



TRITON DIGITAL'S STREAMING METRICS MONTHLY RANKER

Mayo 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, dotted world map in a lighter shade of blue. Overlaid on this are various geometric elements: vertical lines of varying thickness, some with small circles at the top or bottom; horizontal lines with small circles; and larger, semi-transparent circles and ovals. The overall aesthetic is technological and data-oriented.

RANKERS MAYO DE 2021

GLOBAL

Daypart: 6am-8pm M-F

Month: Mayo de 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,127,109	423,488,755	0.76
2	Talpa Network	162,715	26,650,198	1.77
3	365 Digital	7,724	2,175,883	1.02

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	404,467	174,583,590	0.67
2	Prisa Radio	172,977	68,099,612	0.73
3	Talpa Radio	130,630	20,090,958	1.89
4	NPR Member Stations	108,166	37,100,154	0.83
5	Audacy	87,128	34,334,313	0.73
6	Cumulus Streaming Network	61,142	19,653,506	0.89
7	Bell Media	42,647	9,874,689	1.24
8	EMF	36,637	6,897,560	1.48
9	Grupo Acir	30,376	9,984,616	0.88
10	Medialaan	29,344	4,842,782	1.75
11	Univision	28,107	14,015,293	0.58
12	Beasley Broadcasting Corporate	27,972	9,608,718	0.84
13	AccuRadio	27,214	4,802,445	1.62
14	CRP Radios	22,714	9,101,719	0.72
15	Hubbard Broadcasting	21,073	5,792,121	1.03
16	Grupo Renascenca	19,780	3,360,826	1.71
17	Karnaval.com	17,690	8,636,712	0.60
18	New York Public Radio	14,169	4,332,825	0.93
19	Salem Communications	13,898	5,032,291	0.78
20	Grupo Radio Centro	13,836	5,340,327	0.75

Notes:

- Univision experienced data collection issues for a portion of this reporting period which impacted their data in this Ranker
- 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: 395,884,140, Net Total Listening Hours: 385,130,158, Gross Active Sessions: 483,130,125, Net Active Sessions: 466,471,534, % Filtered Total Listening Hours: 97.28%, % Filtered Active Sessions: 96.55%

GLOBAL

Daypart: 6am-12am M-SUN
Month: Mayo de 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	772,250	544,592,536	0.77
2	Talpa Network	122,174	38,247,316	1.77
3	365 Digital	4,986	2,727,819	1.00

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	298,802	244,704,798	0.67
2	Prisa Radio	120,081	93,699,296	0.70
3	Talpa Radio	96,191	28,134,699	1.89
4	NPR Member Stations	85,708	54,431,717	0.86
5	Audacy	61,285	44,708,371	0.75
6	Cumulus Streaming Network	41,407	24,662,361	0.91
7	Bell Media	30,134	13,123,562	1.25
8	EMF	27,991	10,014,694	1.52
9	Medialaan	22,023	6,996,542	1.74
10	Grupo Acir	20,865	13,568,035	0.85
11	AccuRadio	19,257	6,600,801	1.60
12	Beasley Broadcasting Corporate	18,929	12,034,037	0.86
13	Univision	17,812	16,662,912	0.59
14	CRP Radios	16,984	13,564,135	0.69
15	Hubbard Broadcasting	14,191	7,219,868	1.07
16	Karnaval.com	13,721	14,017,659	0.54
17	Grupo Renascenca	12,719	4,622,391	1.52
18	New York Public Radio	11,339	6,313,597	0.98
19	Grupo Radio Centro	9,671	7,274,864	0.73
20	Salem Communications	9,271	6,105,935	0.82

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U.S.

Daypart: 6am-8pm M-F
Month: Mayo de 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	1,107,052	414,441,561	0.76

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	392,711	168,960,801	0.67
2	NPR Member Stations	100,560	34,442,426	0.83
3	Audacy	86,904	34,180,174	0.73
4	Cumulus Streaming Network	60,220	19,290,081	0.89
5	EMF	35,696	6,609,233	1.51
6	Univision	28,096	14,008,493	0.58
7	Beasley Broadcasting Corporate	27,390	9,438,890	0.84
8	Hubbard Broadcasting	20,936	5,697,760	1.04
9	AccuRadio	15,705	2,560,479	1.75
10	Salem Communications	13,736	4,922,022	0.79
11	New York Public Radio	12,914	3,819,998	0.96
12	Urban One	10,278	3,797,041	0.78
13	Bonneville International	10,068	3,936,009	0.74
14	Prisa Radio	7,951	4,398,517	0.52
15	ESPN Radio Corporate	7,656	4,226,658	0.52
16	MediaCo Holding Inc	6,883	2,847,732	0.69
17	Midwest Communications	6,820	1,437,485	1.34
18	Entravision Communications Corporation	5,818	2,678,174	0.63
19	Classical KUSC/KDFC	5,810	1,104,986	1.49
20	Estrella Media	5,293	2,441,038	0.63

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U.S.

Daypart: 6am-12am M-SUN

Month: Mayo de 2021



Rank	Sales Network	AAS	SS	ATSL
1	iHeartMedia Network	755,966	530,402,877	0.78

Rank	Publisher	AAS	SS	ATSL
1	iHeartRadio	289,172	235,916,234	0.67
2	NPR Member Stations	78,895	49,898,998	0.86
3	Audacy	61,104	44,473,266	0.75
4	Cumulus Streaming Network	40,631	24,073,969	0.92
5	EMF	27,238	9,568,551	1.54
6	Beasley Broadcasting Corporate	18,487	11,794,802	0.86
7	Univision	17,803	16,651,668	0.59
8	Hubbard Broadcasting	14,069	7,063,831	1.08
9	AccuRadio	10,466	3,273,131	1.75
10	New York Public Radio	10,245	5,470,507	1.02
11	Salem Communications	9,135	5,915,406	0.83
12	Urban One	6,893	4,668,624	0.81
13	Bonneville International	6,650	4,753,847	0.77
14	ESPN Radio Corporate	5,615	5,977,230	0.51
15	MediaCo Holding Inc	5,372	4,158,404	0.71
16	Prisa Radio	5,328	5,493,408	0.53
17	Classical KUSC/KDFC	4,744	1,720,571	1.50
18	Midwest Communications	4,612	1,888,766	1.32
19	Entravision Communications Corporation	3,537	3,065,493	0.64
20	WAMU	3,141	2,184,007	0.78

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LATAM

Daypart: 6am-7pm M-F
Month: Mayo de 2021



Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	93,498	34,561,617	0.72
2	Grupo Acir (Mexico)	29,090	8,777,391	0.89
3	CRP Radios (Peru)	20,175	7,054,659	0.77
4	RCN Radio (Colombia)	12,455	4,695,575	0.69
5	Grupo JBFM (Brazil)	12,371	4,608,967	0.72
6	Grupo Alpha Media (Argentina)	11,789	4,623,311	0.69
7	Grupo Radio Centro (Mexico)	11,769	3,966,571	0.80
8	Grupo BluRadio (Colombia)	11,356	5,877,556	0.50
9	Grupo Camargo de Comunicação (Brazil)	8,429	3,390,209	0.67
10	Jovem Pan - SP (Brazil)	8,003	4,859,322	0.44
11	Grupo Mix de Comunicacao (Brazil)	7,289	1,751,019	1.13
12	MVS Radio (Mexico)	6,193	2,129,556	0.78
13	Nova Brasil (Brazil)	5,996	1,780,142	0.91
14	Radio Disney Latinoamérica (Argentina, Brazil)	5,028	1,012,229	1.35
15	Multimedios (Mexico)	3,860	1,430,504	0.72
16	Grupo Radiopolis (Colombia)	3,290	990,355	0.89
17	Rádio Alvorada (Brazil)	3,282	829,752	1.06
18	NRM (Mexico)	2,935	1,035,679	0.76
19	Igreja Pentecostal Deus e Amor (Brazil)	2,369	1,184,088	0.51
20	Dial Brasil (Brazil)	2,305	727,280	0.85
21	Imagen (Mexico)	1,804	625,776	0.78
22	Radio 93 (Brazil)	1,182	536,409	0.59
23	AccuRadio (United States)	1,069	241,603	1.19
24	ACCION MULTIMEDIOS (Paraguay)	1,039	558,780	0.50
25	Cadena Radial Vida (Colombia)	911	550,568	0.42

Notes:

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LATAM



Daypart: 6am-12am M-SUN
Month: Mayo de 2021

Rank	Publisher	AAS	SS	ATSL
1	Prisa Radio (Spain and Latam Countries)	58,179	45,243,122	0.70
2	Grupo Acir (Mexico)	18,894	12,230,342	0.85
3	CRP Radios (Peru)	14,290	10,864,052	0.72
4	Grupo JBFM (Brazil)	8,931	7,255,730	0.68
5	RCN Radio (Colombia)	8,904	7,464,423	0.64
6	Grupo Radio Centro (Mexico)	7,824	5,582,948	0.77
7	Grupo Alpha Media (Argentina)	7,220	5,882,639	0.68
8	Grupo BluRadio (Colombia)	6,503	7,015,199	0.50
9	Grupo Camargo de Comunicação (Brazil)	5,866	5,190,015	0.63
10	Jovem Pan - SP (Brazil)	5,532	6,746,990	0.45
11	Grupo Mix de Comunicacao (Brazil)	4,517	2,451,374	1.02
12	Nova Brasil (Brazil)	4,216	2,911,519	0.80
13	MVS Radio (Mexico)	3,851	2,789,476	0.76
14	Radio Disney Latinoamérica (Argentina, Brazil)	3,189	1,403,164	1.26
15	Multimedios (Mexico)	2,629	2,189,942	0.66
16	Igreja Pentecostal Deus e Amor (Brazil)	2,179	2,214,856	0.53
17	Rádio Alvorada (Brazil)	2,175	1,269,362	0.95
18	Grupo Radiopolis (Colombia)	2,154	1,395,825	0.85
19	NRM (Mexico)	2,080	1,574,696	0.73
20	Dial Brasil (Brazil)	1,534	1,092,837	0.78
21	Imagen (Mexico)	1,030	744,767	0.76
22	AccuRadio (United States)	791	379,850	1.15
23	Radio 93 (Brazil)	782	763,092	0.56
24	NPR Member Stations (United States)	672	586,804	0.63
25	Cadena Radial Vida (Colombia)	655	805,677	0.43

Notes:

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EMEA

Daypart: 6am-7pm M-F
Month: Mayo de 2021



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	166,197	25,163,331	1.68
2	365 Digital	8,025	2,082,287	1.06

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	134,104	19,117,655	1.70
2	Prisa Radio (Spain and Latam Countries)	76,283	26,169,727	0.78
3	DPG Media (Netherlands)	45,031	6,353,030	1.89
4	Medialaan (Belgium)	30,284	4,649,296	1.80
5	Grupo Renascenca (Portugal)	20,309	3,091,464	1.66
6	Karnaval.com (Turkey)	17,760	7,903,848	0.62
7	RadioCorp (Netherlands)	17,176	3,468,788	1.40
8	RadiaCZ (Czech Republic)	12,247	1,451,485	2.29
9	Commerciele Radio Nederland B.V.(Netherlands)	10,931	2,133,024	1.36
10	Active Radio A.S. (Czech Republic)	9,264	1,203,391	2.13

Notes:

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EMEA

Daypart: 6am-12am M-SUN
Month: Mayo de 2021



Rank	Sales Network	AAS	SS	ATSL
1	Talpa Network	120,587	37,286,296	1.86
2	365 Digital	4,889	2,645,458	1.04

Rank	Publisher	AAS	SS	ATSL
1	Talpa Radio (Netherlands)	95,254	27,549,941	1.89
2	Prisa Radio (Spain and Latam Countries)	55,558	42,025,543	0.69
3	DPG Media (Netherlands)	30,192	8,674,380	1.95
4	Medialaan (Belgium)	21,965	6,946,092	1.80
5	Karnaval.com (Turkey)	13,380	13,633,156	0.53
6	RadioCorp (Netherlands)	13,210	5,444,926	1.38
7	Grupo Renascenca (Portugal)	12,475	4,411,630	1.56
8	Commerciele Radio Nederland B.V.(Netherlands)	8,700	3,453,052	1.41
9	RadiaCZ (Czech Republic)	7,674	2,148,183	2.01
10	Active Radio A.S. (Czech Republic)	5,215	1,507,531	1.94

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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
