



TRITON
DIGITAL

LATIN **AMERICA**

AUDIO INSIGHTS REPORT

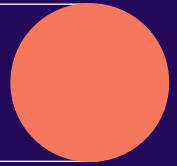
Listening Landscape & Trends
June 2023 – May 2024

2024

A YEAR IN REVIEW

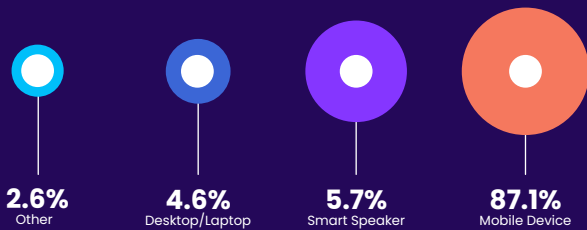
Triton Digital is releasing its 2024 **Latin America (LATAM) Audio Insights Report** providing an understanding of the evolving LATAM landscape to accompany our monthly podcast rankers at www.TritonRankers.com and our streaming rankers at www.tritondigital.com/resources/streaming-rankers

The report incorporates data from multiple sources, including Triton Digital's IAB Tech Lab certified **Podcast Metrics service**, which measures server log data from Triton Omny Studio platform and a variety of other industry hosting platforms. The LATAM Insights Report will cover **trends in podcast listening, devices** that listeners are using, **top podcast genres** and insights from the Triton LATAM Podcast Ranker.

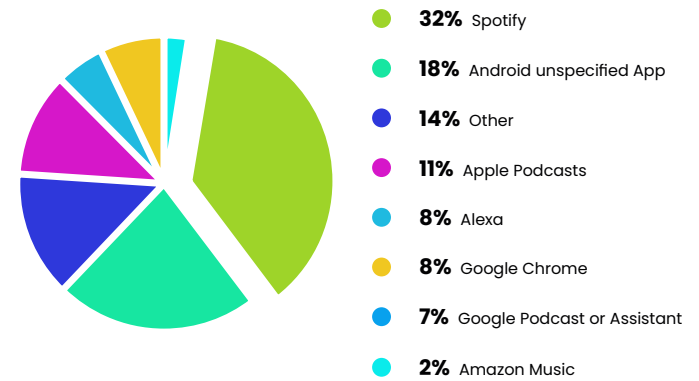


LATAM Podcasting Insights

Mobile Device Dominates Download Share

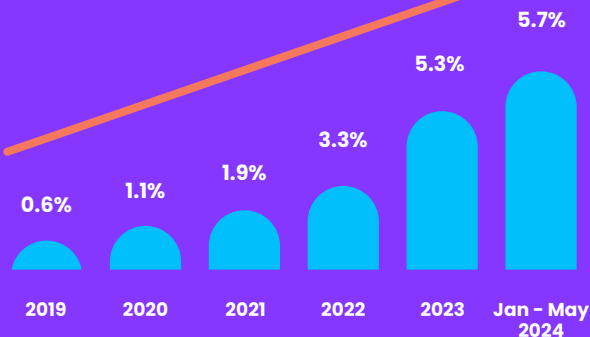


Spotify Excels In New Episode RSS Downloads By Players

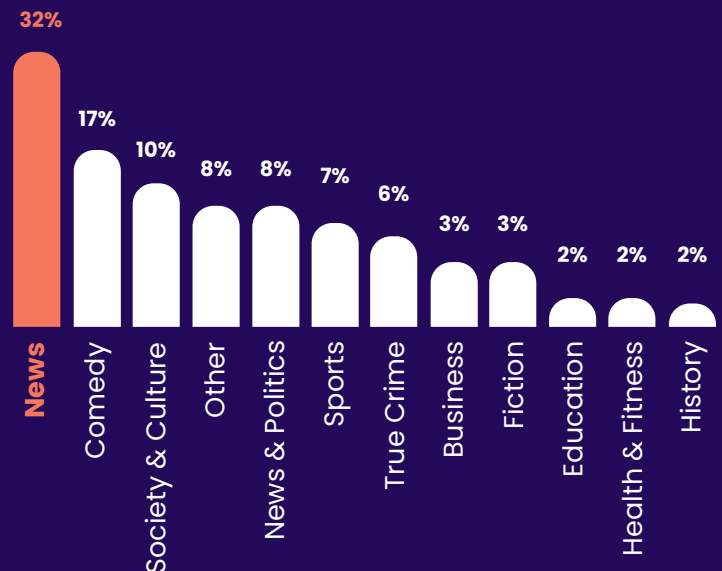


News leads in the Top Genre for Desktop/Laptop, while News & Politics lead for Smart Speaker

Smart Speaker Market Share Continues To Grow



News Stands Out As The Top Genre In The LATAM Region



Top 3 Genres By Country

Rank	Mexico	Brazil
1	34% Comedy	33% News
2	26% News	22% News & Politics
3	8% Sports	14% Society & Culture



Most Downloaded Episode Overall

Manchester City y la gloria del Mundial de Clubes

Titulares Deportivos
Sales Network: Grupo BluRadio

December 23, 2023

460k

Total downloads in the LATAM region
June 2023–May 2024

Top Debuts

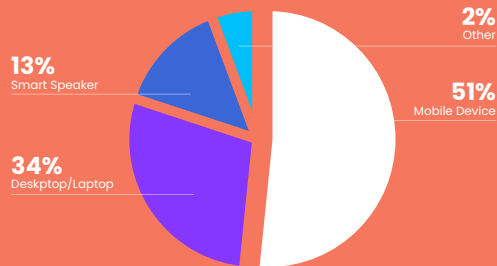
Rank	Program	Podcast Network
1	A Coach	Wondery
2	El Cielo Que Nunca Vi	SiriusXM Podcast Network
3	Escándalo Mexicano	Wondery
4	A Ditadura Recontada	Rádios Grupo Globo
5	Assistente de Voz - Resumão	Grupo Globo

Los40 Mx - La Corneta Is The Most Downloaded Podcast In The LATAM Region

Rank	Program	Podcast Network
1	LOS40 MX - La Corneta	Prisa Radio
2	O Assunto	Grupo Globo
3	Mais Recentes	Rádios Grupo Globo
4	Repórter CBN	Rádios Grupo Globo
5	Panda Show - Picante	SiriusXM Podcast Network

LATAM Webcast/Streaming Insights

Device Family - Webcast/Streaming - TLH



Mobile Device and Desktop/Laptop make up >75% of the webcast streaming listening share

Top LATAM WCM Publishers

Top 10 Publishers: 6am-7pm Monday-Friday

Rank	Publisher	Average Active Sessions	Session Starts
1	Prisa Radio (Spain and LATAM Countries)	103,524	38,934,755
2	Grupo Acir (Mexico)	37,539	11,877,165
3	Organizacion Radial Olimpica (Colombia)	33,218	13,886,746
4	Radio Mitre SA (Argentina)	33,218	8,319,726
5	CRP Rádios (Peru)	30,512	10,732,454
6	Grupo Radio Centro (Mexico)	20,533	6,289,723
7	Grupo Alpha Media (Argentina)	18,467	8,208,886
8	Grupo JBFM (Brazil)	17,449	6,188,389
9	Cadena 3 Argentina (Argentina)	14,564	5,340,779
10	Grupo BluRadio (Colombia)	14,204	7,823,759

Podcast insights are based on downloads from networks measured by Triton Podcast Metrics from June 2023- May 2024
Streaming insights are based on total listening hours (TLH) or average active sessions (AAS) from networks measured by Triton Webcast Metrics from June 2023 - May 2024
AAS is calculated by dividing the total listening hours by the number of hours in the specified reporting



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

If you are a podcast network or publisher with an audience in any of the regions where Triton produces rankers, you are eligible to participate in our Podcast Rankers.

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

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



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