



# TRITON DIGITAL'S STREAMING METRICS MONTHLY RANKER

April 2021

## About Triton's Webcast Metrics and Streaming Metrics Services

Triton's Streaming Metrics measurement service is the industry standard for online audio consumption data. It provides credible 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.

Webcast Metrics® is an enhanced measurement service tier that requires participating publishers to meet a broader set of technical and operational requirements which are subject to a third-party audit.

## About Triton's Rankers

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

**Publishers are ranked Globally, as well as in three distinct regions: US, LATAM, and EMEA.**

- The Global Publisher Ranker, powered by Webcast Metrics®, verifies the quantity of streams without qualifying where they are being consumed.
  - The regional rankers quantify consumption based on listener location.
  - All metrics within Triton's 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 based on 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.

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The background is a solid blue color with various abstract elements. There are several halftone patterns, which are grids of small dots, arranged in a way that suggests a world map. Overlaid on these are various geometric shapes: circles of different sizes, some solid and some outlined, and thin vertical lines. The overall aesthetic is modern and technological.

## APRIL 2021 RANKERS

# GLOBAL

Daypart: 6am-8pm M-F  
Month: April 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,145,499	450,204,752	0.76
2	Talpa Network	168,560	29,341,055	1.75
3	365 Digital	6,525	1,929,923	1.01

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	407,228	180,183,774	0.68
2	Prisa Radio	160,570	66,035,874	0.73
3	Talpa Radio	135,411	22,214,278	1.85
4	NPR Member Stations	113,050	41,701,148	0.81
5	Audacy	89,756	37,601,856	0.72
6	Cumulus Streaming Network	61,340	20,563,426	0.89
7	Bell Media	42,579	10,411,957	1.23
8	EMF	32,104	6,916,737	1.36
9	Univision	31,140	17,312,270	0.54
10	Grupo Acir	29,352	10,003,960	0.89
11	Medialaan	29,272	5,515,076	1.61
12	Beasley Broadcasting Corporate	28,273	10,123,099	0.85
13	AccuRadio	27,652	5,199,521	1.60
14	Hubbard Broadcasting	21,175	6,119,161	1.03
15	CRP Radios	20,670	8,996,001	0.70
16	Karnaval.com	20,406	9,837,326	0.64
17	Grupo Renascenca	19,079	3,521,807	1.65
18	New York Public Radio	15,332	4,984,899	0.92
19	Grupo Radio Centro	14,816	6,152,752	0.73
20	Salem Communications	14,530	5,496,497	0.78

## Notes:

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.

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: 414,551,469, Net Total Listening Hours: 404,630,671, Gross Active Sessions: 507,922,986, Net Active Sessions: 490,237,234, % Filtered Total Listening Hours: 97.61%, % Filtered Active Sessions: 96.52%

# GLOBAL

Daypart: 6am-12am M-SUN  
Month: April 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	808,030	550,010,372	0.77
2	Talpa Network	128,763	39,346,216	1.75
3	365 Digital	4,489	2,381,353	1.00

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	307,030	237,161,285	0.69
2	Prisa Radio	117,579	88,114,817	0.71
3	Talpa Radio	101,758	29,179,277	1.87
4	NPR Member Stations	90,644	57,219,297	0.83
5	Audacy	65,023	46,567,010	0.74
6	Cumulus Streaming Network	43,263	24,949,960	0.91
7	Bell Media	31,099	13,181,924	1.25
8	EMF	25,147	9,645,529	1.37
9	Medialaan	22,302	7,371,594	1.62
10	Grupo Acir	21,054	13,084,226	0.86
11	Univision	20,594	19,881,296	0.55
12	AccuRadio	20,423	6,875,069	1.58
13	Beasley Broadcasting Corporate	19,765	12,007,951	0.88
14	CRP Radios	16,119	12,720,192	0.67
15	Karnaval.com	15,574	14,474,118	0.58
16	Hubbard Broadcasting	14,732	7,278,867	1.06
17	Grupo Renascenca	12,968	4,706,434	1.48
18	New York Public Radio	12,297	6,775,818	0.96
19	Grupo Radio Centro	10,642	7,881,133	0.72
20	Salem Communications	10,138	6,487,716	0.82

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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: 542,970,215, Net Total Listening Hours: 528,200,794, Gross Active Sessions: 662,987,686, Net Active Sessions: 637,109,040, % Filtered Total Listening Hours: 97.28%, % Filtered Active Sessions: 96.10%

# U.S.

Daypart: 6am-8pm M-F  
Month: April 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,126,253	441,342,289	0.76

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	396,227	174,864,457	0.68
2	NPR Member Stations	105,126	38,686,377	0.81
3	Audacy	89,525	37,437,822	0.72
4	Cumulus Streaming Network	60,420	20,189,972	0.89
5	EMF	31,236	6,621,636	1.38
6	Univision	31,131	17,302,094	0.54
7	Beasley Broadcasting Corporate	27,690	9,948,008	0.84
8	Hubbard Broadcasting	21,037	6,016,802	1.04
9	AccuRadio	15,989	2,809,061	1.70
10	Salem Communications	14,366	5,360,316	0.80
11	New York Public Radio	13,995	4,432,697	0.95
12	Urban One	11,105	4,349,113	0.77
13	Bonneville International	10,417	4,327,463	0.73
14	ESPN Radio Corporate	7,646	4,419,656	0.52
15	Prisa Radio	7,222	4,082,572	0.53
16	MediaCo Holding Inc	7,021	3,285,518	0.64
17	Midwest Communications	6,906	1,537,360	1.33
18	Classical KUSC/KDFC	6,357	1,238,350	1.52
19	Entravision Communications Corporation	6,104	2,900,798	0.64
20	Estrella Media	5,275	2,492,406	0.64

Notes:

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: April 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	792,232	537,223,080	0.78

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	297,902	229,442,144	0.69
2	NPR Member Stations	83,512	52,403,269	0.84
3	Audacy	64,830	46,326,223	0.74
4	Cumulus Streaming Network	42,476	24,376,655	0.92
5	EMF	24,433	9,214,000	1.39
6	Univision	20,582	19,863,184	0.55
7	Beasley Broadcasting Corporate	19,315	11,776,229	0.87
8	Hubbard Broadcasting	14,608	7,121,719	1.08
9	AccuRadio	11,180	3,469,579	1.70
10	New York Public Radio	11,122	5,928,579	0.99
11	Salem Communications	9,997	6,263,979	0.84
12	Urban One	7,766	5,131,867	0.80
13	Bonneville International	7,250	5,142,843	0.75
14	ESPN Radio Corporate	5,655	5,593,503	0.53
15	MediaCo Holding Inc	5,587	4,567,225	0.65
16	Classical KUSC/KDFC	5,239	1,798,718	1.54
17	Prisa Radio	5,115	4,950,741	0.55
18	Midwest Communications	4,853	1,921,005	1.32
19	Entravision Communications Corporation	3,925	3,241,403	0.65
20	WAMU	3,435	2,353,280	0.77

**Notes:**

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: April 2021



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	84,846	32,583,616	0.73
2	Grupo Acir (Mexico)	27,925	8,751,413	0.90
3	CRP Radios (Peru)	18,019	6,850,138	0.74
4	Grupo Radio Centro (Mexico)	12,689	4,640,262	0.77
5	Grupo Alpha Media (Argentina)	12,147	5,026,194	0.68
6	RCN Radio (Colombia)	11,794	4,451,823	0.73
7	Grupo JBFM (Brazil)	10,238	3,925,851	0.73
8	Grupo BluRadio (Colombia)	9,089	4,696,724	0.53
9	Jovem Pan - SP (Brazil)	7,564	4,734,852	0.45
10	Grupo Camargo de Comunicação (Brazil)	6,997	3,115,306	0.64
11	MVS Radio (Mexico)	5,876	2,080,204	0.79
12	Nova Brasil (Brazil)	5,777	1,881,612	0.87
13	Radio Disney Latinoamérica (Argentina, Brazil)	4,577	979,808	1.33
14	Multimedios (Mexico)	3,720	1,412,837	0.74
15	Grupo Radiópolis (Colombia)	3,335	1,063,170	0.88
16	NRM (Mexico)	2,979	1,118,483	0.75
17	Rádio Alvorada (Brazil)	2,947	830,746	1.00
18	Igreja Pentecostal Deus e Amor (Brazil)	2,466	1,268,213	0.52
19	Dial Brasil (Brazil)	2,043	663,031	0.87
20	Imagen (Mexico)	1,759	636,088	0.78
21	AccuRadio (United States)	1,046	257,262	1.14
22	Radio 93 (Brazil)	1,013	509,415	0.56
23	ACCION MULTIMEDIOS (Paraguay)	1,011	567,534	0.50
24	Cadena Radial Vida (Colombia)	883	548,298	0.43
25	NPR Member Stations (United States)	841	385,958	0.61

Notes:

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# LATAM

Daypart: 6am-12am M-SUN  
Month: April 2021



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	56,446	41,845,846	0.71
2	Grupo Acir (Mexico)	18,976	11,768,805	0.86
3	CRP Radios (Peru)	13,395	10,065,321	0.71
4	RCN Radio (Colombia)	8,980	7,024,296	0.67
5	Grupo Radio Centro (Mexico)	8,667	6,122,992	0.75
6	Grupo Alpha Media (Argentina)	7,744	6,118,170	0.68
7	Grupo JBFM (Brazil)	7,673	5,913,246	0.69
8	Grupo BluRadio (Colombia)	5,563	5,499,296	0.52
9	Jovem Pan - SP (Brazil)	5,460	6,377,801	0.45
10	Grupo Camargo de Comunicação (Brazil)	5,150	4,562,046	0.60
11	Nova Brasil (Brazil)	4,236	2,896,424	0.78
12	MVS Radio (Mexico)	3,858	2,677,136	0.76
13	Radio Disney Latinoamérica (Argentina, Brazil)	3,077	1,310,856	1.26
14	Multimedios (Mexico)	2,631	2,074,601	0.68
15	Igreja Pentecostal Deus e Amor (Brazil)	2,281	2,246,174	0.53
16	Grupo Radiópolis (Colombia)	2,261	1,416,835	0.85
17	NRM (Mexico)	2,186	1,617,102	0.72
18	Rádio Alvorada (Brazil)	2,062	1,216,324	0.91
19	Dial Brasil (Brazil)	1,446	970,519	0.80
20	Imagen (Mexico)	1,076	749,679	0.77
21	AccuRadio (United States)	811	389,526	1.11
22	NPR Member Stations (United States)	710	629,815	0.60
23	Radio 93 (Brazil)	705	708,026	0.53
24	Cadena Radial Vida (Colombia)	671	788,713	0.43
25	ACCION MULTIMEDIOS (Paraguay)	647	722,571	0.48

Notes:

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# EMEA

Daypart: 6am-7pm M-F  
Month: April 2021



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	172,629	27,755,662	1.84
2	365 Digital	6,757	1,833,051	1.10

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	139,373	21,172,610	1.79
2	Prisa Radio (Spain and Latam Countries)	72,675	26,410,731	0.84
3	DPG Media (Netherlands)	46,195	7,548,515	1.71
4	Medialaan (Belgium)	30,231	5,297,334	1.58
5	Karnaval.com (Turkey)	20,738	9,094,298	0.60
6	Grupo Renascenca (Portugal)	19,564	3,240,286	1.82
7	RadioCorp (Netherlands)	18,031	3,804,732	1.40
8	RadiaCZ (Czech Republic)	11,022	1,432,898	2.04
9	Commerciele Radio Nederland B.V.(Netherlands)	10,937	2,338,899	1.25
10	Active Radio A.S. (Czech Republic)	8,501	1,207,356	2.08

#### Notes:

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# EMEA

Daypart: 6am-12am M-SUN  
Month: April 2021



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	127,177	38,370,259	1.83
2	365 Digital	4,397	2,294,351	1.11

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	100,821	28,577,425	1.90
2	Prisa Radio (Spain and Latam Countries)	55,047	40,479,375	0.79
3	DPG Media (Netherlands)	31,992	9,754,021	1.78
4	Medialaan (Belgium)	22,244	7,321,045	1.58
5	Karnaval.com (Turkey)	15,217	14,055,855	0.55
6	RadioCorp (Netherlands)	13,923	5,528,116	1.45
7	Grupo Renascenca (Portugal)	12,706	4,493,110	1.56
8	Commerciele Radio Nederland B.V.(Netherlands)	8,731	3,485,570	1.31
9	RadiaCZ (Czech Republic)	7,330	2,011,440	1.85
10	Active Radio A.S. (Czech Republic)	5,143	1,474,643	1.90

#### Notes:

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## Resources

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

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

### **Webcast Metrics Reference Guide**

A quick guide to Webcast Metrics Data, Features & Capabilities

<http://bit.ly/WCMreferenceguide>

### **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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