



TRITON DIGITAL'S **STREAMING METRICS MONTHLY RANKER**

Abril de 2021

Acerca de Webcast Metrics® y Streaming Metrics

El servicio de medición Streaming Metrics, de Triton, es el estándar de la industria para datos de consumo de audio en línea. Provee datos confiables y validados que permite a los publishers de audio de todo el mundo analizar el consumo de su contenido de audio por horario, tipo de dispositivo, ubicación geográfica, plataforma de distribución, y más.

Webcast Metrics® es un nivel de servicio de medición mejorado que requiere que los publishers participantes cumplan con un conjunto más amplio de requisitos técnicos y operativos que están sujetos a una auditoría de terceros.

Acerca de los rankers

Los Rankers de Triton son una lista de los principales publishers y redes de audio digital con mejor desempeño según lo medido por los servicios de medición Streaming Metrics e Webcast Metrics® de Triton.

Los Publishers están clasificados a nivel mundial y en tres regiones distintas: EE. UU., Latinoamérica y EMEA.

- El ranker global, medido por Webcast Metrics®, verifica la cantidad de transmisiones sin calificar dónde se consumen.
 - Los rankers regionales cuantifican el consumo según la ubicación del oyente.
 - Todas las métricas dentro de los rankers de Triton incluyen tanto la escucha con o sin inserción de publicidad.
 - Las Sales Networks incluyen tanto los streams propios como los relacionados con las afiliaciones de la red.
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Acerca de los rankings

Los rankings se computan por promedio de sesiones activas (AAS) y también se muestran las sesiones iniciadas (SS) y tiempo promedio de escucha (ATSL).

Explicación de las mediciones

Promedio de sesiones activas o AAS representa la cantidad promedio de sesiones en cualquier momento específico del período reportado sin incluir sesiones no válidas. El AAS se puede calcular dividiendo el total de horas de escucha (TLH) por la cantidad de horas dentro del período reportado ($AAS = TLH / \text{horas en el período}$).

Total de horas de escucha o THL se define como la cantidad total de horas que la estación/publisher ha transmitido durante sesiones con una duración de al menos un minuto dentro del período reportado. Se omiten todas las sesiones no válidas.

Sesiones iniciadas o SS se definen como la cantidad de sesiones con una duración mínima de un minuto que se iniciaron dentro del período reportado. Se omiten todas las sesiones no válidas.

Tiempo promedio de escucha o ATSL se define como la cantidad promedio de horas para cada sesión con una duración de al menos un minuto en total dentro del período reportado. Para calcularlo se divide el tiempo total de escucha por las sesiones activas.

The background is a solid blue color with a complex, abstract pattern. It features a faint world map composed of small, light blue dots. Overlaid on this are various geometric shapes and lines: vertical bars of different heights, circles of various sizes, and thin lines connecting some of the points, creating a data visualization or network-like appearance. The overall aesthetic is modern and technological.

RANKERS ABRIL DE 2021



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

Notes:

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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:

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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:

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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 Radiopolis (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 Radiopolis (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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Recursos

Acceso a los rankers mensuales:

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

Webcast Metrics, hoja de información

Una descripción general de Webcast Metrics y sus características & capacidades

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

Contáctenos

Si tiene alguna pregunta, comentario o necesita más información sobre nuestros rankers mensuales no dude en ponerse en contacto con nosotros

Ranker@TritonDigital.com
