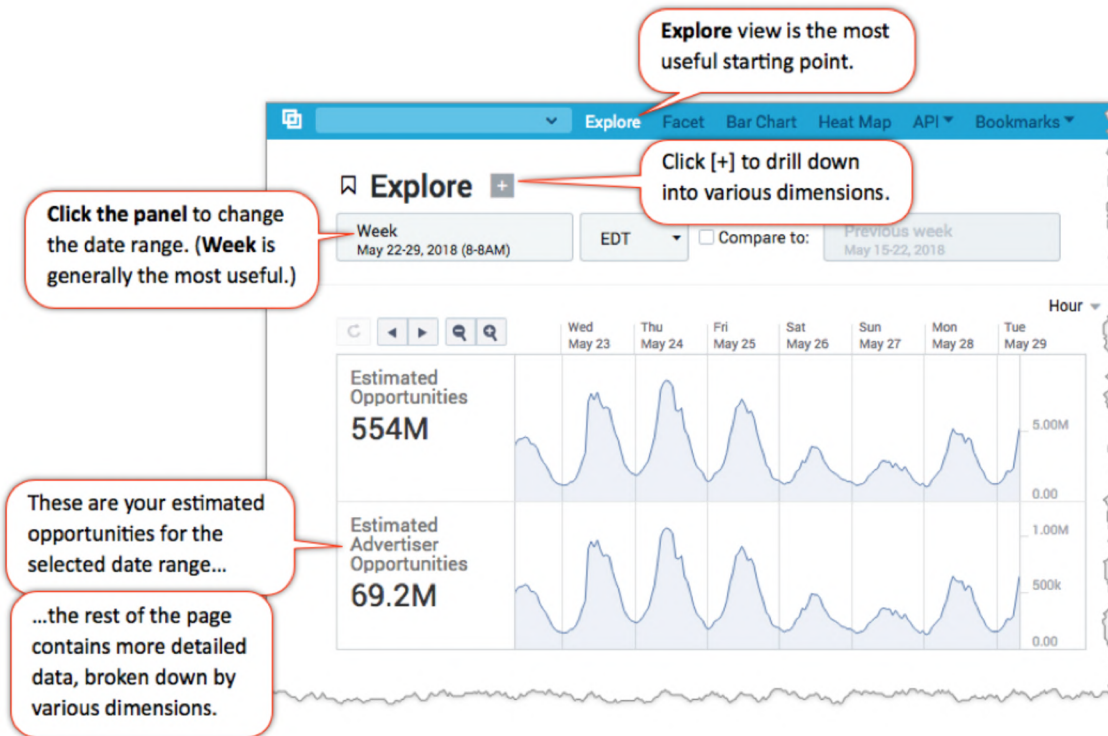




# Programmatic Audience Research

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](mailto:MarketOps@TritonDigital.com)