexico)	17,332	11,828,595	0.81
3	CRP Radios (Peru)	11,458	9,030,950	0.7
4	Grupo RPP (Peru)	8,719	7,273,322	0.65
5	Grupo Radio Centro (Mexico)	8,112	6,737,705	0.66
6	RCN Radio (Colombia)	7,127	5,319,497	0.73
7	Grupo JBFM (Brazil)	6,308	5,215,417	0.67
8	Jovem Pan - SP (Brazil)	5,256	7,065,607	0.41
9	Grupo BluRadio (Colombia)	5,225	4,319,063	0.64
10	Radios IMC (Argentina)	5,204	2,413,340	1.19
11	Nova Brasil (Brazil)	5,027	3,134,602	0.89
12	MVS Radio (Mexico)	3,623	2,755,445	0.72
13	Multimedios (Mexico)	2,404	1,896,081	0.7
14	Radiopolis (Colombia)	2,311	1,393,548	0.91
15	Igreja Pentecostal Deus e Amor (Brazil)	1,939	2,253,285	0.46
16	Rádio Alvorada (Brazil)	1,909	1,219,900	0.86
17	NRM (Mexico)	1,854	1,476,863	0.69
18	Imagen (Mexico)	1,727	1,688,634	0.57
19	Dial Brasil (Brazil)	1,291	1,026,662	0.7
20	AccuRadio (United States)	829	362,908	1.26
21	Cadena Radial Vida (Colombia)	704	893,554	0.42
22	NPR Member Stations (United States)	681	572,138	0.65
23	Radio 93 (Brazil)	648	587,138	0.61
24	Z101 (Dominican Republic)	647	641,954	0.55
25	ACCION MULTIMEDIOS (Paraguay)	567	662,959	0.47

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	144,269	24,705,850	1.71
2	365 Digital	7,046	2,180,786	0.96
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	117,338	18,980,847	1.79
2	Prisa Radio (Spain and LATAM Countries)	58,391	20,627,338	0.84
3	Medialaan (Belgium)	22,556	4,208,061	1.58
4	Karnaval.com (Turkey)	22,243	10,255,708	0.64
5	Grupo Renascenca (Portugal)	18,144	2,867,071	1.83
6	RadioCorp (Netherlands)	15,128	3,459,574	1.28
7	RadiaCZ (Czech Republic)	10,173	1,206,267	2.44
8	Primedia Broadcasting (South Africa)	7,046	2,180,786	0.96
9	Active Radio A.S. (Czech Republic)	6,599	890,422	2.16
10	Sublime World BV (Netherlands)	4,049	629,791	1.90



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	107,400	34,786,400	1.72
2	365 Digital	4,608	2,704,181	0.94
Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	85,872	26,067,230	1.81
2	Prisa Radio (Spain and LATAM Countries)	44,095	31,583,103	0.78
3	Karnaval.com (Turkey)	17,530	17,193,253	0.57
4	Medialaan (Belgium)	17,147	6,010,361	1.59
5	Grupo Renascenca (Portugal)	11,949	3,981,175	1.64
6	RadioCorp (Netherlands)	11,837	5,172,412	1.27
7	RadiaCZ (Czech Republic)	6,693	1,612,922	2.27
8	Primedia Broadcasting (South Africa)	4,608	2,704,181	0.94
9	Active Radio A.S. (Czech Republic)	4,124	1,150,625	1.96
10	Sublime World BV (Netherlands)	3,260	947,229	1.90

Recursos

Acesso aos Rankers mensais:

<https://www.tritondigital.com/resources/monthly-rankers/rankers-archive>

Guia de referência do Webcast Metrics

Um guia rápido dos dados, recursos e capacidades do Webcast Metrics

<http://bit.ly/WCMreferenceguide>

Fale conosco

Não hesite em nos contatar se tiver perguntas, comentários ou solicitações de informações adicionais relacionadas com nossos Rankers mensais

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