Leverage our partnership with Metamarkets to estimate the number of available & sellable audio impressions/avails in a particular market within the programmatic audio marketplace.

Dimensions/Filters Include:

- **Device Country**
  Country retrieved from the IP address, passed by the listener’s device.

- **Device Global Region**
  Aggregated country list (enriched by Device Country) for splitting the world into global regions. i.e. LATAM, EU, Oceania, etc.

- **Device Language**
  Language passed by the listener’s device - not necessarily the language of the listener, or of the station.

- **Device Metro**
  Metro area retrieved from the IP address passed by the listener’s device. This is similar to Nielsen DMAs, and is only applicable for the U.S. market.

- **Device Zip**
  Zip code retrieved from the IP address passed by the listener’s device.

- **Inventory Type**
  Phone, Personal Computer, Connected Device, Connected TV, etc.

- **Inventory Position**
  Pre-roll or mid-roll.

- **Station / Format**
  The station format, as declared by the audio publisher.

For more information or to get started, contact MarketOps@TritonDigital.com