



TRITON DIGITAL'S  
WEBCAST METRICS<sup>®</sup>  
MONTHLY RANKER

October 2020

## About Webcast Metrics®

The Webcast Metrics streaming measurement service is the industry standard for online audio consumption data. It provides credible, validated data that enables audio publishers around the world to analyze the consumption of their audio content by daypart, device type, geography, distribution platform, and more.

## About the Rankers

The Webcast Metrics® Rankers are a listing of the top performing digital audio publishers and sales networks as measured by Triton's Webcast Metrics streaming measurement service.

**Publishers are ranked globally, and in three distinct regions: US, LATAM, and EMEA.**

- The Global Publisher Ranker verifies the quantity of streams without qualifying where they are being consumed.
  - The regional rankers quantify consumption based on listener location.
  - All metrics within the Webcast Metrics rankers include both ad supported and non-ad supported listening.
  - Sales Networks include both owned streams and the streams related to network affiliations.
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## About the Rankings

Rankings are computed on the basis of Average Active Sessions (AAS), with Session Starts (SS), and Average Time Spent Listening (ATSL) also displayed.

## Understanding the Metrics

**Average Active Sessions** or **AAS** represents the average number of sessions at any point in time in the reported time period, with invalid sessions omitted. AAS can be calculated by dividing Total Listening Hours by the number of hours within the reported time period ( $AAS = TLH / \text{Hours in period}$ ).

**Total Listening Hours** or **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 length within the reported time period. Any/all invalid sessions are omitted.

**Session Starts** or **SS** is defined as the number of sessions with a minimum duration of one minute in length that were started within the reported time period. Any/all invalid sessions are omitted.

**Average Time Spent Listening** or **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.



# October 2020 RANKERS

# GLOBAL

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,276,369	494,071,574	0.78
2	Talpa Network	160,484	28,365,276	1.72
3	365 Digital	6,900	2,053,916	1.01

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	452,610	187,230,505	0.73
2	Prisa Radio	147,565	60,186,124	0.74
3	Talpa Radio	130,155	21,723,193	1.82
4	NPR Member Stations	111,778	41,965,387	0.80
5	RADIO.COM	91,266	40,183,120	0.68
6	Cumulus Streaming Network	78,492	29,569,626	0.80
7	Bell Media	38,970	8,782,987	1.33
8	Univision	30,389	17,268,197	0.53
9	Grupo Acir	28,496	9,702,855	0.89
10	Medialaan	27,793	5,174,475	1.63
11	AccuRadio	26,580	4,773,386	1.67
12	Beasley Broadcasting Corporate	26,130	9,843,976	0.80
13	Educational Media Foundation	25,115	5,788,666	1.27
14	Karnaval.com	21,719	10,370,146	0.64
15	CRP Radios	20,414	8,920,903	0.69
16	Hubbard Broadcasting	19,992	5,841,675	1.02
17	Grupo Renascenca	17,874	3,039,571	1.79
18	Salem Communications	17,261	7,336,442	0.70
19	New York Public Radio	15,910	5,364,633	0.89
20	Grupo Radio Centro	15,016	6,658,361	0.68

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: 425,806,349, Net Total Listening Hours: 413,806,349, Gross Active Sessions: 526,117,551, Net Active Sessions: 500,716,982, % Filtered Total Listening Hours: 97.18%, % Filtered Active Sessions: 95.17%

# GLOBAL

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	864,364	601,094,970	0.78
2	Talpa Network	118,508	38,256,307	1.71
3	365 Digital	4,567	2,512,483	0.99

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	327,155	245,758,418	0.73
2	Prisa Radio	105,041	80,698,329	0.71
3	Talpa Radio	94,437	28,623,362	1.82
4	NPR Member Stations	87,806	58,139,456	0.82
5	RADIO.COM	63,757	50,039,425	0.70
6	Cumulus Streaming Network	52,639	35,368,600	0.81
7	Bell Media	27,529	11,031,060	1.36
8	Medialaan	20,332	6,846,548	1.64
9	Grupo Acir	20,057	12,808,247	0.86
10	Univision	19,622	20,042,258	0.54
11	Educational Media Foundation	19,296	8,189,481	1.28
12	AccuRadio	19,101	6,418,351	1.63
13	Beasley Broadcasting Corporate	17,695	11,794,466	0.83
14	Karnaval.com	16,847	16,028,119	0.58
15	CRP Radios	15,733	12,953,036	0.67
16	Hubbard Broadcasting	13,452	6,920,523	1.06
17	New York Public Radio	12,635	7,499,224	0.92
18	Grupo Renascenca	11,912	4,095,948	1.61
19	Salem Communications	11,531	8,519,402	0.73
20	Grupo Radio Centro	10,668	8,742,089	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: 557,291,416, Net Total Listening Hours: 539,722,868, Gross Active Sessions: 689,310,559, Net Active Sessions: 652,086,256, % Filtered Total Listening Hours: 96.85%, % Filtered Active Sessions: 94.60%

# U.S.

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



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,256,817	484,936,132	0.78

Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	2,046,916	1,193,409,002	0.52
2	iHeartRadio	441,520	181,868,301	0.73
3	NPR Member Stations	104,305	39,388,893	0.79
4	RADIO.COM	91,010	40,009,097	0.68
5	Cumulus Streaming Network	77,243	29,071,203	0.8
6	Univision	30,379	17,259,416	0.53
7	Beasley Broadcasting Corporate	25,616	9,678,109	0.8
8	Educational Media Foundation	24,419	5,536,687	1.29
9	Hubbard Broadcasting	19,871	5,762,732	1.03
10	Salem Communications	17,067	7,243,703	0.7
11	AccuRadio	14,689	2,429,208	1.81
12	New York Public Radio	14,497	4,771,905	0.91
13	Bonneville International	12,126	5,189,519	0.71
14	ESPN Radio Corporate	11,942	6,955,511	0.52
15	Urban One	11,051	4,605,331	0.72
16	Emmis Communications	8,433	3,577,969	0.71
17	Midwest Communications	7,350	1,794,591	1.22
18	Prisa Radio	6,997	4,078,959	0.52
19	Classical KUSC/KDFC	6,091	1,318,569	1.38
20	Entravision Communications Corporation	5,619	2,760,051	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.

# U.S.

Daypart: 6am-12am M-SUN  
Month: October 2020



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	848,642	587,305,702	0.79

Rank	Publisher	AAS	SS	ATSL
1	Pandora Corporate	1,718,744	1,816,187,897	0.52
2	iHeartRadio	318,096	237,644,598	0.73
3	NPR Member Stations	81,117	53,944,156	0.82
4	RADIO.COM	63,548	49,782,649	0.7
5	Cumulus Streaming Network	51,616	34,615,496	0.81
6	Univision	19,613	20,028,792	0.54
7	Educational Media Foundation	18,729	7,813,684	1.3
8	Beasley Broadcasting Corporate	17,319	11,581,937	0.82
9	Hubbard Broadcasting	13,347	6,797,656	1.07
10	New York Public Radio	11,389	6,545,738	0.95
11	Salem Communications	11,374	8,383,514	0.73
12	ESPN Radio Corporate	10,060	11,139,853	0.5
13	AccuRadio	9,869	3,023,114	1.78
14	Bonneville International	8,163	6,215,831	0.72
15	Urban One	7,547	5,567,937	0.74
16	Emmis Communications	6,207	4,790,086	0.71
17	Classical KUSC/KDFC	5,023	1,932,710	1.42
18	Midwest Communications	4,891	2,166,448	1.23
19	Prisa Radio	4,778	4,934,888	0.53
20	Entravision Communications Corporation	3,509	3,099,316	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-7PM M-F  
Month: October 2020



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	78,022	29,528,660	0.74
2	Grupo Acir (Mexico)	27,106	8,493,661	0.9
3	CRP Radios (Peru)	17,912	6,769,723	0.74
4	Grupo RPP (Peru)	12,820	5,274,200	0.68
5	Grupo Radio Centro (Mexico)	12,690	4,988,462	0.72
6	RCN Radio (Colombia)	9,742	3,203,397	0.83
7	Grupo JBFM (Brazil)	7,949	2,977,228	0.75
8	Grupo BluRadio (Colombia)	7,479	3,487,772	0.58
9	Radios IMC (Argentina)	7,131	1,551,254	1.29
10	Grupo Alpha Media (Argentina)	6,976	2,759,182	0.72
11	Nova Brasil (Brazil)	6,652	1,899,242	0.99
12	Jovem Pan - SP (Brazil)	6,078	4,131,865	0.41
13	MVS Radio (Mexico)	5,402	2,011,998	0.75
14	Multimedios (Mexico)	3,591	1,310,449	0.77
15	Grupo Radiopolis (Colombia)	3,590	1,115,452	0.9
16	Imagen (Mexico)	2,765	1,306,839	0.6
17	NRM (Mexico)	2,649	990,822	0.75
18	Rádio Alvorada (Brazil)	2,488	728,260	0.97
19	Igreja Pentecostal Deus e Amor (Brazil)	1,944	1,067,548	0.49
20	Dial Brasil (Brazil)	1,794	637,981	0.8
21	AccuRadio (United States)	1,113	244,267	1.28
22	ACCION MULTIMEDIOS (Paraguay)	946	591,968	0.45
23	Cadena Radial Vida (Colombia)	822	512,010	0.43
24	Radio 93 (Brazil)	789	405,431	0.55
25	NPR Member Stations (United States)	780	310,394	0.7

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: October 2020



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and LATAM Countries)	50,227	38,035,553	0.72
2	Grupo Acir (Mexico)	18,034	11,510,014	0.86
3	CRP Radios (Peru)	13,151	10,228,066	0.71
4	Grupo RPP (Peru)	9,246	7,835,265	0.64
5	Grupo Radio Centro (Mexico)	8,571	6,754,310	0.7
6	RCN Radio (Colombia)	7,214	5,235,512	0.75
7	Grupo JBFM (Brazil)	5,850	4,700,815	0.69
8	Radios IMC (Argentina)	5,303	2,448,598	1.19
9	Nova Brasil (Brazil)	4,702	2,912,681	0.89
10	Grupo BluRadio (Colombia)	4,485	4,153,097	0.57
11	Jovem Pan - SP (Brazil)	4,442	5,934,626	0.41
12	Grupo Alpha Media (Argentina)	4,340	3,386,211	0.71
13	MVS Radio (Mexico)	3,432	2,565,984	0.73
14	Multimedios (Mexico)	2,436	1,879,303	0.71
15	Grupo Radiopolis (Colombia)	2,390	1,504,816	0.87
16	NRM (Mexico)	1,907	1,452,998	0.72
17	Igreja Pentecostal Deus e Amor (Brazil)	1,734	1,859,507	0.5
18	Rádio Alvorada (Brazil)	1,699	1,091,776	0.86
19	Imagen (Mexico)	1,632	1,504,260	0.6
20	Dial Brasil (Brazil)	1,259	958,254	0.73
21	AccuRadio (United States)	850	380,045	1.24
22	NPR Member Stations (United States)	649	508,638	0.7
23	ACCION MULTIMEDIOS (Paraguay)	609	789,108	0.43
24	Cadena Radial Vida (Colombia)	605	728,512	0.44
25	Radio 93 (Brazil)	525	557,833	0.52

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: October 2020



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	164,867	26,921,116	1.74
2	365 Digital	7,160	1,965,551	1.02

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	134,396	20,806,819	1.87
2	Prisa Radio (Spain and LATAM Countries)	66,503	23,861,473	0.79
3	Medialaan (Belgium)	28,844	4,982,675	1.66
4	Karnaval.com (Turkey)	22,142	9,615,422	0.66
5	Grupo Renascenca (Portugal)	18,360	2,803,358	1.84
6	RadioCorp (Netherlands)	16,095	3,428,722	1.32
7	RadiaCZ (Czech Republic)	10,501	1,273,339	2.24
8	Active Radio A.S. (Czech Republic)	8,495	1,203,912	1.99
9	Primedia Broadcasting (South Africa)	7,160	1,965,551	1.02
10	Sublime World BV (Netherlands)	4,555	720,655	1.78

# EMEA

Daypart: 6am-12am M-SUN  
Month: October 2020



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	116,883	37,310,209	1.76
2	365 Digital	4,480	2,443,446	1.00

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	93,458	28,097,471	1.89
2	Prisa Radio (Spain and LATAM Countries)	49,109	36,889,761	0.73
3	Medialaan (Belgium)	20,263	6,792,177	1.68
4	Karnaval.com (Turkey)	16,568	15,707,750	0.59
5	RadioCorp (Netherlands)	12,002	5,023,743	1.30
6	Grupo Renascenca (Portugal)	11,660	3,895,389	1.65
7	RadiaCZ (Czech Republic)	6,669	1,708,797	2.09
8	Active Radio A.S. (Czech Republic)	4,983	1,464,298	1.88
9	Primedia Broadcasting (South Africa)	4,480	2,443,446	1.00
10	Sublime World BV (Netherlands)	3,609	1,108,603	1.80

## Resources

### **Access the Monthly Rankers:**

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

### **Webcast Metrics One Sheet**

An overview of Webcast Metrics and its features & capabilities

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

### **Contact Us**

Don't hesitate to reach out should you have questions, comments, or requests for additional information as it relates to our Monthly Rankers

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

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