
LATAM Top 25 Ranker

September 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 SEPTEMBER 2017

Digital Audio Top 25 Ranker

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



SEPTEMBER 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)	59,209	19,170,106	0.79
2	Grupo Radio Centro (Mexico)	12,945	3,876,720	0.89
3	Grupo Acir (Mexico)	10,803	2,986,612	0.97
4	CRP Radios (Peru)	9,000	2,388,956	1.01
5	Grupo JBFM (Brazil)	7,680	1,688,256	1.22
6	Jovem Pan - SP (Brazil)	6,282	3,159,933	0.52
7	Cadena 3 Argentina (Argentina)	5,525	1,284,716	1.16
8	Grupo BluRadio (Colombia)	4,665	1,676,559	0.76
9	MVS Radio (Mexico)	4,578	1,507,288	0.82
10	Radiopolis (Colombia)	4,094	783,709	1.41
11	Imagen (Mexico)	3,858	1,915,239	0.54
12	Nova Brasil (Brazil)	3,577	689,878	1.40
13	NRM (Mexico)	2,493	728,381	0.92
14	Multimedios (Mexico)	1,817	538,844	0.90
15	AccuRadio (United States)	1,599	210,003	2.02
16	Dial Brasil (Brazil)	945	225,672	1.13
17	Igreja Pentecostal Deus e Amor (Brazil)	884	348,964	0.66
18	Z101 (Dominican Republic)	806	389,340	0.56
19	Radio 93 (Brazil)	780	282,065	0.74
20	NPR Member Stations (United States)	774	343,606	0.60
21	Radio Top FM SP (Brazil)	726	223,648	0.87
22	Aristegui Noticias (Mexico)	582	311,866	0.51
23	977Music.com Corporate (United States)	400	146,833	0.73
24	Entravision Communications Corporation (United States)	389	150,790	0.70
25	Grupo Radio Alegria (Mexico)	349	84,122	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

SEPTEMBER 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)	42,067	26,646,561	0.79
2	CRP Radios (Peru)	8,223	4,236,658	1.03
3	Grupo Radio Centro (Mexico)	8,185	5,265,171	0.82
4	Grupo Acir (Mexico)	6,543	3,784,067	0.92
5	Grupo JBFM (Brazil)	5,057	2,521,311	1.07
6	Jovem Pan - SP (Brazil)	4,475	4,763,528	0.49
7	Cadena 3 Argentina (Argentina)	3,653	1,838,673	1.06
8	Radiopolis (Colombia)	3,557	1,255,087	1.52
9	Grupo BluRadio (Colombia)	3,437	2,436,241	0.76
10	MVS Radio (Mexico)	2,755	1,873,438	0.78
11	Nova Brasil (Brazil)	2,237	971,127	1.23
12	Imagen (Mexico)	2,203	2,174,211	0.54
13	NRM (Mexico)	1,620	1,006,129	0.86
14	AccuRadio (United States)	1,269	336,909	2.00
15	Multimedios (Mexico)	1,188	805,273	0.78
16	Igreja Pentecostal Deus e Amor (Brazil)	795	655,669	0.63
17	NPR Member Stations (United States)	676	595,628	0.60
18	Dial Brasil (Brazil)	604	321,076	1.01
19	Z101 (Dominican Republic)	573	527,429	0.59
20	Radio 93 (Brazil)	507	382,789	0.70
21	Radio Top FM SP (Brazil)	506	347,285	0.77
22	977Music.com Corporate (United States)	345	273,678	0.68
23	Aristegui Noticias (Mexico)	302	323,021	0.50
24	Entravision Communications Corporation (United States)	250	201,706	0.66
25	Cadena Radial Costarricense (Costa Rica)	247	219,493	0.60

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