

LATAM Top 25 Ranker

July 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 JULY 2017

Digital Audio Top 25 Ranker

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

JULY 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)	55,426	17,069,359	0.83
2	Grupo Radio Centro (Mexico)	11,332	3,215,220	0.94
3	Grupo Acir (Mexico)	10,072	2,669,218	1.01
4	Grupo JBFM (Brazil)	9,082	1,902,520	1.29
5	Corporacion Radial del Perú (Peru)	8,746	2,258,350	1.04
6	Cadena 3 Argentina (Argentina)	5,347	1,104,936	1.30
7	MVS Radio (Mexico)	4,331	1,381,370	0.84
8	Jovem Pan - SP (Brazil)	4,157	1,736,367	0.63
9	Grupo BluRadio (Colombia)	3,987	1,499,376	0.72
10	Radiópolis (Colombia)	3,730	715,145	1.41
11	Imagen (Mexico)	3,114	1,482,448	0.57
12	Nova Brasil (Brazil)	3,089	602,255	1.39
13	NRM (Mexico)	2,450	718,659	0.92
14	Multimedios (Mexico)	1,804	511,572	0.95
15	AccuRadio (United States)	1,645	219,557	1.99
16	Radio 93 (Brazil)	1,022	270,157	1.02
17	Igreja Pentecostal Deus e Amor (Brazil)	852	329,548	0.67
18	Radio Top FM SP (Brazil)	724	204,115	0.95
19	NPR Member Stations (United States)	690	289,680	0.64
20	Z101 (Dominican Republic)	668	299,305	0.61
21	977Music.com Corporate (United States)	432	161,072	0.72
22	Grupo Radio Alegria (Mexico)	370	86,313	1.15
23	TV Acción (Paraguay)	360	176,324	0.55
24	Megaradio (Mexico)	313	62,312	1.33
25	Cadena Radial Costaricense (Costa Rica)	312	147,058	0.57

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

JULY 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)	39,856	24,556,187	0.83
2	Corporacion Radial del Perú (Peru)	7,911	4,084,130	1.06
3	Grupo Radio Centro (Mexico)	7,053	4,450,691	0.87
4	Grupo Acir (Mexico)	6,003	3,447,120	0.96
5	Grupo JBFM (Brazil)	5,817	2,844,658	1.13
6	Cadena 3 Argentina (Argentina)	3,437	1,550,294	1.22
7	Radiopolis (Colombia)	3,236	1,177,731	1.52
8	Grupo BluRadio (Colombia)	2,954	2,220,940	0.74
9	Jovem Pan - SP (Brazil)	2,909	2,718,253	0.58
10	MVS Radio (Mexico)	2,551	1,732,344	0.81
11	Nova Brasil (Brazil)	1,855	827,016	1.24
12	Imagen (Mexico)	1,744	1,703,542	0.56
13	NRM (Mexico)	1,584	1,019,800	0.85
14	AccuRadio (United States)	1,298	361,095	1.97
15	Multimedios (Mexico)	1,160	764,894	0.84
16	Igreja Pentecostal Deus e Amor (Brazil)	782	647,777	0.65
17	Radio 93 (Brazil)	627	366,529	0.94
18	NPR Member Stations (United States)	605	522,333	0.64
19	Radio Top FM SP (Brazil)	488	314,779	0.85
20	Z101 (Dominican Republic)	485	429,544	0.63
21	977Music.com Corporate (United States)	371	311,898	0.66
22	Cadena Radial Costaricense (Costa Rica)	303	272,035	0.62
23	TV Acción (Paraguay)	250	265,478	0.52
24	Grupo Radio Alegria (Mexico)	227	116,679	1.07
25	ESPN Radio Corporate (United States)	217	198,086	0.61

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