

TRITON™
D I G I T A L

2025

LATIN AMERICA

Audio Insights Report

Published November 2025

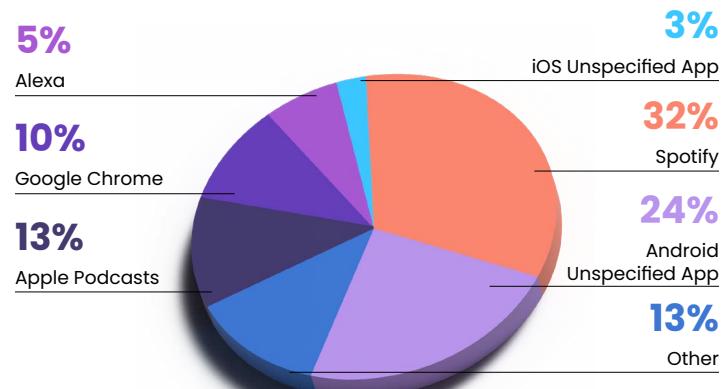
Listening **Landscape & Trends**

Triton Digital has released its 2025 Latin America (LATAM) Audio Insights Report, offering a deep look into the region's evolving audio landscape. Explore it, alongside our monthly Podcast and Streaming Rankers at TritonRankers.com and TritonDigital.com/resources/streaming-rankers.

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

LATAM Podcasting Insights

Spotify Leads in New Episode RSS Downloads by Player



Top Sales Networks

Rank	Sales Network in LATAM	Average Weekly Downloads
1	Prisa Radio	2.29M
2	Radios Grupo Globo	1.25M
3	Grupo Globo	1.11M
4	Audioboom	360k
5	BBC	340k
6	Folha de S Paulo	320k
7	Grupo BluRadio	310k
8	Adsmovil Audio Network	220k
9	Grupo Acir	160k
10	MVS Radio	110k

News Tops All Genres in LATAM

- 35% News
- 14% Comedy
- 8% Fiction
- 8% Society & Culture
- 8% Sports
- 6% Other
- 5% Education
- 4% True Crime
- 3% Religion & Spirituality
- 3% Business
- 3% Health & Fitness
- 3% History

Since Sonoro joined the ranker in August 2025, it has been excluded from the Top Sales Network rankings. Analysis is based on the downloads of networks measured in the LATAM region by Triton Podcast Metrics from January – August 2025.

La Corneta Reigns as LATAM's #1 Podcast of 2025 (Jan-Aug)

1		La Corneta By Prisa Radio	2		O Assunto By Grupo Globo
3		As Notícias Mais Recentes da CBN By Radios Grupo Globo	4		Repórter CBN By Radios Grupo Globo
5		Titulares Deportivos By Grupo BluRadio	6		Boletim FOLHA By Folha de S Paulo
7		Resumão Diário By Grupo Globo	8		Palabra Plena, con Gabriel Rolón By Audioboom
9		O Síndico By Folha de S Paulo	10		Así las cosas con Carlos Loret de Mola By Prisa Radio

Top Podcasts by Genre

Spanish	Portuguese
	
Mejor Con Gaby Vargas By MVS Radio	Cuentacuentos con Elisa Zulueta By Prisa Radio
	
Rocío Córdoba By Grupo Acir	Espacio Deportivo de la Tarde By Grupo Acir
	
Presente Diário By Radio Trans Mundial	Que História É Essa, Porchat? By Grupo Globo

Based on the Triton LATAM Podcast Rankers from January – August 2025. Since Sonoro joined the Ranker in August 2025, their podcast Relatos de la Noche has been excluded from the rankings shown above.



Language Share in the Rankers

● Portuguese ● Spanish ● English

51% 42% 7%

Top 3 Debuts



True Crime

O Síndico

By Folha de S Paulo



History

REY DEL ORO: La Historia de Harold Vilches

By Prisa Radio



Arts

Marília: O outro lado da sofrença

By Grupo Globo

Most Downloaded Episode

Tom & Jerry

By Folha de S Paulo



Released:
30 April, 2025

Overall

Most Downloaded Episode



Que História É Essa, Porchat?

Society & Culture

Eliana, Sabrina Sato e Tadeu Schmidt
By Grupo Globo



Café com ADM, by Leandro Vieira

Business

Como passar em concursos e outras dicas para o sucesso, com William Douglas | Café com ADM 432
By Adsmovil Audio Network



Caracol Deportes Sábado

Sports

Tolima ya eligió a su nuevo técnico: esto dijo el presidente, César Camargo
By Prisa Radio

Genre

Based on average weekly downloads from the month of ranker debut.

Based on the Triton LATAM Podcast Rankers from January – August 2025.

Analysis is based on the downloads of networks measured in the LATAM region by Triton Podcast Metrics from January – August 2025.

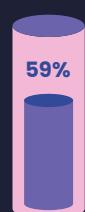
Sounder:

Comedy, News, and Business Genres Dominate Spanish-Language Podcast Conversations



Top Themes Across All Episodes

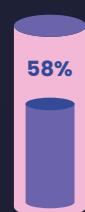
Podcasts Within Themes



Entertainment



La Corneta
By Prisa Radio



Family and Relationships



Vem ouvir essa história
By Audioboom



Music



Yordi en EXA
By MVS Radio



Top Themes Within Each Declared Genre



Comedy

Entertainment

Dating

Parenting

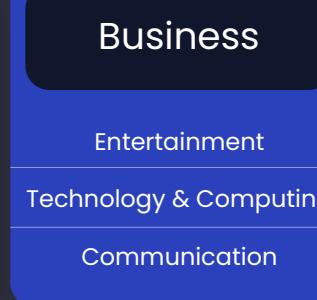


News

Politics

Sports

Crime



Business

Entertainment

Technology & Computing

Communication



Society & Culture

Entertainment

Music

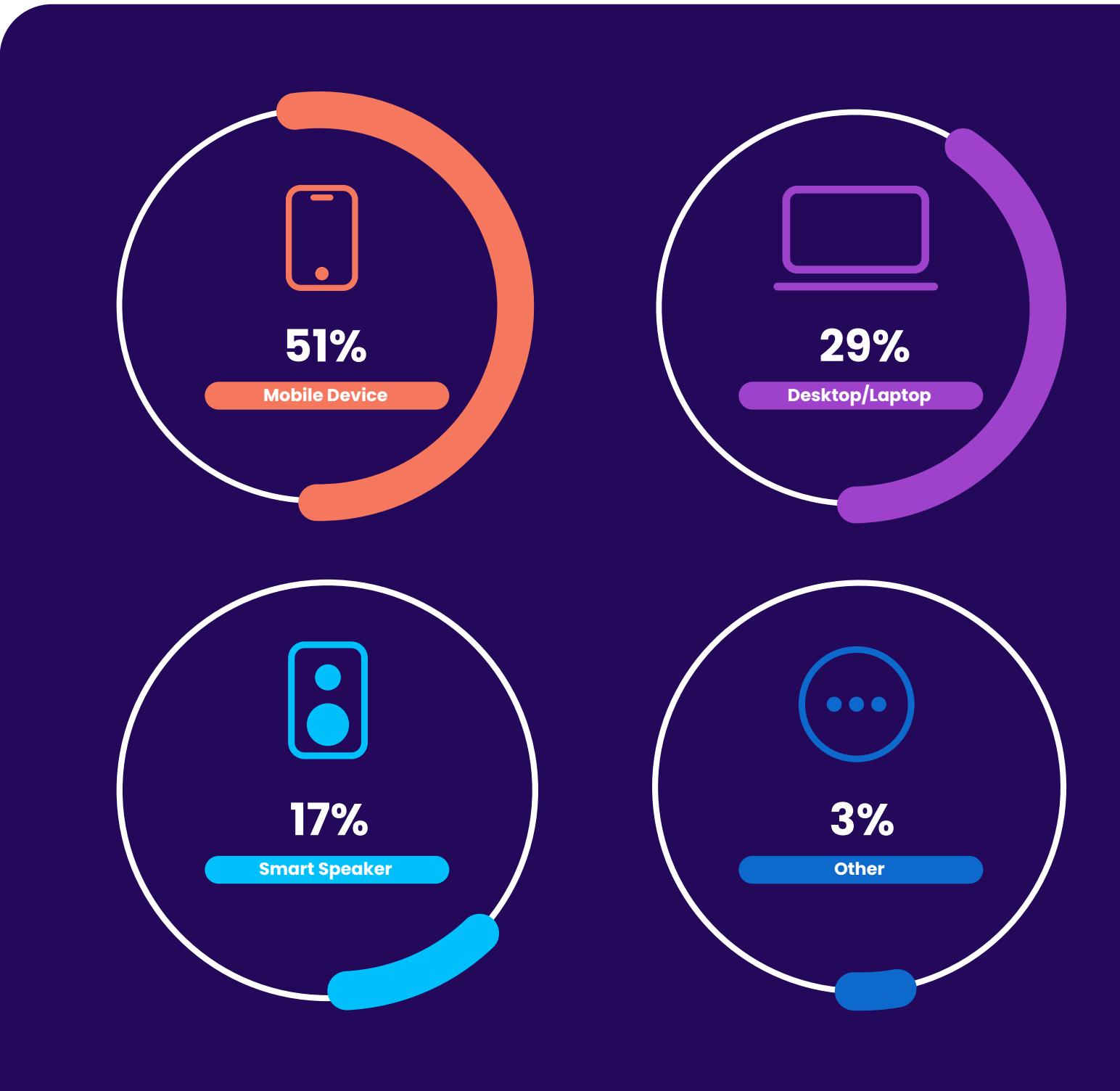
Religion & Spirituality

Sounder 2025. Based on the Triton LATAM Podcast Rankers from January – August 2025.



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 2025. AAS is calculated by dividing the total listening hours by the number of hours in the specified reporting period.

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	111,093	41,613,191	-
2	Grupo Radio Centro	57,119	13,562,727	4↑
3	Organizacion Radial Olimpica	42,136	17,333,988	-
4	Grupo Acir	41,878	13,247,621	-2↓
5	CRP Radios	34,838	12,615,728	-1↓
6	Radio Mitre SA	27,619	6,904,282	-1↓
7	Grupo BluRadio	18,658	9,346,377	2↑
8	Grupo Bandeirantes	17,937	8,517,243	New
9	Cadena 3 Argentina	17,870	6,497,951	1↑
10	Grupo Camargo de Comunicação	15,517	5,021,282	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 2025. AAS is calculated by dividing the total listening hours by the number of hours in the specified reporting period. Rank Change is compared to January – August 2024.



Triton Digital is the global technology and services leader to the **digital audio, podcast, and broadcast radio industries**.

If you're a podcast network or publisher with audiences in regions where Triton produces rankers, you may be eligible to participate.



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

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



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