About Triton

Founded in 2006, Triton Digital is the global technology and services leader to the digital audio and podcast industry. We provide innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their operations.

www.TritonDigital.com
Global Company

We are an agile, dynamic, and creative team that thrives on solving the unique challenges of the digital audio industry. We believe in working hard and having a lot of fun along the way.

We operate in all regions of the world, providing our customers with a seamless connection to our technology, services, and team.

10 office locations operating in 50 countries

www.TritonDigital.com
The Benefits of Programmatic Audio

Triton Digital

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How We Define Audio

New & Incremental Audiences Across Various Screens

- Radio Streaming
- On Demand
- Podcasts
A Complementary Channel

- Print + Web + Audio
- TV + Video + Audio
- Mobile + Audio
- Outdoor + Audio
- Web + Audio
- Print + Audio

www.TritonDigital.com
Reasons to add Programmatic Audio to your Marketing Mix

- Cost – efficient
- Highly engaged audience – strong ad recall
- Listener level targeting
- Brand safe publishers
- Addressable usage
- Detail exposure tracking and reporting
- Flexibility and control of your campaign

www.TritonDigital.com
Who is Buying Digital Audio, Programmatically?

- Amazon
- McDonald's
- Macy's
- PayPal
- Mercedes-Benz
- IKEA
- Coca-Cola
- Samsung
- Lexus
- eBay
- HP
- Marriott
- GEICO
- LEGO
- Uber
- 7-Eleven
- Audi
- Home Depot
- Kohl's
- Nissan
- Abercrombie & Fitch
- Starbucks
- Dell
- Nestle
- BMW
- Indeed
- American Express
- Subway

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# Integrated DSPs

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Powering the Audio Strategies of
Programmatic Audio

It’s easy to use Triton Digital’s SSP for buying programmatic audio.

- Transparency
- Freedom
- Size of budget
Strategy

• Research the audience and set expectations
• Reach the right listener
• Target by the criteria you do today: Geo, Devices, 1st or 3rd party data
• At the right time with daypart
• In the right content such as sports, news or music format
• With the right message with call to action
• Deliver results
Sold on Impressions | Measured by Data

- Understand the client KPI and how audio contributes
- Ensure all internal and trackers align for client needs
- Capture as much info as possible about the auction and listener in every exposure: Mobile Advertising ID, IP Address, Location, User Agent
USA Overview | 13.1B Ad Calls
Data: 30 Days timeframe

Mobile
38.1% | 87%

Desktop
52.5% | 8.7%

Smart Speakers
4% | 3.2%

Connected Devices
1.1% | 1%

Connected TV
4.3% | 0.1%

United States
United States - Hispanic

Top Publishers
Audacy | Spreaker | Cumulus | Salem | Kast Media

Top Hispanic Publishers
Prisa Radio | Estrella media | Entravision | CRP Radios | Lotus Broadcasting
EU Overview | 5.1 B Ad Calls

Data: 30 Days timeframe

Mobile 49.2%
Desktop 30%
Smart Speakers 6.4%
Connected Devices 14.3%
Connected TV 0.1%

Top Publishers
Prisa Radio | DPG Media | Talpa Media Solutions | Deezer | Active Radio a.s.

Top Countries
Spain | France | Netherlands | Belgium | United Kingdom

www.TritonDigital.com
LATAM Overview | 3.1 B Ad Calls

Data: 30 Days timeframe

Mobile 69.8%
Desktop 26.2%
Smart Speakers 3.2%
Connected Devices 0.6%
Connected TV 0.2%

Top Publishers
Prisa Radio | Grupo America | Jovem Pan | Grupo JBFM | MVS Radio Mexico

Top Countries
Mexico | Brazil | Chile | Argentina | Colombia

www.TritonDigital.com
APAC Overview | 1.6 B Ad Calls
Data: 30 Days timeframe

Mobile 65.6% | 96%
Desktop 19.3% | 3.6%
Smart Speakers 10.3% | 0.25%
Connected Devices 4.7% | 0.1%
Connected TV 0.1% | 0.05%

Australia

Top Publishers
Mediacorp | Suria FM | Nova Entertainment | VNG Corporation | Nine Entertainment

Top Countries
Australia | India | Malaysia | Singapore | Japan

www.TritonDigital.com
MENA Overview | 336 M Ad Calls

Data: 30 Days timeframe

Mobile 56.3%
Desktop 42.5%
Smart Speakers 0.1%
Connected Devices 1%
Connected TV 0.1%

Top Publishers
Karnaval | Thmanyah | Zemeho | Zeno Radio

Top Countries
Turkey | United Arab Emirates | Saudi Arabia | Egypt | Morocco

www.TritonDigital.com
Thank you

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