TRITON® DIGITAL

2026

LATAM Audio Insights Report

What the Region Is Listening To

Published November 2026

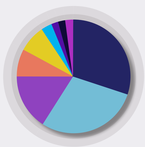
Triton Digital has released its 2026 Latin America (LATAM) Audio Insights Report, an in-depth look at how the region's audio habits are changing. Dive in, and don't miss our monthly Podcast and Streaming Rankers here:

Podcast Rankers | Streaming Rankers

The report draws on several sources, including Triton Digital's IAB Tech Lab-certified Podcast Metrics, which measures server log data from Omny Studio and other leading hosting platforms.

Inside LATAM Podcasting: What the Data Reveals

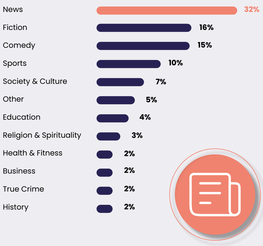
Spotify Leads in New Episode RSS Downloads by Player



Spotify	30%
Android Unspecified App	29%
Apple Podcasts	16%
Google Chrome	8%
Other	8%
Alexa	3%
iOS Unspecified App	2%
Amazon Music	2%
iHeartRadio	2%

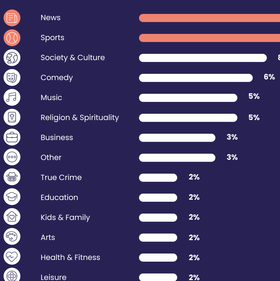
Analysis is based on networks measured by Triton Podcast Metrics for downloads in the LATAM region from January – August 2026

News Dominates LATAM Listening



Analysis is based on networks measured by Triton Podcast Metrics for downloads in the LATAM region from January – August 2026

News and Sports Genres Release Episodes More Frequently



Listening Spotlight

Fresh Episodes. Instant Interest.

News and Comedy content is mainly consumed **upon release.**

Analysis is based on networks measured by Triton Podcast Metrics in the LATAM region from January – August 2026

Top Sales Networks

Rank	Sales Network	Average Weekly Downloads
1	Prisa Radio	2.47M
2	Sonoro Media	1.98M
3	Grupo Globo	830K
4	BBC	310K
5	Audioboom	300K
6	Grupo BluRadio	290K
7	Folha de S Paulo	150K
8	Grupo Acir	130K
9	Radio Trans Mundial	110K
10	Ozen.fm	90K

Based on the Triton LATAM Podcast Rankers from January – August 2026
Note: Sonoro Media's totals are based on 6 months of reporting (from January – June 2026)

Relatos de la Noche Was LATAM's Most Downloaded Podcast

1	**Relatos de la Noche**	Sonoro Media
2	**La Corneta**	Prisa Radio
3	**O Assunto**	Grupo Globo
4	**Titulares Deportivos**	Grupo BluRadio
5	**Resumão Diário**	Grupo Globo
6	**6AM W**	Prisa Radio
7	**Boletim Folha**	Folha de S Paulo
8	**Presente Diário**	Radio Trans Mundial
9	**Palabra Plena, con Gabriel Rolón**	Audioboom
10	**Global News Podcast**	BBC

Based on the Triton LATAM Podcast Rankers from January – August 2026
Note: Sonoro Media's totals are based on 6 months of reporting (from January – June 2026)

Top Podcasts by Genre

Spanish



Music
YORDI EN EXA
MVS Radio



True Crime
Territorio Rojo / Nación Criminal
MVS Radio



Arts
Un Libro Una Hora
Prisa Radio



Society & Culture
Rocío Córdova
Grupo Acir

Portuguese



Business
Café com ADM, by Leandro Vieira
Adsmovil Audio Network



True Crime
O Síndico
Folha de S Paulo



Education
Rota 66
Radio Trans Mundial

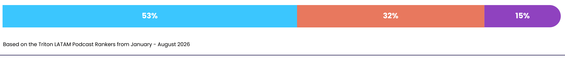


Sports
GE Flamengo
Grupo Globo

Based on the Triton LATAM Podcast Rankers from January – August 2026

Language Share in the Rankers

Spanish | Portuguese | English



Based on the Triton LATAM Podcast Rankers from January – August 2026

Top 3 Debuts



News
6AM W
Prisa Radio



Society & Culture
Prenderse Fuego: Las Voces de Pedro Lemebel
Prisa Radio



True Crime
SITIO DEL SUCESO
Prisa Radio

Based on average weekly downloads from the month of ranker debut
Based on the Triton LATAM Podcast Rankers from January – August 2026

Most Downloaded Episode

Overall



La Corneta

La Corneta COMPLETA 6 de Marzo del 2026

Prisa Radio

Most Downloaded Episodes

Genres

Business
Café com ADM, by Leandro Vieira

O mercado bilionário da cannabis medicinal no Brasil, com Allan Paiotti | Café com ADM #499

Adsmovil Audio Network



Sports
CARACOL - El Pulso del Fútbol

César Augusto Londoño explica por qué James Rodríguez no puede jugar en Colombia

Prisa Radio



Education
6 Minute English

Scared to speak English?

BBC



Technology
Milenio Tech

Los robots ya están siendo probados en el mundo real | Milenio Tech

Multimedios

Analysis is based on networks measured by Triton Podcast Metrics for downloads in the LATAM region from January – August 2026

Sounder
A Triton Digital® Company

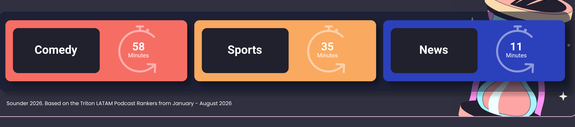


Sounder's AI-powered audio intelligence platform turns Spanish-language podcasts into structured, searchable data, delivering actionable insights, brand-safe signals, and sharper targeting.

The result: smarter discovery, new revenue opportunities, and advertisers who connect with the right listeners.

Episode-level Insights That Go Beyond Traditional Genre Categories

Average Content Duration by Genre



Sounder 2026. Based on the Triton LATAM Podcast Rankers from January - August 2026

What Spanish-Language Podcasts Are Talking About in 2026

People	Places	Events
Donald Trump	United States	FIFA World Cup
Lionel Messi	Mexico	UEFA Champions League
Claudia Sheinbaum	Spain	Super Bowl

Sounder 2026. Based on the Triton LATAM Podcast Rankers from January - August 2026

What Every Episode Is Really About

Themes based on episode content, not creator-assigned genres.

Sports 50%



Entertainment 31%



Politics 24%

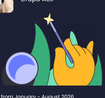


Family and Relationships 19%



Music 15%

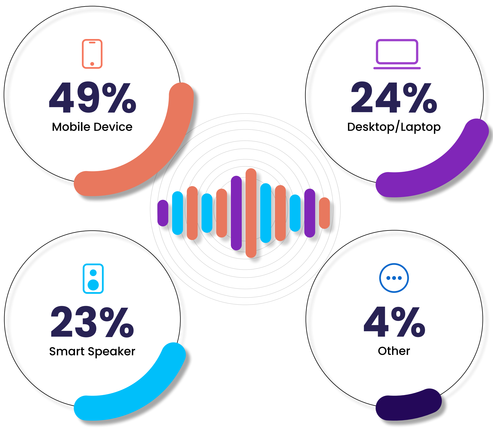




Sounder 2026. Based on the Triton LATAM Podcast Rankers from January - August 2026

LATAM Webcast Streaming Insights

Device Family



Streaming insights are based on total listening hours (TLH) or average active sessions (AAS) from networks measured by Triton Webcast Metrics from January - August 2026

Top LATAM WCM Publishers

Top 10 Publishers: Monday to Friday, 6 a.m. to 7 p.m.

Rank	Publisher	Average Active Sessions	Average Session Starts	Rank Change
1	Prisa Radio (Spain and LATAM Countries)	104,845	39,223,570	-
2	Grupo Radio Centro (Mexico)	58,380	13,197,781	-
3	Organizacion Radial Olimpica (Colombia)	47,961	20,004,356	-
4	Grupo Acir (Mexico)	43,349	14,101,106	-
5	Radio Mitre SA (Argentina)	26,384	6,853,726	1↑
6	Grupo BluRadio (Colombia)	20,576	10,832,311	1↑
7	Grupo Bandeirantes (Brazil)	19,273	9,572,992	1↑
8	Cadena 3 Argentina (Argentina)	18,636	6,624,307	1↑
9	Grupo Camargo de Comunicação (Brazil)	17,454	5,145,969	1↑
10	Grupo Mix de Comunicacao (Brazil)	15,767	4,098,614	New

Streaming insights are based on total listening hours (TLH) or average active sessions (AAS) from networks measured by Triton Webcast Metrics from January - August 2026
AAS is calculated by dividing the total listening hours by the number of hours in the specified reporting period
Rank change compared with January - August 2025

Triton Digital powers the world of **digital audio**, **podcasting**, and **broadcast radio** as a global technology and services leader.

Do you run a podcast network or publish shows in a region where Triton produces rankers? You may qualify to join.

To learn more, please contact:
Solutions@tritondigital.com

View the **Podcast Rankers** at:
TritonRankers.com

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