



Tap Live

Unlock the Power of Audio Advertising for Live Broadcasts

The Triton Advertising Platform (Tap) is a customizable ad platform designed to help digital audio publishers increase monetization for live and on-demand content. Tap Live is built specifically for AM/FM radio, enabling broadcasters to effectively streamline ad operations and maximize revenue.

Maximize Revenue

Tap Live provides AM/FM radio broadcasters with the necessary tools to dynamically stitch highly-targeted pre-roll and mid-roll audio advertisements directly into their live audio streams.

Streamline Operations

Access your campaign management interface via API, and connect seamlessly with all major broadcast traffic systems in addition to our Audio Marketplace, Media Buying API, and Yield Optimizer.

Effective Targeting & Third Party Tracking

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

VAST Creative Support

Tap Live supports VAST creative to make ad trafficking and third-party ad serving on your live streams easy.

Revenue Manage Creative

Easily manage your audio, video, and display inventory in one place. Use any of the top IAB-standard banners, or deliver custom banner sizes that suit your content and message.

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.

Revenue Audio Trafficker

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

Custom Reports with Tap Explore

The Tap Explore reporting capability enables you generate custom, robust reports that provide visibility into your sell-through rate, ad spend, ad delivery performance, and more.

Leverage the power of Data-Drive Audio

Our partnership with creative management platform, Frequency®, enables you to leverage 1st & 3rd party data to determine which audio ad to serve to a listener, including location, weather, time, device type, & content.

Features & Capabilities

- ✓ DAAST Compliant
- ✓ VAST Creative Support
- ✓ Automated Guaranteed
- ✓ Simplified Campaign Management
- ✓ Built-In Competitive Separation
- ✓ Powerful Targeting & 3rd Party Tracking
- ✓ Real-Time Forecasting
- ✓ Creative Language Support
- ✓ White-Glove Support

Comptabile Triton Solutions

Programmatic Audio Ad Marketplace

Programmatic Buying for Online & Mobile Digital Audio Ads

Streaming Platform (CDN)

Seamless Media Delivery for an Uninterrupted Listening Experience

Media Player SDK

A New-Generation Responsive Media Player

Webcast Metrics®

Accredited, one-to-one online audio measurement service

Product Add-Ons

Media Buying API

Connect the Core Platform Directly with Legacy Order & Trafficking Systems

Audience Enhancer

Add First & Third Party Data, User Registration, Cookies & Cross-Channel Device ID

For more information, contact Solutions@TritonDigital.com