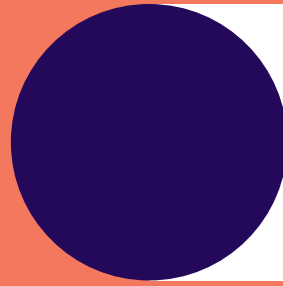




**TRITON**<sup>™</sup>  
D I G I T A L

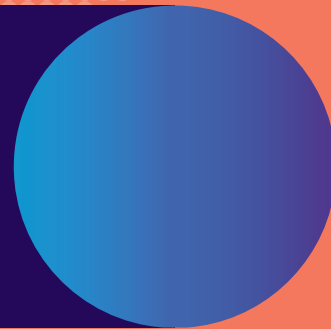


**2025**

# LATIN AMERICA

**Audio Insights Report**

Published November 2025



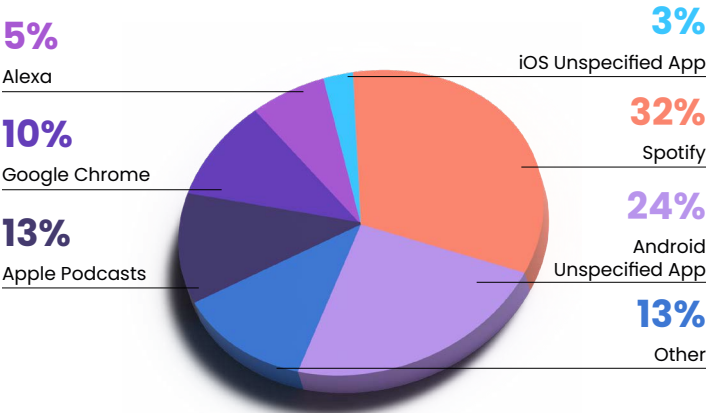
Listening **Landscape & Trends**

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](https://TritonRankers.com) and [TritonDigital.com/resources/streaming-rankers](https://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

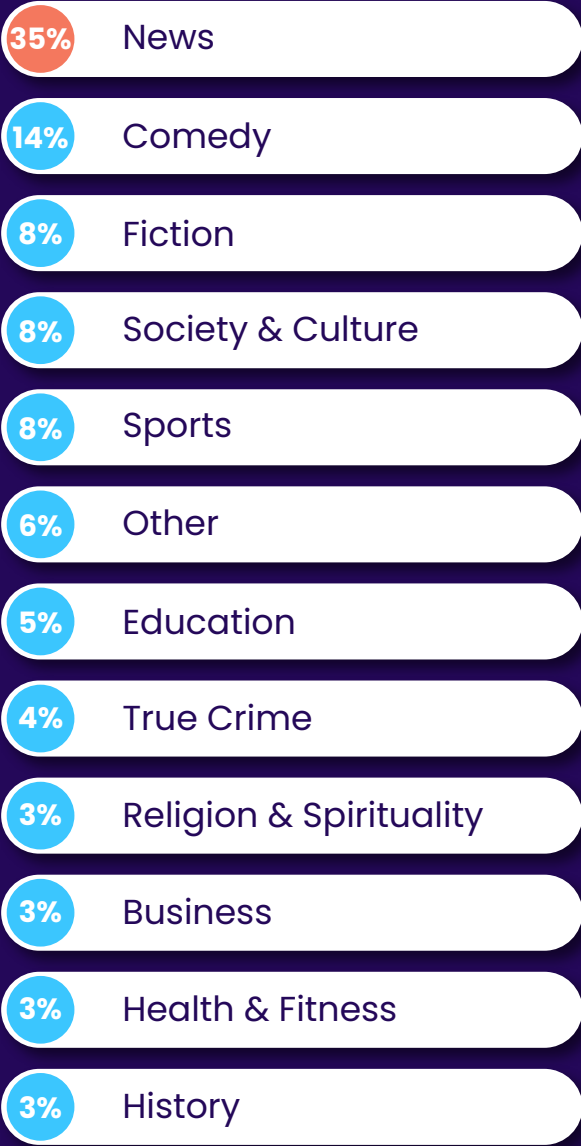


Top Sales Networks

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

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.

News Tops All Genres in LATAM



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



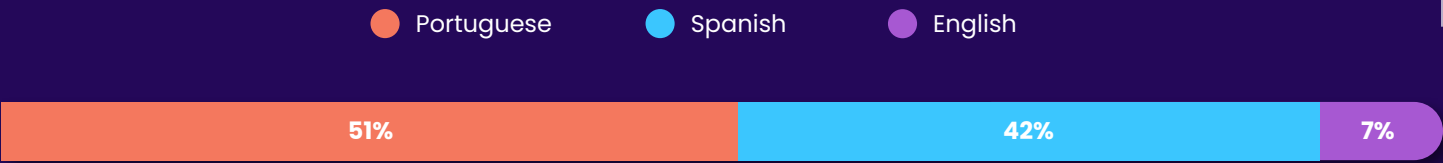
Top Podcasts by Genre



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



Top 3 Debuts

1

**O SÍNDICO**  
por Chico Felitti

**True Crime**

**O SÍNDICO**  
By Folha de S Paulo

2

**REY DEL ORO**

**History**

**REY DEL ORO: La Historia de Harold Vilches**  
By Prisa Radio

3

**Marília**  
O OUTRO LADO DA SOFRENÇA

**Arts**

**Marília: O outro lado da sofrência**  
By Grupo Globo

Most Downloaded Episode

**Tom & Jerry**  
By Folha de S Paulo

**O SÍNDICO**  
por Chico Felitti

**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

59%

**Entertainment**

**La Corneta**  
By Prisa Radio

58%

**Family and Relationships**

**Vem ouvir essa história**  
By Audioboom

49%

**Music**

**Yordi en EXA**  
By MVS Radio

41%

**Parenting**

**Cuentacuentos con Elisa Zulueta**  
By Prisa Radio

37%

**Dating**

**Cariño Podcast**  
By Prisa Radio

Top Themes Within Each Declared Genre

**Comedy**

Entertainment  
Dating  
Parenting

**News**

Politics  
Sports  
Crime

**Business**

Entertainment  
Technology & Computing  
Communication

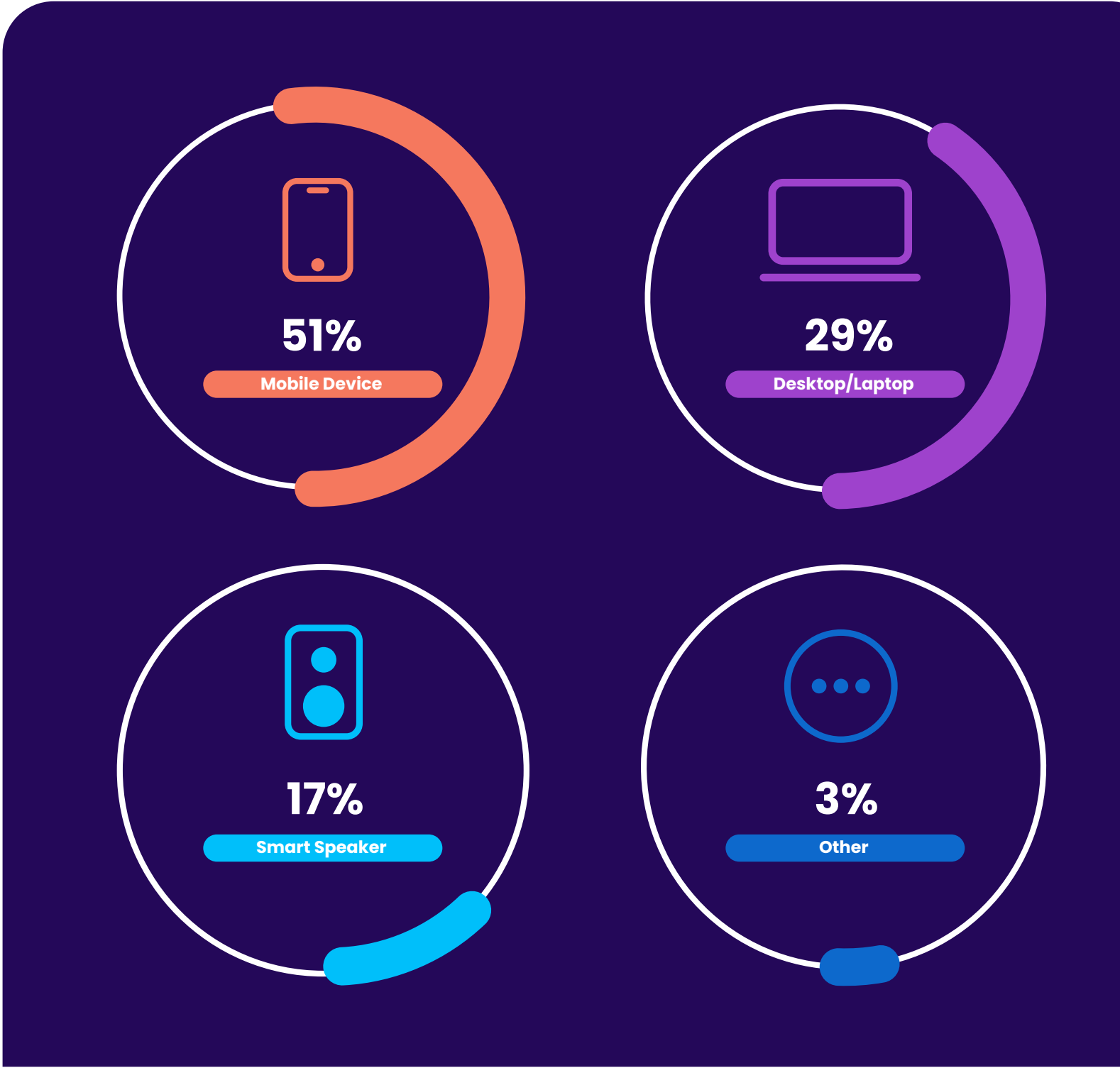
**Society & Culture**

Entertainment  
Music  
Religion & Spirituality

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



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](mailto:Solutions@tritondigital.com)

View the **Podcast Rankers** at:  
[TritonRankers.com](https://TritonRankers.com)



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