



## Triton Audio Marketplace

Triton's audio marketplace is the world's first programmatic marketplace for digital audio. The marketplace enables buyers to execute largely non-skippable and brand safe audio ad buys through PMPs/Deals, and contains a wide array of inventory from podcasters, radio broadcasters, web radios, and online music services from around the globe.

### FEATURES & CAPABILITIES

- ✓ Advanced Tracking
- ✓ Premium Publishers
- ✓ Audience at Scale
- ✓ Targeting

## Leverage the Power of Audio to Engage your Audience

### Premium Publishers

We partner with licensed broadcasters and top-tier internet radio publishers including Entercom, Prisa Radio, Deezer, Anghami, Salem, Bell, Spreaker, Urban One, and more to assure the quality inventory and brand safety you can trust.

### Targeting

Reach unique listeners through accurate audience targeting based on format, genre, geography, device, as well as Cookie & Mobile Ad ID.

### Available Podcast Inventory

Download, streaming, or OnDemand podcast inventory is available globally via Direct Deals and may be bought through integrated DSPs.

### Multi-Channel

Reach your target audience with the right message at the right time across all of their go-to devices, including smartphones, tablets, desktop computers, smart speakers, and more.

### Programmatic Audience Research

Utilize our partnership with Metamarkets to estimate the number of available audio impressions/avails in a particular market within our audio marketplace.

### Integrations

The inventory is available globally via Open Auction, PMP or Direct Deals and may be bought through integrated DSPs:  
<https://www.tritondigital.com/dsp-integrations>

### Helpful Resources

For Programmatic Audio Buying resources, visit  
<https://www.tritondigital.com/resources/programmatic-for-buyers>

### Premium Audio Publishers

