

# LATAM Top 25 Ranker

## April 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 APRIL 2018

## Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for April 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:

**APRIL LATAM RANKER (based in AAS)<sup>1</sup>**  
**DAYPART 6:00am to 7:00pm, Monday through Friday**

	<b>Publisher</b>	<b>Average Active Sessions</b>	<b>Session Starts</b>	<b>Average Time Spent Listening</b>
1	Prisa Radio <sup>(2)</sup> List of countries in footnotes)	67,675	20,783,045	0.82
2	Grupo Radio Centro (Mexico)	15,856	4,616,087	0.91
3	Grupo Acir (Mexico)	14,015	3,359,694	1.11
4	CRP Radios (Peru)	10,533	2,803,163	1.01
5	Grupo JBFM (Brazil)	8,666	1,947,778	1.20
6	Jovem Pan - SP (Brazil)	8,650	5,069,003	0.45
7	Cadena 3 Argentina (Argentina)	7,564	2,283,720	0.89
8	Grupo RPP (Peru)	7,119	2,021,656	0.95
9	Grupo BluRadio (Colombia)	5,903	2,120,279	0.76
10	Nova Brasil (Brazil)	5,844	1,299,001	1.22
11	MVS Radio (Mexico)	4,401	1,377,513	0.86
12	Imagen (Mexico)	3,654	1,654,884	0.59
13	Radiopolis (Colombia)	3,340	1,115,836	0.81
14	NRM (Mexico)	2,652	695,625	1.02
15	Multimedios (Mexico)	2,009	573,760	0.94
16	AccuRadio (United States)	1,586	204,951	2.05
17	Dial Brasil (Brazil)	1,372	417,100	0.89
18	Radio 93 (Brazil)	1,107	307,757	0.96
19	Igreja Pentecostal Deus e Amor (Brazil)	1,017	427,339	0.62
20	NPR Member Stations (United States)	842	384,085	0.58
21	Z101 (Dominican Republic)	736	331,178	0.61
22	Aristegui Noticias (Mexico)	707	395,405	0.49
23	TV Acción (Paraguay)	437	216,176	0.55
24	977Music.com Corporate (United States)	398	142,561	0.75
25	ESPN Radio Corporate (United States)	396	211,044	0.51

**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

## APRIL 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)	47,968	29,045,801	0.81
2	Grupo Radio Centro (Mexico)	10,292	6,368,512	0.85
3	CRP Radios (Peru)	9,504	4,900,110	1.03
4	Grupo Acir (Mexico)	8,514	4,288,409	1.05
5	Grupo RPP (Peru)	6,501	3,571,305	0.97
6	Jovem Pan - SP (Brazil)	6,337	7,700,512	0.43
7	Grupo JBFM (Brazil)	5,728	2,909,218	1.05
8	Cadena 3 Argentina (Argentina)	5,196	3,436,084	0.80
9	Grupo BluRadio (Colombia)	4,224	2,954,085	0.77
10	Nova Brasil (Brazil)	3,673	1,856,653	1.06
11	Radiopolis (Colombia)	2,884	1,843,835	0.84
12	MVS Radio (Mexico)	2,640	1,690,117	0.83
13	Imagen (Mexico)	2,093	1,893,872	0.59
14	NRM (Mexico)	1,743	971,724	0.95
15	Multimedios (Mexico)	1,341	884,097	0.81
16	AccuRadio (United States)	1,251	327,864	2.03
17	Igreja Pentecostal Deus e Amor (Brazil)	919	793,903	0.61
18	Dial Brasil (Brazil)	869	589,952	0.79
19	NPR Member Stations (United States)	740	657,588	0.60
20	Radio 93 (Brazil)	691	412,244	0.89
21	Z101 (Dominican Republic)	526	446,721	0.64
22	Aristegui Noticias (Mexico)	359	398,963	0.49
23	977Music.com Corporate (United States)	339	269,560	0.67
24	TV Acción (Paraguay)	308	328,548	0.50
25	ESPN Radio Corporate (United States)	296	317,442	0.50

**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.

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