

LATAM Top 25 Ranker

July 2018

The LATAM Top 25 Ranker is a listing of the top performing digital audio publishers and networks in Latin America as measured by the Webcast Metrics® platform.

LATAM JULY 2018

Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for July 2018. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform. All metrics within the Webcast Metrics rankers include both ad supported and non-ad supported listening, globally, and in the US.

Webcast Metrics® uses a proprietary platform to track audience data and convert it to audience metrics that can be easily understood by stations, publishers and advertisers. Audience rankings are done on the basis of “Average Active Sessions”, with “Session Starts” and “Average Time Spent Listening” also displayed. Average Active Sessions (AAS) is defined as “Total Listening Hours (TLH) divided by hours in the reported time period.” TLH is defined as the total number of hours that the station/publisher has streamed during sessions with duration of at least one minute in total within the reported time period. Session Starts (SS) is defined as “the number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period.” Average Time Spent Listening (ATSL) is defined as “the average number of hours for each session with a duration of at least one minute in total within the reported time period. Calculated as total time spent listening divided by active sessions.”

For more information on measurement collection and limitations, please view the Triton Description of Methodology available at:

www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf

If you have any further questions, please contact: LATAMRanker@TritonDigital.com

See rankings below:

JULY LATAM RANKER (based in AAS)¹

DAYPART 6:00am to 7:00pm, Monday through Friday

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio (² List of countries in footnotes)	58,626	20,339,249	0.79
2	Grupo Radio Centro (Mexico)	13,775	4,442,994	0.86
3	Grupo Acir (Mexico)	13,742	3,604,662	1.07
4	CRP Radios (Peru)	10,153	2,889,287	0.99
5	Grupo JBFM (Brazil)	8,194	2,044,380	1.13
6	Cadena 3 Argentina (Argentina)	7,915	2,397,315	0.93
7	Grupo RPP (Peru)	7,762	2,478,103	0.88
8	Jovem Pan - SP (Brazil)	7,380	4,534,691	0.45
9	Nova Brasil (Brazil)	5,498	1,358,517	1.15
10	MVS Radio (Mexico)	4,283	1,443,410	0.83
11	Grupo BluRadio (Colombia)	4,274	1,822,765	0.67
12	RCN Radio (Colombia)	3,913	1,531,716	0.72
13	Imagen (Mexico)	3,327	1,594,092	0.59
14	Radiopolis (Colombia)	2,652	991,908	0.76
15	NRM (Mexico)	2,492	714,018	0.98
16	Multimedios (Mexico)	1,719	515,437	0.94
17	Dial Brasil (Brazil)	1,496	474,141	0.89
18	AccuRadio (United States)	1,441	187,643	2.13
19	Igreja Pentecostal Deus e Amor (Brazil)	1,055	492,972	0.58
20	Radio 93 (Brazil)	1,014	304,865	0.93
21	Z101 (Dominican Republic)	757	381,911	0.57
22	NPR Member Stations (United States)	677	314,423	0.60
23	Aristegui Noticias (Mexico)	644	377,343	0.49
24	TV Acción (Paraguay)	377	195,397	0.55
25	977Music.com Corporate (United States)	349	131,119	0.75

Average Active Sessions (AAS): Total Listening Hours (TLH) divided by hours in the reported time period. TLH is defined as the total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total within the reported time period.

Session Starts (SS): The number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period.

Average Time Spent Listening (ATSL): The average number of hours for each session with a duration of at least one minute in total within the reported time period. **Calculated as** total time spent listening divided by active sessions.

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

¹ The Latam Ranker represents listeners based only in Latin America

² Argentina, Chile, Colombia, Costa Rica, Panama and Mexico

JULY LATAM RANKER (based in AAS)¹

DAYPART 6:00am to 12:00am, Monday through Sunday

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio (² List of countries in footnotes)	43,449	28,537,541	0.80
2	Grupo Radio Centro (Mexico)	9,183	6,266,844	0.80
3	CRP Radios (Peru)	9,164	4,994,447	1.01
4	Grupo Acir (Mexico)	8,474	4,601,850	1.01
5	Grupo RPP (Peru)	7,197	4,391,480	0.90
6	Grupo JBFM (Brazil)	5,477	3,008,928	1.01
7	Jovem Pan - SP (Brazil)	5,352	6,638,930	0.44
8	Cadena 3 Argentina (Argentina)	5,295	3,301,137	0.88
9	Nova Brasil (Brazil)	3,482	1,914,149	1.01
10	RCN Radio (Colombia)	3,338	2,393,616	0.77
11	Grupo BluRadio (Colombia)	3,191	2,679,754	0.66
12	MVS Radio (Mexico)	2,585	1,760,999	0.81
13	Radiopolis (Colombia)	2,252	1,622,442	0.77
14	Imagen (Mexico)	1,939	1,832,524	0.58
15	NRM (Mexico)	1,646	992,855	0.91
16	AccuRadio (United States)	1,163	299,834	2.12
17	Multimedios (Mexico)	1,134	765,359	0.81
18	Dial Brasil (Brazil)	976	684,010	0.79
19	Igreja Pentecostal Deus e Amor (Brazil)	956	898,632	0.58
20	Radio 93 (Brazil)	641	407,983	0.86
21	NPR Member Stations (United States)	600	539,498	0.61
22	Z101 (Dominican Republic)	557	523,798	0.59
23	Aristegui Noticias (Mexico)	339	391,068	0.48
24	977Music.com Corporate (United States)	300	248,285	0.67
25	TV Acción (Paraguay)	265	286,013	0.51

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