



**TRITON**<sup>TM</sup>  
D I G I T A L

# 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.



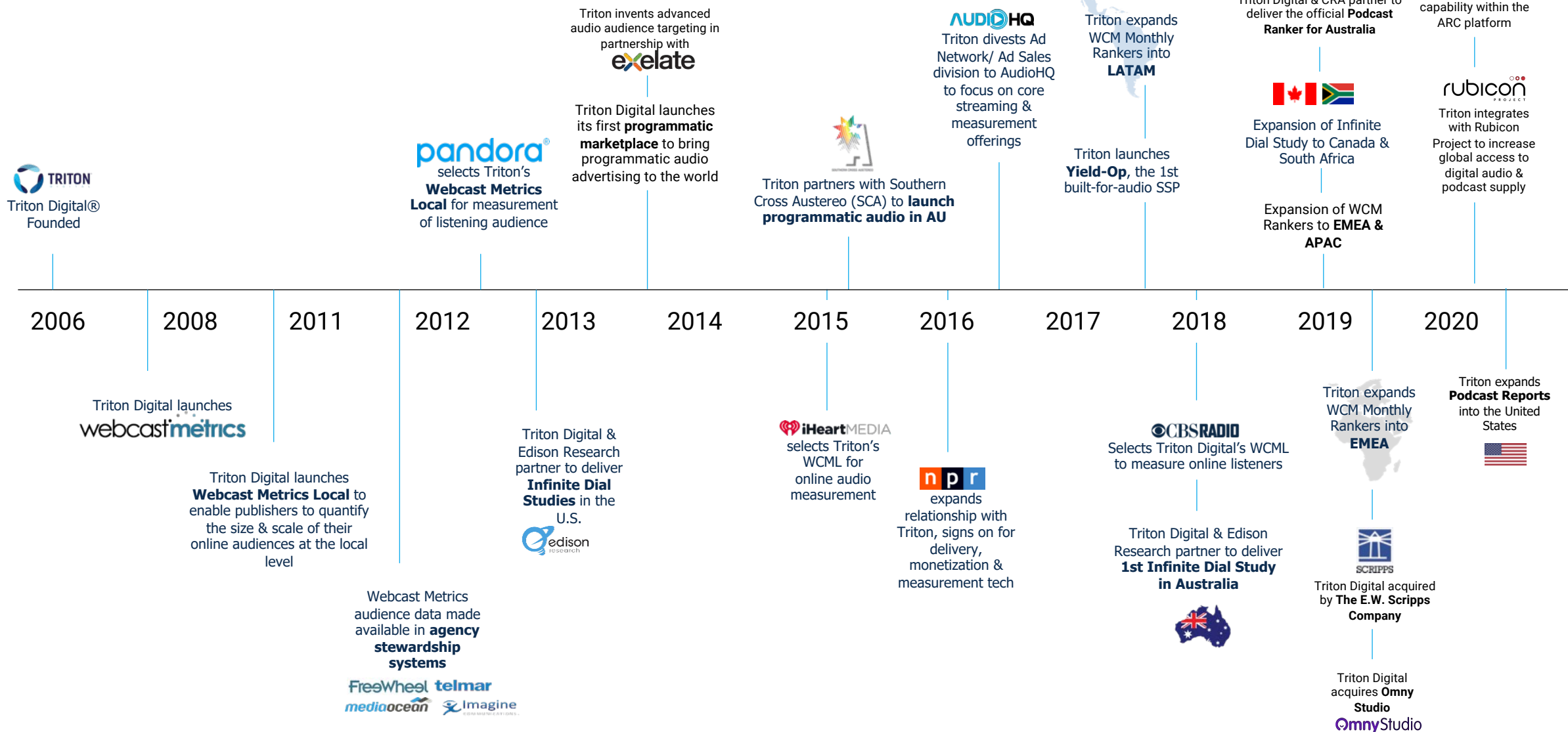
# Global Company

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  
45+ countries

# 14 Years of Innovation



# The Benefits of Programmatic Audio

Triton Digital

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# How We Define Audio

New & Incremental Audiences Across Various Screens



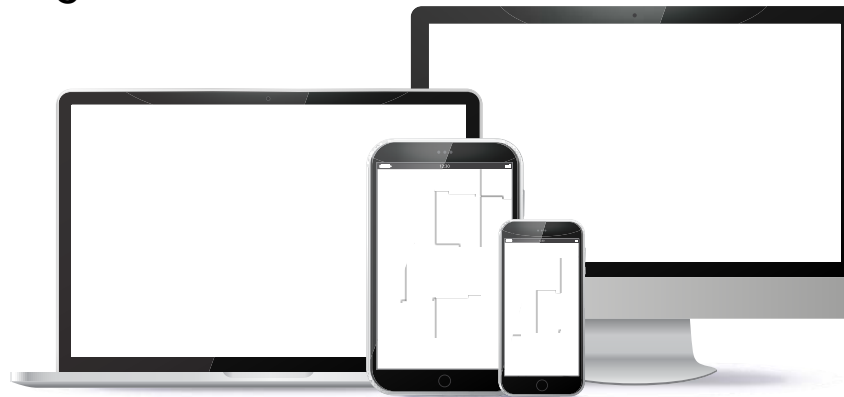
Radio Streaming



On Demand



Podcasts



# A Complementary Channel

- Print + Web
- TV + Video
- Audio is complementary to multi-channels (Video, TV, Web, Mobile, Outdoor)

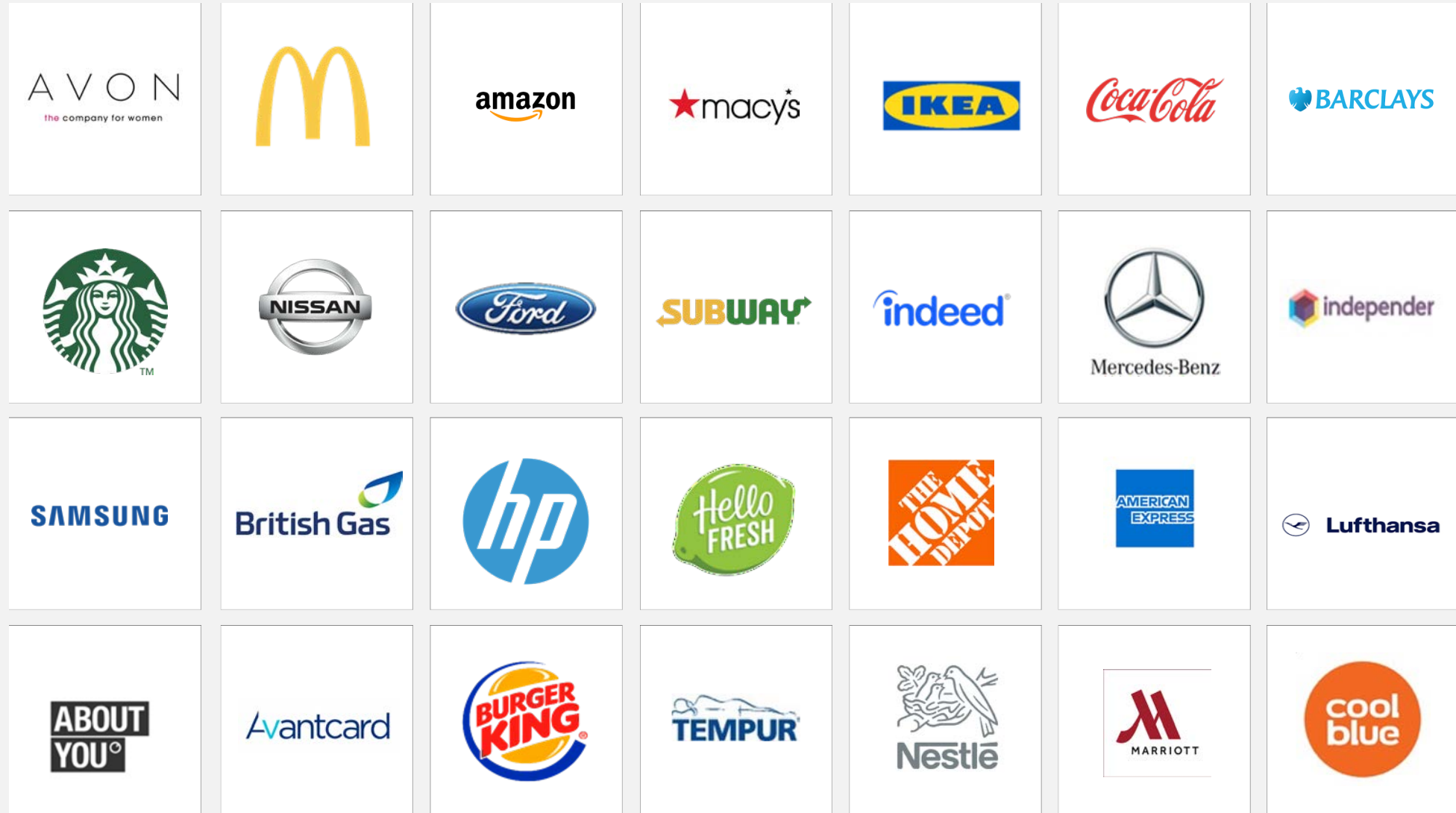


# Reasons to add Programmatic Audio to your Marketing Mix

- 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



# Who is Buying Digital Audio, Programmatically?



# Strong Partnerships

## Research



**KANTAR**

**KANTAR IBOPE MEDIA**

## Media Buyers



**IPG MEDIABRANDS**

**cossette**

## Associations



**RAB** RADIO ADVERTISING BUREAU

# DSP Integrations



# The Company We Keep



# Operations & Strategy

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# Programmatic Audio

Triton Digital strives to make buying programmatic audio as normal as display or video

## Advantages

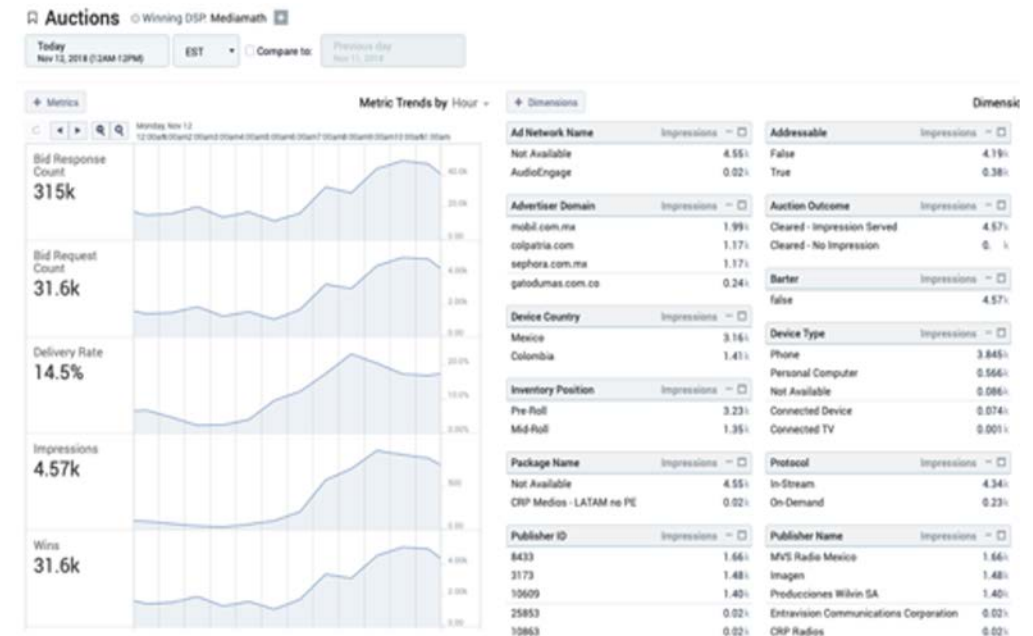
- Efficiency
- Measurement in real time
- Increased reach when combined with other channels
- Transparency
- A variety of channels

# Strategy

- Research the audience and set expectations
- Reach the right listener
- Target by the criteria you do today: Geo, Devices, 1<sup>st</sup> or 3<sup>rd</sup> 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





# Research

Triton Digital

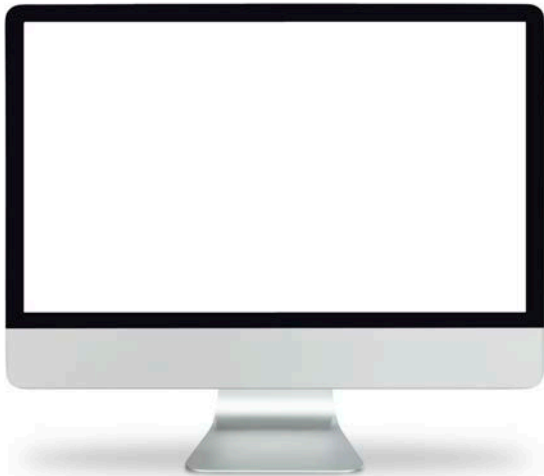
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# USA Overview | 2.95 B Ad Calls

Data: 30 Days timeframe



**Mobile**  
48% | 82%



**Desktop**  
40% | 13%



**Smart Speakers**  
8% | 4%



**Connected Devices**  
4% | 1%

**Top Publishers**

- Radio.com
- Midroll Media
- Cumulus
- Salem
- Spreaker
- Urban One

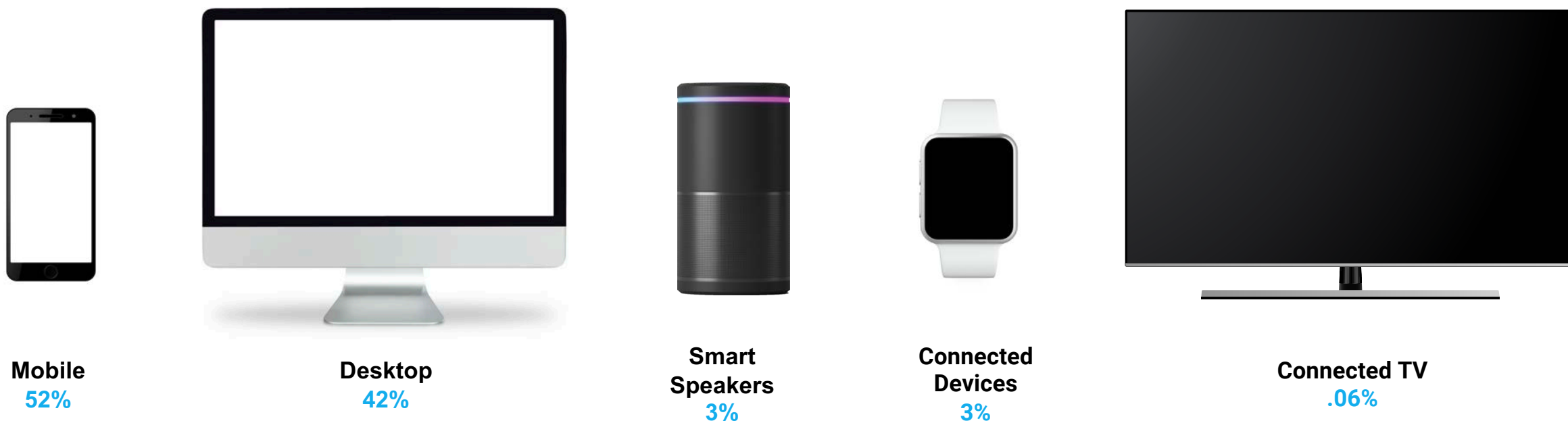
**Top Hispanic Publishers**

- Prisa Radio
- Grupo Radio Centro
- Entravision
- CRP Radios
- Grupo RPP
- Lotus Broadcasting

 Top Publishers     Top Hispanic Publishers

# EU Overview | 2.68 B Ad Calls

Data: 30 Days timeframe



## Top Publishers

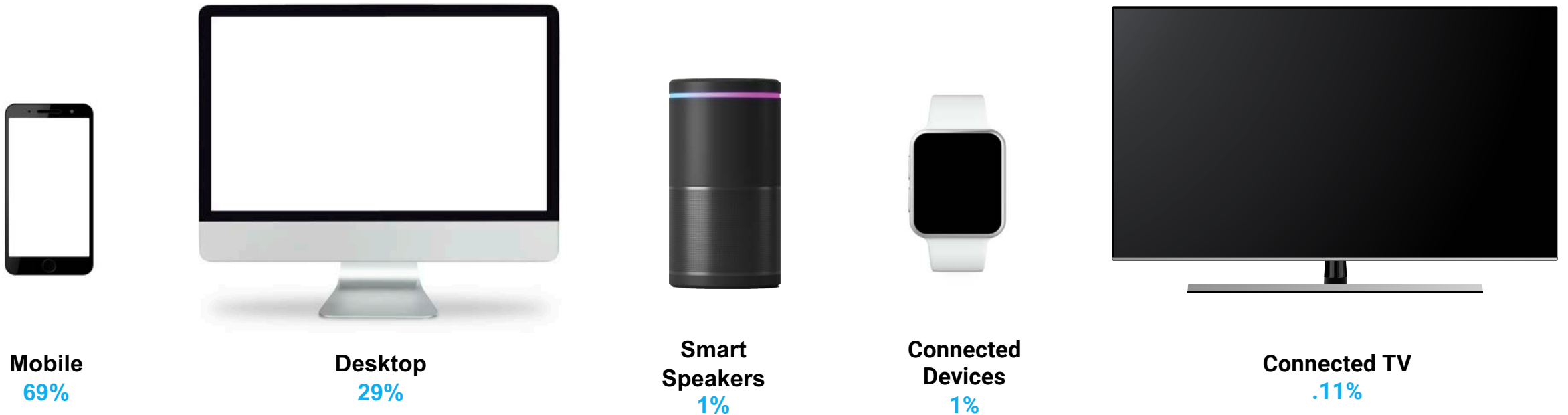
Prisa | Medialaan | Talpa Media Solutions | Deezer | iVoox

## Top Countries

Spain 969M | Netherlands 283M | Belgium 411M | France 216M | Germany 214M

# LATAM Overview | 1,54 B Ad Calls

Data: 30 Days timeframe



## Top Publishers

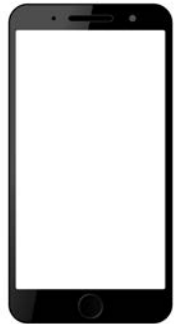
Prisa Radio | Radios IMC | Jovem Pan | Grupo JBFM | Grupo Acir

## Top Countries

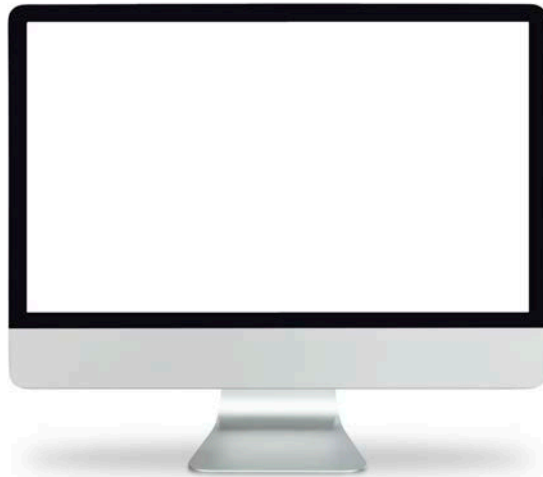
Mexico 469M | Brazil 387M | Chile 272M | Argentina 178M | Colombia 150M

# APAC Overview | 1.06B Ad Calls

Data: 30 Days timeframe



**Mobile**  
89% | 98%



**Desktop**  
9% | .2%



**Smart Speakers**  
.4.1% | .02%



**Connected Devices**  
1.6% | .01%

 Australia

 India

## Top Publishers

Gaana  
PURADSIFM PTY LTD  
Mediacorp  
VNG Corporation  
Bec Tero  
Macquarie Media

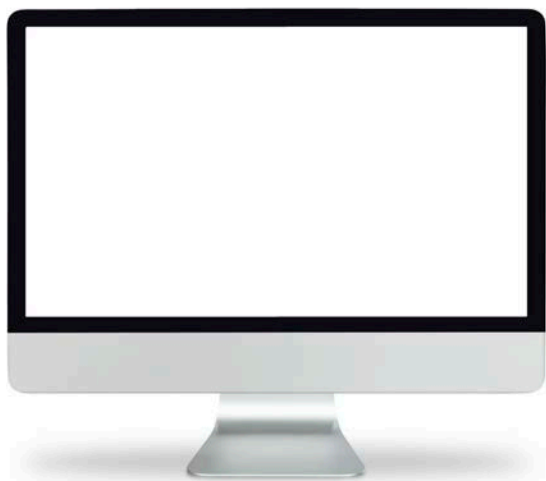
## Top Countries

India  
Australia  
Singapore  
Vietnam  
Japan

# MENA Overview | 629M Ad Calls



**Mobile**  
80%



**Desktop**  
19%



**Smart  
Speakers**  
.06%



**Connected  
Devices**  
.2%



**Connected TV**  
.03%

## Top Publishers

Anghami | Karnaval | Deezer | Prisa Radio | Primedia | Zeno Radio

## Top Countries

Turkey: 210M | Egypt: 59M | Saudi Arabia: 39M



# Thank you

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