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# LATAM Top 25 Ranker

## December 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.

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# LATAM DECEMBER 2017

## Digital Audio Top 25 Ranker

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



## DECEMBER LATAM RANKER (based in AAS)<sup>1</sup>

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

	Publisher	Average Active Sessions	Session Starts	Average Time Spent Listening
1	Prisa Radio ( <sup>2</sup> List of countries in footnotes)	48,652	15,723,371	0.70
2	Grupo Radio Centro (Mexico)	11,341	3,638,143	0.83
3	Grupo Acir (Mexico)	9,305	2,483,140	1.00
4	CRP Radios (Peru)	7,988	2,244,741	0.95
5	Grupo JBFM (Brazil)	7,519	1,671,325	1.21
6	Cadena 3 Argentina (Argentina)	6,607	1,564,528	1.13
7	Grupo RPP (Peru)	5,907	1,856,056	0.86
8	Jovem Pan - SP (Brazil)	5,080	2,689,729	0.50
9	MVS Radio (Mexico)	3,471	1,132,698	0.82
10	Nova Brasil (Brazil)	3,397	775,789	1.18
11	Grupo BluRadio (Colombia)	3,226	1,164,339	0.75
12	Radiopolis (Colombia)	2,902	886,076	0.88
13	Imagen (Mexico)	2,631	1,219,957	0.58
14	NRM (Mexico)	2,168	605,271	0.96
15	Multimedios (Mexico)	1,924	621,044	0.83
16	Dial Brasil (Brazil)	1,500	406,316	1.00
17	AccuRadio (United States)	1,439	206,076	1.85
18	Radio 93 (Brazil)	870	251,487	0.93
19	Igreja Pentecostal Deus e Amor (Brazil)	782	317,906	0.64
20	NPR Member Stations (United States)	738	341,949	0.57
21	Z101 (Dominican Republic)	561	254,928	0.60
22	Aristegui Noticias (Mexico)	551	324,227	0.46
23	977Music.com Corporate (United States)	367	132,462	0.74
24	Entravision Communications Corporation (United States)	354	135,285	0.70
25	TV Acción (Paraguay)	298	176,725	0.46

**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

## DECEMBER 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)	34,470	22,410,007	0.78
2	Grupo Radio Centro (Mexico)	7,406	5,305,565	0.76
3	CRP Radios (Peru)	7,265	4,095,515	0.98
4	Grupo Acir (Mexico)	5,673	3,256,011	0.95
5	Grupo RPP (Peru)	5,299	3,216,604	0.91
6	Grupo JBFM (Brazil)	5,057	2,654,471	1.05
7	Cadena 3 Argentina (Argentina)	4,485	2,459,114	1.00
8	Jovem Pan - SP (Brazil)	3,623	4,102,750	0.48
9	Radiopolis (Colombia)	2,495	1,489,516	0.93
10	Grupo BluRadio (Colombia)	2,318	1,675,277	0.77
11	Nova Brasil (Brazil)	2,161	1,174,324	1.02
12	MVS Radio (Mexico)	2,055	1,431,008	0.79
13	Imagen (Mexico)	1,495	1,426,983	0.58
14	NRM (Mexico)	1,426	877,759	0.89
15	Multimedios (Mexico)	1,272	948,246	0.74
16	AccuRadio (United States)	1,168	353,465	1.81
17	Dial Brasil (Brazil)	980	636,609	0.85
18	Igreja Pentecostal Deus e Amor (Brazil)	733	642,294	0.62
19	NPR Member Stations (United States)	655	614,855	0.58
20	Radio 93 (Brazil)	550	361,266	0.84
21	Z101 (Dominican Republic)	392	346,444	0.63
22	977Music.com Corporate (United States)	318	261,278	0.67
23	Aristegui Noticias (Mexico)	270	324,230	0.46
24	Entravision Communications Corporation (United States)	227	186,262	0.67
25	TV Acción (Paraguay)	206	274,948	0.42

**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.

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