

# LATAM Top 25 Ranker September 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 SEPTEMBER 2018

Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for September 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](http://www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf)

If you have any further questions, please contact: [LATAMRanker@TritonDigital.com](mailto:LATAMRanker@TritonDigital.com)

See rankings below:

## SEPTEMBER LATAM RANKER (based in AAS)<sup>1</sup>

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

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio (²List of countries in footnotes)	66,636	20,263,633	0.81
2	Grupo Radio Centro (Mexico)	16,231	4,905,719	0.83
3	Grupo Acir (Mexico)	16,093	3,811,035	1.07
4	CRP Radios (Peru)	10,452	2,824,460	0.95
5	Cadena 3 Argentina (Argentina)	8,815	2,608,642	0.86
6	Jovem Pan - SP (Brazil)	8,732	5,515,655	0.40
7	Grupo RPP (Peru)	8,287	2,439,151	0.87
8	Grupo JBFM (Brazil)	8,176	2,027,139	1.03
9	Nova Brasil (Brazil)	6,373	1,369,759	1.20
10	RCN Radio (Colombia)	5,539	1,699,635	0.83
11	Grupo BluRadio (Colombia)	4,923	1,787,865	0.71
12	MVS Radio (Mexico)	4,801	1,455,975	0.84
13	Radiopolis (Colombia)	2,783	935,237	0.77
14	NRM (Mexico)	2,707	764,053	0.90
15	Imagen (Mexico)	2,658	871,222	0.77
16	Multimedios (Mexico)	1,951	556,614	0.89
17	Dial Brasil (Brazil)	1,705	500,269	0.88
18	AccuRadio (United States)	1,530	176,144	2.19
19	Igreja Pentecostal Deus e Amor (Brazil)	1,047	470,237	0.55
20	Radio 93 (Brazil)	914	273,579	0.85
21	Z101 (Dominican Republic)	783	374,431	0.54
22	NPR Member Stations (United States)	682	285,725	0.60
23	Aristegui Noticias (Mexico)	658	364,618	0.47
24	TV Acción (Paraguay)	482	241,219	0.52
25	977Music.com Corporate (United States)	376	132,733	0.73

**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

<sup>1</sup> The Latam Ranker represents listeners based only in Latin America

<sup>2</sup> Argentina, Chile, Colombia, Costa Rica, Panama and Mexico

## SEPTEMBER LATAM RANKER (based in AAS)<sup>1</sup>

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

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio ( <sup>2</sup> List of countries in footnotes)	45,777	28,612,723	0.80
2	Grupo Radio Centro (Mexico)	10,374	7,003,770	0.78
3	Grupo Acir (Mexico)	9,500	4,986,116	1.01
4	CRP Radios (Peru)	9,182	5,053,938	0.97
5	Grupo RPP (Peru)	7,298	4,335,309	0.90
6	Jovem Pan - SP (Brazil)	6,165	8,292,132	0.39
7	Cadena 3 Argentina (Argentina)	5,895	3,941,403	0.80
8	Grupo JBFM (Brazil)	5,369	3,111,170	0.92
9	RCN Radio (Colombia)	4,636	2,788,425	0.88
10	Nova Brasil (Brazil)	3,885	2,019,657	1.03
11	Grupo BluRadio (Colombia)	3,396	2,537,673	0.72
12	MVS Radio (Mexico)	2,795	1,818,764	0.82
13	Radiopolis (Colombia)	2,316	1,552,730	0.80
14	NRM (Mexico)	1,753	1,104,825	0.84
15	Imagen (Mexico)	1,469	1,022,553	0.76
16	Multimedios (Mexico)	1,271	870,385	0.78
17	AccuRadio (United States)	1,182	291,721	2.15
18	Dial Brasil (Brazil)	1,073	765,099	0.75
19	Igreja Pentecostal Deus e Amor (Brazil)	961	911,817	0.55
20	NPR Member Stations (United States)	591	499,967	0.63
21	Radio 93 (Brazil)	561	378,668	0.79
22	Z101 (Dominican Republic)	534	516,009	0.56
23	TV Acción (Paraguay)	329	369,185	0.48
24	977Music.com Corporate (United States)	317	263,000	0.65
25	Aristegui Noticias (Mexico)	317	364,625	0.47

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**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.

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