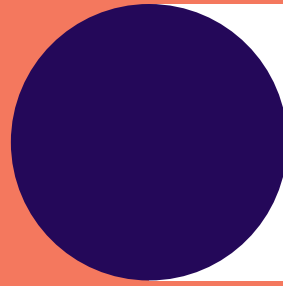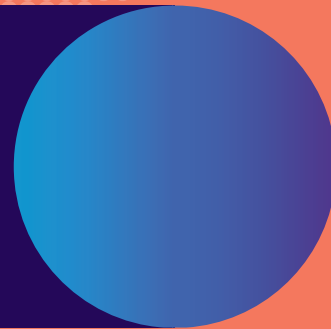# TRITON
DIGITAL

2025

LATIN AMERICA

Audio Insights Report
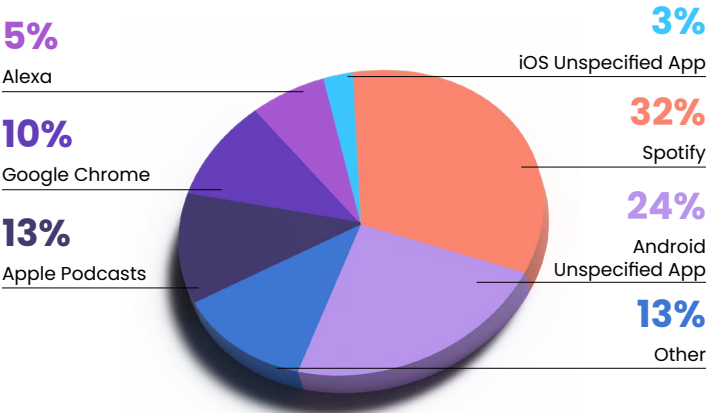Published November 2025

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

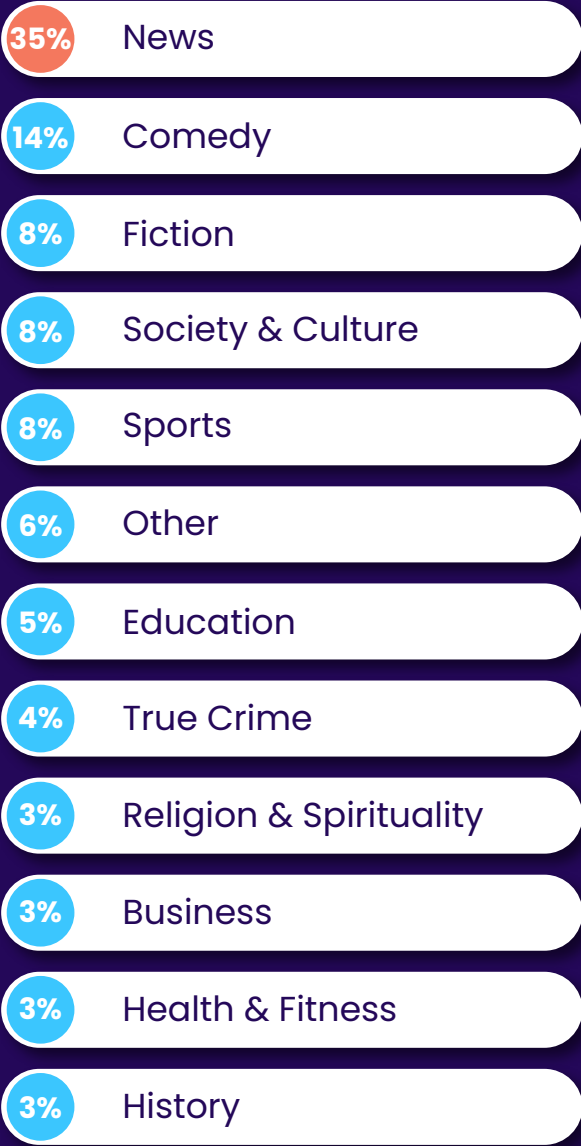## Spotify Leads in New Episode RSS Downloads by Player

- **5%** Alexa
- **3%** iOS Unspecified App
- **32%** Spotify
- **10%** Google Chrome
- **24%** Android Unspecified App
- **13%** Apple Podcasts
- **13%** Other

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

	Genre
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

La Corneta Reigns as LATAM's #1 Podcast of 2025 (So Far)

1. **La Corneta** By Prisa Radio
2. **O Assunto** By Grupo Globo
3. **Mais Recentes** 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. **Asi las cosas con Carlos Loret de Mola** By Prisa Radio

Top Podcasts by Genre

Spanish

Education
Mejor Con Gaby Vargas
By MVS Radio

Kids & Family
Cuentacuentos con Elisa Zulueta
By Prisa Radio

Society & Culture
Rocío Córdova
By Grupo Acir

Sports
Espacio Deportivo de la Tarde
By Grupo Acir

Portuguese

Comedy
Choque de Cultura - Ambiente de Música
By Grupo Globo

History
BBC Lê
By BBC

Religion & Spirituality
Presente Diário
By Radio Trans Mundial

Society & Culture
Que História É Essa, Porchat?
By Grupo Globo

Language Share in the Rankers

● Spanish ● Portuguese ● English

Spanish	Portuguese	English
42%	51%	7%
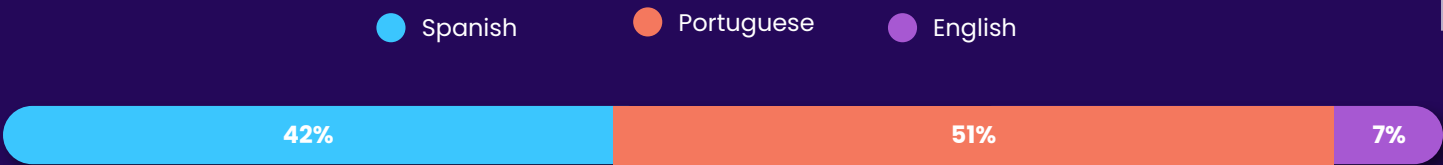
Top 3 Debuts

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 SOFRÊNCIA

Arts

Marília: O outro lado da sofrência

By Grupo Globo

Most Downloaded Episode

O Síndico por Chico Felitti

Tom & Jerry

O Síndico
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

Spanish Podcasts

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

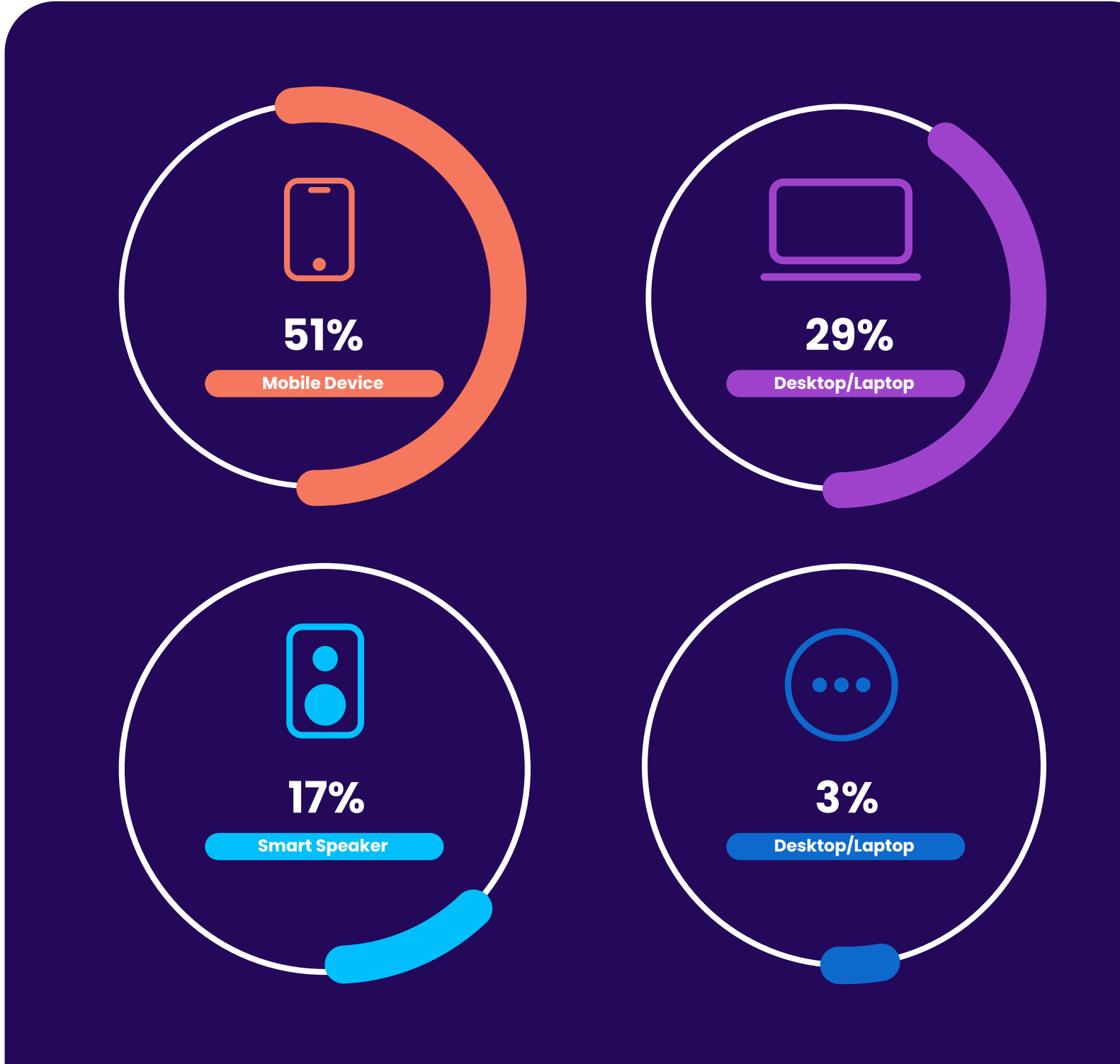| Comedy	News	Business	Society & Culture
Entertainment	Politics	Entertainment	Entertainment
Dating	Sports	Technology & Computing	Music
Parenting	Crime	Communication	Religion & Spirituality

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

LATAM Webcast Streaming Insights

Device Family

51% Mobile Device

29% Desktop/Laptop

17% Smart Speaker

3% Desktop/Laptop

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	↑
3	Organizacion Radial Olimpica	42,136	17,333,988	–
4	Grupo Acir	41,878	13,247,621	↓
5	CRP Radios	34,838	12,615,728	↓
6	Radio Mitre SA	27,619	6,904,282	↓
7	Grupo BluRadio	18,658	9,346,377	↑
8	Grupo Bandeirantes	17,937	8,517,243	★
9	Cadena 3	17,870	6,497,951	↑
10	Grupo Camargo de Comunicação	15,517	5,021,282	★

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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