
LATAM Top 25 Ranker

August 2017

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 AUGUST 2017

Digital Audio Top 25 Ranker

Triton Digital has released its monthly digital audio Top 25 Ranker in Latin America for August 2017. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform.

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

If you have any further questions, please contact: LATAMRanker@TritonDigital.com

See rankings below:



AUGUST LATAM RANKER (based in AAS)¹

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

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio (² List of countries in footnotes)	56,804	20,263,537	0.79
2	Grupo Radio Centro (Mexico)	11,624	3,644,096	0.93
3	Grupo Acir (Mexico)	10,253	3,023,990	1.00
4	Grupo JBFM (Brazil)	8,838	2,107,122	1.24
5	Corporacion Radial del Perú (Peru)	8,516	2,472,930	1.01
6	Cadena 3 Argentina (Argentina)	5,584	1,491,135	1.10
7	Grupo BluRadio (Colombia)	4,452	1,778,221	0.74
8	MVS Radio (Mexico)	4,358	1,574,392	0.82
9	Jovem Pan - SP (Brazil)	4,000	1,907,838	0.60
10	Radiopolis (Colombia)	3,837	837,455	1.35
11	Nova Brasil (Brazil)	3,298	702,347	1.39
12	Imagen (Mexico)	3,192	1,645,532	0.57
13	NRM (Mexico)	2,516	785,199	0.94
14	Multimedios (Mexico)	1,710	560,266	0.90
15	AccuRadio (United States)	1,624	235,511	2.01
16	Radio 93 (Brazil)	1,005	308,623	0.96
17	Igreja Pentecostal Deus e Amor (Brazil)	913	394,654	0.66
18	Radio Top FM SP (Brazil)	743	219,936	0.99
19	NPR Member Stations (United States)	705	337,640	0.61
20	Z101 (Dominican Republic)	628	312,273	0.60
21	977Music.com Corporate (United States)	393	178,329	0.65
22	Grupo Radio Alegria (Mexico)	348	93,110	1.10
23	Entravision Communications Corporation (United States)	331	145,744	0.67
24	TV Acción (Paraguay)	317	183,089	0.51
25	ESPN Radio Corporate (United States)	300	159,576	0.55

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

¹ The Latam Ranker represents listeners based only in Latin America

² Argentina, Chile, Colombia, Costa Rica, Panama and Mexico

AUGUST LATAM RANKER (based in AAS)¹

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

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio (² List of countries in footnotes)	42,638	27,768,045	0.79
2	Corporacion Radial del Perú (Peru)	8,108	4,224,452	1.06
3	Grupo Radio Centro (Mexico)	7,625	4,818,207	0.87
4	Grupo Acir (Mexico)	6,473	3,744,167	0.95
5	Grupo JBFM (Brazil)	5,933	2,978,833	1.10
6	Cadena 3 Argentina (Argentina)	3,808	2,013,973	1.04
7	Radiopolis (Colombia)	3,525	1,325,646	1.47
8	Grupo BluRadio (Colombia)	3,485	2,574,971	0.75
9	Jovem Pan - SP (Brazil)	2,884	2,741,752	0.57
10	MVS Radio (Mexico)	2,724	1,898,057	0.79
11	Nova Brasil (Brazil)	2,098	933,308	1.24
12	Imagen (Mexico)	1,917	1,853,154	0.57
13	NRM (Mexico)	1,693	1,060,889	0.88
14	AccuRadio (United States)	1,324	364,256	2.00
15	Multimedios (Mexico)	1,181	836,936	0.78
16	Igreja Pentecostal Deus e Amor (Brazil)	827	712,921	0.63
17	Radio 93 (Brazil)	648	393,570	0.91
18	NPR Member Stations (United States)	634	573,448	0.61
19	Radio Top FM SP (Brazil)	519	325,718	0.87
20	Z101 (Dominican Republic)	477	426,439	0.62
21	977Music.com Corporate (United States)	350	313,341	0.62
22	Cadena Radial Costaricense (Costa Rica)	279	253,120	0.61
23	TV Acción (Paraguay)	232	273,157	0.47
24	ESPN Radio Corporate (United States)	229	226,724	0.56
25	Grupo Radio Alegria (Mexico)	227	120,371	1.04

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