
LATAM Top 25 Ranker

February 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 FEBRUARY 2018

Digital Audio Top 25 Ranker

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

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

See rankings below:



FEBRUARY 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)	60,477	18,353,047	0.80
2	Grupo Radio Centro (Mexico)	15,414	4,507,804	0.86
3	Grupo Acir (Mexico)	13,072	3,118,544	1.07
4	CRP Radios (Peru)	9,505	2,504,500	0.97
5	Grupo JBFM (Brazil)	7,388	1,670,354	1.13
6	Cadena 3 Argentina (Argentina)	6,739	1,651,321	1.04
7	Jovem Pan - SP (Brazil)	6,507	3,413,960	0.48
8	Grupo RPP (Peru)	5,451	1,547,071	0.90
9	Grupo BluRadio (Colombia)	5,413	1,826,960	0.77
10	Nova Brasil (Brazil)	4,645	1,022,677	1.17
11	MVS Radio (Mexico)	4,266	1,346,910	0.81
12	Imagen (Mexico)	3,394	1,500,341	0.58
13	Radiopolis (Colombia)	3,387	1,052,795	0.83
14	NRM (Mexico)	2,641	702,014	0.96
15	Multimedios (Mexico)	1,975	564,899	0.89
16	AccuRadio (United States)	1,508	205,821	1.86
17	Dial Brasil (Brazil)	1,324	387,907	0.88
18	Radio 93 (Brazil)	981	272,829	0.92
19	Igreja Pentecostal Deus e Amor (Brazil)	940	373,318	0.62
20	NPR Member Stations (United States)	899	481,645	0.48
21	Z101 (Dominican Republic)	713	310,040	0.60
22	Aristegui Noticias (Mexico)	573	339,352	0.44
23	TV Acción (Paraguay)	422	213,390	0.51
24	977Music.com Corporate (United States)	406	133,463	0.78
25	Grupo Radio Alegria (Mexico)	345	92,577	0.95

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

FEBRUARY 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)	43,776	25,462,866	0.79
2	Grupo Radio Centro (Mexico)	10,177	6,186,948	0.81
3	CRP Radios (Peru)	8,736	4,323,821	1.01
4	Grupo Acir (Mexico)	8,131	3,967,243	1.01
5	Grupo RPP (Peru)	5,203	2,757,129	0.94
6	Grupo JBFM (Brazil)	5,072	2,514,414	1.01
7	Cadena 3 Argentina (Argentina)	4,683	2,594,930	0.90
8	Jovem Pan - SP (Brazil)	4,681	5,030,017	0.46
9	Grupo BluRadio (Colombia)	3,988	2,576,874	0.78
10	Nova Brasil (Brazil)	3,019	1,496,254	1.01
11	Radiopolis (Colombia)	2,978	1,733,804	0.86
12	MVS Radio (Mexico)	2,604	1,654,198	0.78
13	Imagen (Mexico)	1,991	1,719,036	0.58
14	NRM (Mexico)	1,764	968,244	0.90
15	Multimedios (Mexico)	1,340	844,837	0.79
16	AccuRadio (United States)	1,216	323,470	1.86
17	Dial Brasil (Brazil)	893	579,377	0.77
18	Igreja Pentecostal Deus e Amor (Brazil)	854	704,863	0.59
19	NPR Member Stations (United States)	797	805,518	0.49
20	Radio 93 (Brazil)	636	375,040	0.84
21	Z101 (Dominican Republic)	513	412,090	0.63
22	977Music.com Corporate (United States)	352	250,813	0.70
23	Aristegui Noticias (Mexico)	296	339,352	0.44
24	TV Acción (Paraguay)	285	308,173	0.46
25	ESPN Radio Corporate (United States)	238	245,858	0.48

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