Latin America Podcast Ranker

Top Sales Networks | June 2024
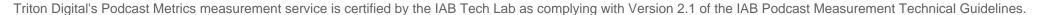
Rank	Change	Sales network	Avg weekly downloads	Active podcasts
1	-	Prisa Radio	2,119,590	500+
2	-	Radios Grupo Globo	1,778,296	109
3	-	SiriusXM Podcast Network	1,449,171	263
4	-	Grupo Globo	1,418,682	135
5	-	Wondery	1,244,080	138
6	-	Folha de S Paulo	444,752	18
7	-	Adsmovil Audio Network	389,484	101
8	-	Grupo BluRadio	313,767	31
9	-	Audioboom	300,329	239
10	-	Jovem Pan Podcast	210,502	30
11	-	Grupo Acir	162,422	24
12	-	MVS Radio	129,465	44

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POWERED BY TRITON DIGITAL'S PODCAST METRICS

Triton Digital's Podcast Metrics measurement service is certified by the IAB Tech Lab as complying with Version 2.1 of the IAB Podcast Measurement Technical Guidelines.

ABOUT THE LATAM SALES NETWORK AND PODCAST RANKERS

The LATAM Sales Network Ranker lists the Top Sales Networks in Latin America, as measured by Podcast Metrics. Participating Networks include content owners/creators and sales representation organizations. Networks have the option to have their downloads and listeners aggregated into another entity to which they have specifically delegated advertising sales responsibilities, such as a third-party sales house, sales representation firm, or sales network. In addition, the Network may have its downloads and listeners reported separately.

The Latin America Podcast Ranker lists the Top 100 LATAM podcasts consumed by listeners who are located in Latin America.

The LATAM Podcast Ranker is based on 4 or 5 week reporting periods (Monday to Sunday) that align closely with a calendar month. The reporting calendar, using Average Weekly Download and User metrics, improves trendability by minimizing the impact of the varying length of calendar months and other factors that can impact media consumption. Participating entities that opt-in for measurement are included. Downloads and Users are measured in accordance with the latest IAB Podcast Technical Measurement Guidelines.

For podcasts with multiple categories in the RSS feed, we display and filter by only the first category.

METRIC DEFINITIONS

 * Downloads - A 'download' is a unique file request that was downloaded. Downloads include complete file downloads, progressive downloads, as well as partial downloads in accordance with the IAB Podcast Measurement Technical Guidelines v2.1 filtering rules (i.e. spiders and bots, data centers, one-minute of content minimum download, etc.). This process filters multiple requests from the same IP address, user agent, episode and date.

 * Publisher - An entity that represents a group of podcasts that it either commissions, produces itself or acts as the primary representative for that content in Latin America.
 * Rank
   * "Debut" indicates that the show is new to the ranker, making its debut for the first time in the last 13 months.
   * "Return" indicates that the show has returned to the Top 100 after having not appeared in the previous reporting period(s).