



# Tap Podcast

Tap Podcast, Triton Digital's advertising server built specifically for podcast content, enables publishers to effectively streamline their advertising operations and maximize their revenue.

## The Global Leader in Ad Technology for Podcast Publishers

### Dynamic Ad Stitching

Easily stitch dynamic ads, including pre-rolls, mid-rolls, and post-rolls, into podcast episodes or MP3 audio files hosted online or within on-demand audio portals.

### Maximize Revenue

Continuously monetize your back-catalog content by replacing dynamic ads within your podcast content to ensure that your ads never get stale or out of date.

### Effective Targeting & Third Party Tracking

Deliver hyper-targeted, contextually relevant ads to your audience, while keeping your agencies and advertisers in the feedback loop. Maximize each of your ad buys by targeting the exact audience you wish to reach.

### Manage Creative

Use any of the top IAB-standard banners, or deliver custom banner sizes that suit your content and its message.

### Audio Trafficker

Dynamically deliver impression-based ads in pre-roll, mid-roll, post-roll, first-in, and next-in form. Easily & efficiently control campaign pace, priority, and urgency. Built-in competitive separation, based on IAB and/or custom industry categories.

### Forecast & Affidavit Engine

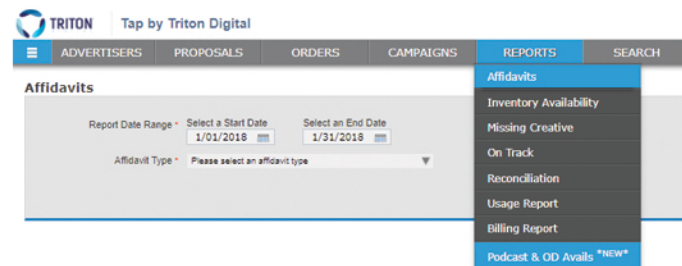
Easily forecast avails according to audience listening and live break patterns. Filter inventory availability with audience data, player characteristics, and geography. Capture and report on impressions in real-time.

### APPLICATION READY

- ✓ iTunes
- ✓ Stitcher
- ✓ TuneIn
- ✓ Podcast iOS App

## FEATURES & CAPABILITIES

- ✓ DAAST Compliant
- ✓ Seamless Monetization
- ✓ Simplified Campaign Management
- ✓ Built-In Competitive Separation
- ✓ Creative Language Support
- ✓ White-Glove Support



## COMPATIBLE TRITON DIGITAL PRODUCTS

### Streaming Platform (CDN)

An Owned & Operated Content Delivery Network Built for Digital Audio

### Media Player SDK

A New-Generation Responsive Media Player

### Omny Studio

An end-to-end suite of feature-rich podcast technology.

### Yield-Op SSP

A Supply-Side Platform built to help you optimize yield for your audio inventory.