



Comprehensive Podcast Suite

At Triton Digital, we offer the industry's most comprehensive & cost-effective suite of technology to power the delivery, monetization, and measurement of digital audio and podcast content.

The integration of the Omny Studio platform with our Tap advertising server can now be leveraged with Webcast Metrics®, the industry's most trusted online audience measurement service, to power your digital audio and podcast strategy.

The Benefits:

- One Team For All of Your Needs- Enables the Continuous Monetization of Back Catalog Audio & Podcast Content
- Seamless Integration

An end-to-end suite of superior tools, integrated into one robust platform to better streamline your content distribution and advertising operations.

Content & Delivery

- 60 seconds is all it takes to publish content and create a clip using Omny Studio
- Create a campaign with both Live and On-Demand audio and podcast inventory
- Markers are placed into natural break moments to allow for monetization via pre-roll, mid-roll, or post-roll audio ads
- Omny's AirTag tool provides advanced proof of performance for advertisers
- List your podcast on iTunes with the click of a button
- Automatically transcribe and edit your audio to be exported for subtitles

Measurement & Analytics

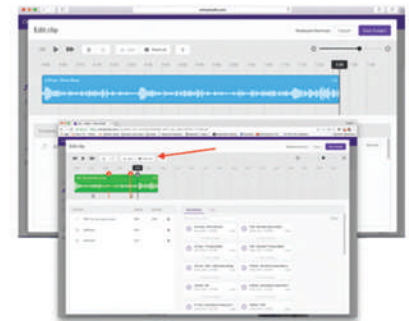
- The Omny Studio analytics dashboard provides deep podcast performance and consumption analysis that is compliant with IAB guidelines
- Podcast measurement is available within Triton's Webcast Metrics® - the same user interface as your live channels

Monetization

The Tap ad server, integrated within the Omny Studio platform, allows you to:

- Schedule targeted, contextually relevant ads based on geo, user agents and/or custom tags
- Dynamically stitch ads while the consumer downloads the podcast
- Manage inventory across multiple podcasts at once, or multiple campaigns for one podcast
- Insert ads into the first or second position of an ad break via "first in" and "next in" positioning cues
- Forecast avails based on listening patterns
- Manage ad creative directly within the platform
- View an affidavit of impressions served in real-time

Podcast content can also be monetized programmatically within our programmatic audio marketplace, a2x®



For more information, contact Solutions@tritondigital.com

