
LATAM Top 25 Ranker

November 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 NOVEMBER 2017

Digital Audio Top 25 Ranker

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



NOVEMBER 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)	57,218	19,146,502	0.80
2	Grupo Radio Centro (Mexico)	13,246	4,516,724	0.81
3	Grupo Acir (Mexico)	10,837	3,002,678	1.01
4	CRP Radios (Peru)	8,826	2,509,571	0.99
5	Grupo JBFM (Brazil)	7,481	1,734,514	1.22
6	Cadena 3 Argentina (Argentina)	6,065	1,516,358	1.12
7	Grupo RPP (Peru)	6,013	1,870,130	0.90
8	Jovem Pan - SP (Brazil)	5,582	3,060,993	0.50
9	MVS Radio (Mexico)	4,198	1,406,293	0.84
10	Radiopolis (Colombia)	3,926	852,414	1.30
11	Grupo BluRadio (Colombia)	3,846	1,459,006	0.75
12	Nova Brasil (Brazil)	3,475	762,741	1.29
13	Imagen (Mexico)	3,249	1,580,826	0.58
14	NRM (Mexico)	2,483	733,385	0.95
15	Multimedios (Mexico)	1,915	622,659	0.86
16	AccuRadio (United States)	1,632	232,121	1.96
17	Dial Brasil (Brazil)	1,595	428,473	1.05
18	Igreja Pentecostal Deus e Amor (Brazil)	880	360,522	0.66
19	Radio 93 (Brazil)	837	254,739	0.92
20	NPR Member Stations (United States)	791	360,914	0.61
21	Z101 (Dominican Republic)	656	299,304	0.63
22	Aristegui Noticias (Mexico)	551	343,613	0.46
23	977Music.com Corporate (United States)	413	152,956	0.76
24	Entravision Communications Corporation (United States)	404	163,254	0.70
25	Grupo Radio Alegria (Mexico)	330	83,083	1.11

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

NOVEMBER 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)	42,455	26,269,506	0.80
2	Grupo Radio Centro (Mexico)	9,080	6,153,855	0.78
3	CRP Radios (Peru)	8,270	4,330,915	1.02
4	Grupo Acir (Mexico)	6,803	3,695,645	0.98
5	Grupo RPP (Peru)	5,684	3,246,314	0.93
6	Grupo JBFM (Brazil)	5,162	2,560,783	1.08
7	Jovem Pan - SP (Brazil)	4,173	4,645,757	0.47
8	Cadena 3 Argentina (Argentina)	4,163	2,176,414	1.02
9	Radiopolis (Colombia)	3,567	1,373,365	1.39
10	Grupo BluRadio (Colombia)	2,947	2,053,106	0.77
11	MVS Radio (Mexico)	2,610	1,698,126	0.82
12	Nova Brasil (Brazil)	2,256	1,070,077	1.13
13	Imagen (Mexico)	1,939	1,786,800	0.58
14	NRM (Mexico)	1,667	986,586	0.90
15	AccuRadio (United States)	1,329	360,289	1.96
16	Multimedios (Mexico)	1,325	919,027	0.77
17	Dial Brasil (Brazil)	1,066	619,735	0.92
18	Igreja Pentecostal Deus e Amor (Brazil)	809	671,264	0.63
19	NPR Member Stations (United States)	706	606,184	0.62
20	Radio 93 (Brazil)	540	334,234	0.86
21	Z101 (Dominican Republic)	488	402,841	0.65
22	977Music.com Corporate (United States)	364	277,185	0.70
23	Aristegui Noticias (Mexico)	292	343,620	0.46
24	Entravision Communications Corporation (United States)	264	208,951	0.67
25	TV Acción (Paraguay)	230	271,626	0.46

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