



Tap OnDemand

The Global Leader in Ad Technology for On-Demand Publishers

Tap OnDemand, Triton Digital’s advertising server built specifically for streaming audio services, enables streaming audio publishers to effectively streamline their advertising trafficking operations and maximize their revenue.

Benefits

- ✓ Maximize Revenue
- ✓ Seamless Monetization
- ✓ Streamline Operations
- ✓ Effective Targeting & Third-Party Tracking
- ✓ Seamless Creative Management
- ✓ White-Glove Support

Maximize Revenue

Tap OnDemand provides streaming music services all of the tools necessary to dynamically stitch highly-targeted pre-roll and mid-roll audio advertisements directly into their streams.

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.

Streamline Operations

Access your campaign management interface via API, and connect seamlessly with all major broadcast traffic systems.

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

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 its message.

Audio Trafficker

Dynamically deliver 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 industry categories. Upload your creative directly, or deliver your message with a VAST tag.

Comptabile Triton Solutions

Streaming Platform (CDN)

An Owned & Operated Content Delivery Network Built for Digital Audio

Media Player SDK

A New-Generation Responsive Media Player

Yield-Op SSP

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

Account	Campaign	Start Date	End Date	Media Method	CPM/1000	Spending	Revenue	Revenue/Spending
Account 1	Campaign 1	1/1/2018	1/31/2018	Pre-roll	\$100	\$100	\$100	1.00
Account 2	Campaign 2	2/1/2018	2/28/2018	Mid-roll	\$200	\$200	\$200	1.00
Account 3	Campaign 3	3/1/2018	3/31/2018	Post-roll	\$50	\$50	\$50	1.00

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.

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. For more information or to get started with Tap Explore, contact Solutions@tritondigital.com.

Leverage the Power of Data-Driven 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, & cont

For more information, contact Solutions@TritonDigital.com