



TRITON DIGITAL'S  
WEBCAST METRICS®  
MONTHLY RANKER

Novembro de 2020

## Sobre Webcast Metrics® e Streaming Metrics

O serviço de mensuração Streaming Metrics, da Triton, 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.

**Webcast Metrics®** é um nível de serviço de medição aprimorado que exige que os Publishers participantes atendam a um conjunto mais amplo de requisitos técnicos e operacionais que estão sujeitos a auditoria de terceiros.

## Sobre os Rankers

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

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

- O ranker Global, mensurado pelo Webcast Metrics®, 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 da Triton incluem escuta com ou sem inserção de anúncio.
- Os Sales Networks incluem streams próprios e streams relacionados às afiliações de rede.

## Sobre os rankings

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

## 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.



# **RANKERS NOVIEMBRE DE 2020**

# GLOBAL

Daypart: 6am-8pm M-F  
Month: November 2020



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,236,525	457,754,517	0.77
2	Talpa Network	165,352	28,485,525	1.69
3	365 Digital	6,890	1,935,755	1.02

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	440,921	175,614,991	0.72
2	Prisa Radio	152,596	59,373,103	0.74
3	Talpa Radio	135,020	22,272,687	1.76
4	NPR Member Stations	122,912	44,946,444	0.78
5	RADIO.COM	88,396	36,630,540	0.69
6	Cumulus Streaming Network	75,700	27,249,333	0.8
7	Bell Media	38,217	8,106,337	1.34
8	Univision	29,751	16,181,946	0.53
9	EMF	29,576	6,259,643	1.33
10	Grupo Acir	27,630	9,084,258	0.88
11	AccuRadio	26,105	4,616,056	1.62
12	Medialaan	25,986	4,622,497	1.63
13	Beasley Broadcasting Corporate	24,289	8,906,974	0.79
14	Karnaval.com	21,891	9,559,158	0.67
15	CRP Radios	20,348	8,418,470	0.7
16	Hubbard Broadcasting	18,911	5,233,500	1.03
17	Grupo Renascenca	18,222	3,004,962	1.76
18	New York Public Radio	17,921	5,856,857	0.88
19	Salem Communications	16,555	6,889,868	0.68
20	Grupo Radio Centro	14,540	6,131,080	0.69

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: 406,640,771, Net Total Listening Hours: 395,573,694, Gross Active Sessions: 500,063,976, Net Active Sessions: 479,554,061, % Filtered Total Listening Hours: 97.28%, % Filtered Active Sessions: 95.90%

# GLOBAL

Daypart: 6am-12am M-Sun  
Month: November 2020



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	838,718	563,816,373	0.79
2	Talpa Network	121,459	38,734,002	1.68
3	365 Digital	4,486	2,369,052	1

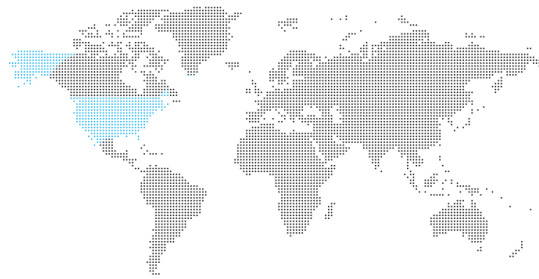
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	319,944	233,619,682	0.73
2	Prisa Radio	107,317	79,814,292	0.71
3	Talpa Radio	97,497	29,601,762	1.76
4	NPR Member Stations	95,523	62,864,212	0.8
5	RADIO.COM	62,193	46,544,089	0.71
6	Cumulus Streaming Network	50,667	32,797,361	0.82
7	Bell Media	26,683	10,274,710	1.37
8	EMF	22,265	8,831,458	1.32
9	Grupo Acir	19,316	12,077,268	0.85
10	Medialaan	19,160	6,304,838	1.62
11	AccuRadio	18,914	6,302,049	1.59
12	Univision	18,914	18,727,878	0.54
13	Karnaval.com	16,606	14,688,582	0.61
14	Beasley Broadcasting Corporate	16,421	10,845,583	0.81
15	CRP Radios	15,442	12,229,843	0.67
16	New York Public Radio	14,146	8,304,851	0.9
17	Hubbard Broadcasting	12,786	6,326,848	1.06
18	Grupo Renascenca	11,884	4,003,590	1.59
19	Salem Communications	11,096	8,089,883	0.72
20	Grupo Radio Centro	10,230	8,069,636	0.67

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: 538,722,147, Net Total Listening Hours: 522,182,479, Gross Active Sessions: 661,713,122, Net Active Sessions: 631,535,646, % Filtered Total Listening Hours: 96.93%, % Filtered Active Sessions: 95.44%

# US

Daypart: 6am-8pm M-F  
Month: November 2020



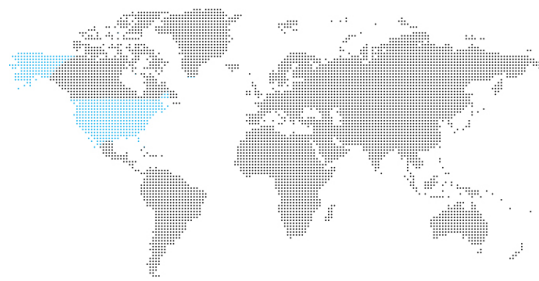
Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,216,179	448,695,791	0.78

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	429,256	170,286,547	0.72
2	NPR Member Stations	114,953	42,183,553	0.78
3	RADIO.COM	88,140	36,463,406	0.69
4	Cumulus Streaming Network	74,420	26,749,515	0.8
5	Univision	29,741	16,173,193	0.53
6	EMF	28,644	5,972,353	1.35
7	Beasley Broadcasting Corporate	23,752	8,744,891	0.79
8	Hubbard Broadcasting	18,796	5,161,352	1.04
9	Salem Communications	16,364	6,791,318	0.69
10	New York Public Radio	16,185	5,132,236	0.9
11	AccuRadio	14,061	2,272,283	1.76
12	Bonneville International	11,890	4,739,348	0.73
13	Urban One	10,173	4,053,924	0.72
14	ESPN Radio Corporate	8,134	4,012,188	0.58
15	Emmis Communications	8,073	3,267,023	0.71
16	Midwest Communications	6,933	1,634,024	1.21
17	Prisa Radio	6,678	3,734,787	0.51
18	Classical KUSC/KDFC	5,859	1,288,198	1.3
19	Entravision Communications Corporation	5,307	2,483,830	0.62
20	WAMU	4,897	1,875,445	0.74

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: November 2020



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	822,415	550,002,119	0.79

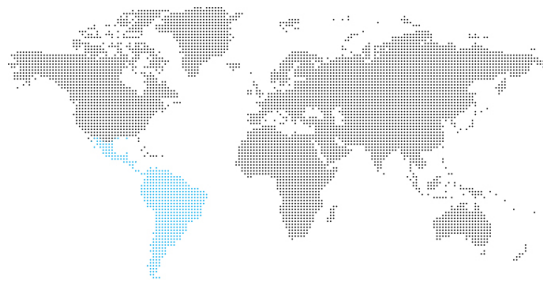
Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	310,468	225,485,540	0.73
2	NPR Member Stations	88,434	58,322,879	0.8
3	RADIO.COM	61,974	46,286,104	0.71
4	Cumulus Streaming Network	49,604	32,022,989	0.82
5	EMF	21,517	8,397,510	1.34
6	Univision	18,905	18,714,609	0.54
7	Beasley Broadcasting Corporate	16,033	10,638,368	0.8
8	Hubbard Broadcasting	12,685	6,213,356	1.07
9	New York Public Radio	12,641	7,143,283	0.94
10	Salem Communications	10,937	7,938,684	0.72
11	AccuRadio	9,593	2,881,067	1.76
12	Bonneville International	8,008	5,718,367	0.75
13	Urban One	6,879	4,915,631	0.74
14	Emmis Communications	5,901	4,392,441	0.71
15	ESPN Radio Corporate	5,878	5,338,572	0.58
16	Classical KUSC/KDFC	4,867	1,944,284	1.32
17	Midwest Communications	4,616	2,006,594	1.21
18	Prisa Radio	4,545	4,538,387	0.53
19	WAMU	3,813	2,607,589	0.77
20	Entravision Communications Corporation	3,246	2,772,916	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.



# LATAM

Daypart: 6am-8pm M-F  
Month: November 2020



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	81,304	29,401,507	0.74
2	Grupo Acir (Mexico)	26,436	8,003,516	0.89
3	CRP Radios (Peru)	18,026	6,479,463	0.75
4	Grupo RPP (Peru)	15,258	6,250,889	0.65
5	Grupo Radio Centro (Mexico)	12,425	4,662,887	0.72
6	RCN Radio (Colombia)	10,506	3,554,698	0.77
7	Grupo BluRadio (Colombia)	7,824	3,507,507	0.58
8	Grupo JBFM (Brazil)	7,422	2,631,234	0.76
9	Radios IMC (Argentina)	6,989	1,490,612	1.26
10	Grupo Alpha Media (Argentina)	6,800	2,586,155	0.71
11	Nova Brasil (Brazil)	6,455	1,694,558	1.03
12	Jovem Pan - SP (Brazil)	6,161	3,916,990	0.42
13	MVS Radio (Mexico)	5,495	1,889,185	0.78
14	Grupo Radiopolis (Colombia)	3,709	1,110,174	0.9
15	Multimedios (Mexico)	3,652	1,279,830	0.77
16	Imagen (Mexico)	2,786	1,191,156	0.63
17	NRM (Mexico)	2,588	923,303	0.75
18	Rádio Alvorada (Brazil)	2,564	684,118	1.01
19	Igreja Pentecostal Deus e Amor (Brazil)	2,029	982,571	0.53
20	Dial Brasil (Brazil)	1,837	578,352	0.86
21	AccuRadio (United States)	1,097	231,105	1.27
22	ACCION MULTIMEDIOS (Paraguay)	942	553,734	0.46
23	Cadena Radial Vida (Colombia)	942	532,536	0.45
24	NPR Member Stations (United States)	820	324,252	0.67
25	Radio 93 (Brazil)	804	379,523	0.57

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: November 2020

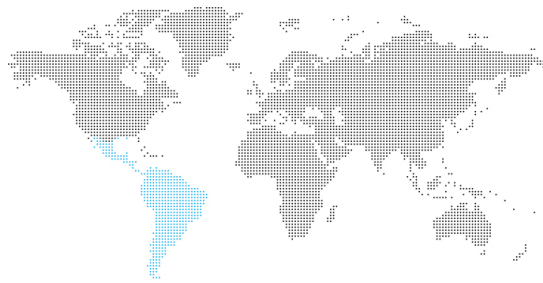


Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	51,797	38,129,500	0.72
2	Grupo Acir (Mexico)	17,463	10,917,175	0.85
3	CRP Radios (Peru)	13,006	9,769,449	0.71
4	Grupo RPP (Peru)	11,192	9,699,883	0.61
5	Grupo Radio Centro (Mexico)	8,302	6,317,764	0.7
6	RCN Radio (Colombia)	7,744	5,809,798	0.7
7	Grupo JBFM (Brazil)	5,547	4,251,785	0.7
8	Radios IMC (Argentina)	5,192	2,386,302	1.16
9	Grupo BluRadio (Colombia)	4,640	4,183,421	0.57
10	Nova Brasil (Brazil)	4,555	2,649,848	0.92
11	Jovem Pan - SP (Brazil)	4,552	5,878,180	0.41
12	Grupo Alpha Media (Argentina)	4,213	3,247,016	0.69
13	MVS Radio (Mexico)	3,472	2,458,468	0.75
14	Multimedios (Mexico)	2,475	1,883,119	0.7
15	Grupo Radiopolis (Colombia)	2,467	1,525,402	0.86
16	NRM (Mexico)	1,853	1,367,174	0.72
17	Igreja Pentecostal Deus e Amor (Brazil)	1,759	1,737,597	0.53
18	Rádio Alvorada (Brazil)	1,748	1,043,181	0.9
19	Imagen (Mexico)	1,619	1,373,645	0.63
20	Dial Brasil (Brazil)	1,276	887,377	0.77
21	AccuRadio (United States)	840	364,872	1.23
22	Cadena Radial Vida (Colombia)	691	778,642	0.45
23	NPR Member Stations (United States)	681	538,894	0.67
24	ACCION MULTIMEDIOS (Paraguay)	599	740,193	0.43
25	Radio 93 (Brazil)	551	538,382	0.55

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

# EMEA

Daypart: 6am-8pm M-F  
Month: November 2020

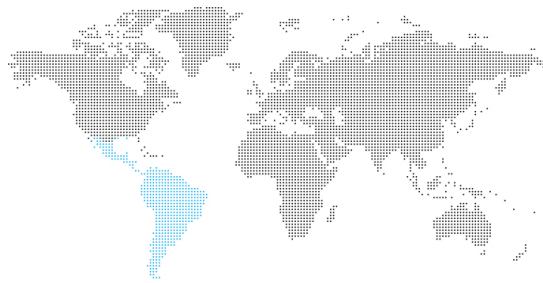


Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	170,072	27,078,893	1.66
2	365 Digital	7,159	1,852,245	1.02

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	139,565	21,355,333	1.73
2	Prisa Radio (Spain and LATAM Countries)	68,848	23,571,568	0.78
3	Medialaan (Belgium)	26,977	4,464,223	1.62
4	Karnaval.com (Turkey)	22,474	8,957,591	0.69
5	Grupo Renascenca (Portugal)	18,740	2,789,186	1.82
6	RadioCorp (Netherlands)	16,482	3,233,882	1.39
7	RadiaCZ (Czech Republic)	10,476	1,307,681	2.12
8	Active Radio A.S. (Czech Republic)	8,228	1,145,421	1.88
9	Primedia Broadcasting (South Africa)	7,159	1,852,245	1.02
10	Sublime World BV (Netherlands)	4,634	715,159	1.75

# EMEA

Daypart: 6am-12am M-Sun  
Month: November 2020



Rank	Publisher	AAS	SS	ATSL
1	Talpa Network	119,810	37,816,045	1.68
2	365 Digital	4,402	2,303,579	1.00

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	96,497	29,080,472	1.77
2	Prisa Radio (Spain and LATAM Countries)	50,016	36,292,236	0.73
3	Medialaan (Belgium)	19,089	6,254,017	1.64
4	Karnaval.com (Turkey)	16,298	14,385,316	0.62
5	RadioCorp (Netherlands)	12,094	4,756,738	1.35
6	Grupo Renascenca (Portugal)	11,649	3,827,611	1.64
7	RadiaCZ (Czech Republic)	6,679	1,795,211	1.95
8	Active Radio A.S. (Czech Republic)	4,746	1,385,479	1.79
9	Primedia Broadcasting (South Africa)	4,402	2,303,579	1.00
10	Sublime World BV (Netherlands)	3,682	1,106,063	1.79

## Recursos

**Acesso aos Rankers mensais:**

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

**Webcast Metrics, Folha de informação**

Uma visão geral do Webcast Metrics e seus recursos & capacidades

<https://bit.ly/2H8pPxi>

**Fale conosco**

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

[Ranker@TritonDigital.com](mailto:Ranker@TritonDigital.com)

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