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.
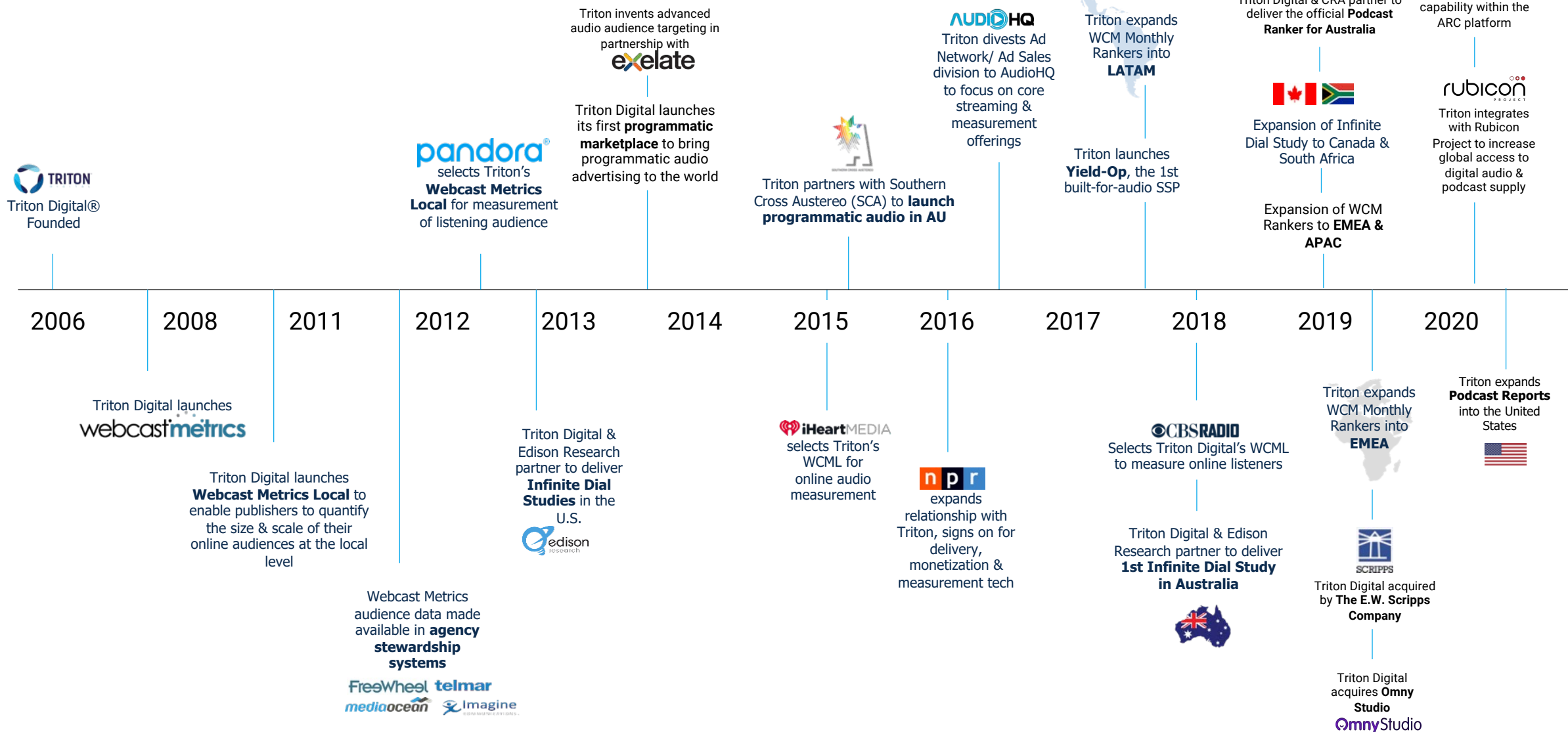
TRITON™
D I G I T A L

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

TRITON
DIGITAL

15 Years of Innovation

2006

TRITON
Triton Digital® Founded

Triton Digital launches
webcast metrics

2008

Triton Digital launches **Webcast Metrics Local** to enable publishers to quantify the size & scale of their online audiences at the local level

2011

pandora®
selects Triton's **Webcast Metrics Local** for measurement of listening audience

Webcast Metrics audience data made available in **agency stewardship systems**

FreeWheel telmar
mediaocean Imagine

2012

Triton invents advanced audio audience targeting in partnership with
exelate

Triton Digital & Edison Research partner to deliver **Infinite Dial Studies** in the U.S.
edison research

2013

Triton Digital launches its first **programmatic marketplace** to bring programmatic audio advertising to the world

2014

Triton partners with Southern Cross Austereo (SCA) to **launch programmatic audio in AU**

iHeartMEDIA
selects Triton's WCML for online audio measurement

2015

AUDIOHQ
Triton divests Ad Network/ Ad Sales division to AudioHQ to focus on core streaming & measurement offerings

npr
expands relationship with Triton, signs on for delivery, monetization & measurement tech

2016

Triton expands WCM Monthly Rankers into LATAM

Triton launches **Yield-Op**, the 1st built-for-audio SSP

2017

CBSRADIO
Selects Triton Digital's WCML to measure online listeners

Triton Digital & Edison Research partner to deliver **1st Infinite Dial Study in Australia**

2018

Triton expands Podcast Reports into **LATAM**

Triton Digital & CRA partner to deliver the official **Podcast Ranker for Australia**

Expansion of Infinite Dial Study to Canada & South Africa

Expansion of WCM Rankers to EMEA & APAC

Triton expands WCM Monthly Rankers into **EMEA**

SCRIPPS
Triton Digital acquired by **The E.W. Scripps Company**

Triton Digital acquires **Omny Studio**
OmnyStudio

2019

arc Affiliate Research Client
Reatro Ventures partners with Triton to enable "listen live" capability within the ARC platform

rubicon PROJECT
Triton integrates with Rubicon Project to increase global access to digital audio & podcast supply

Triton expands **Podcast Reports** into the United States

2020

The Benefits of Programmatic Audio

Triton Digital

How We Define Audio

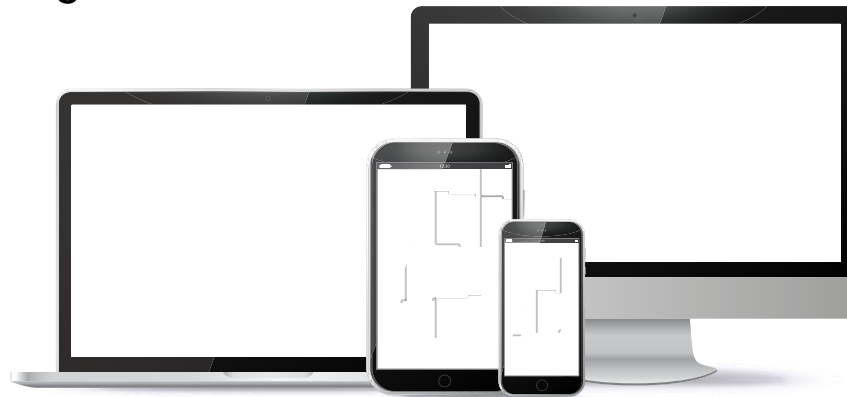New & Incremental Audiences Across Various Screens

On Demand

Radio Streaming

Podcasts
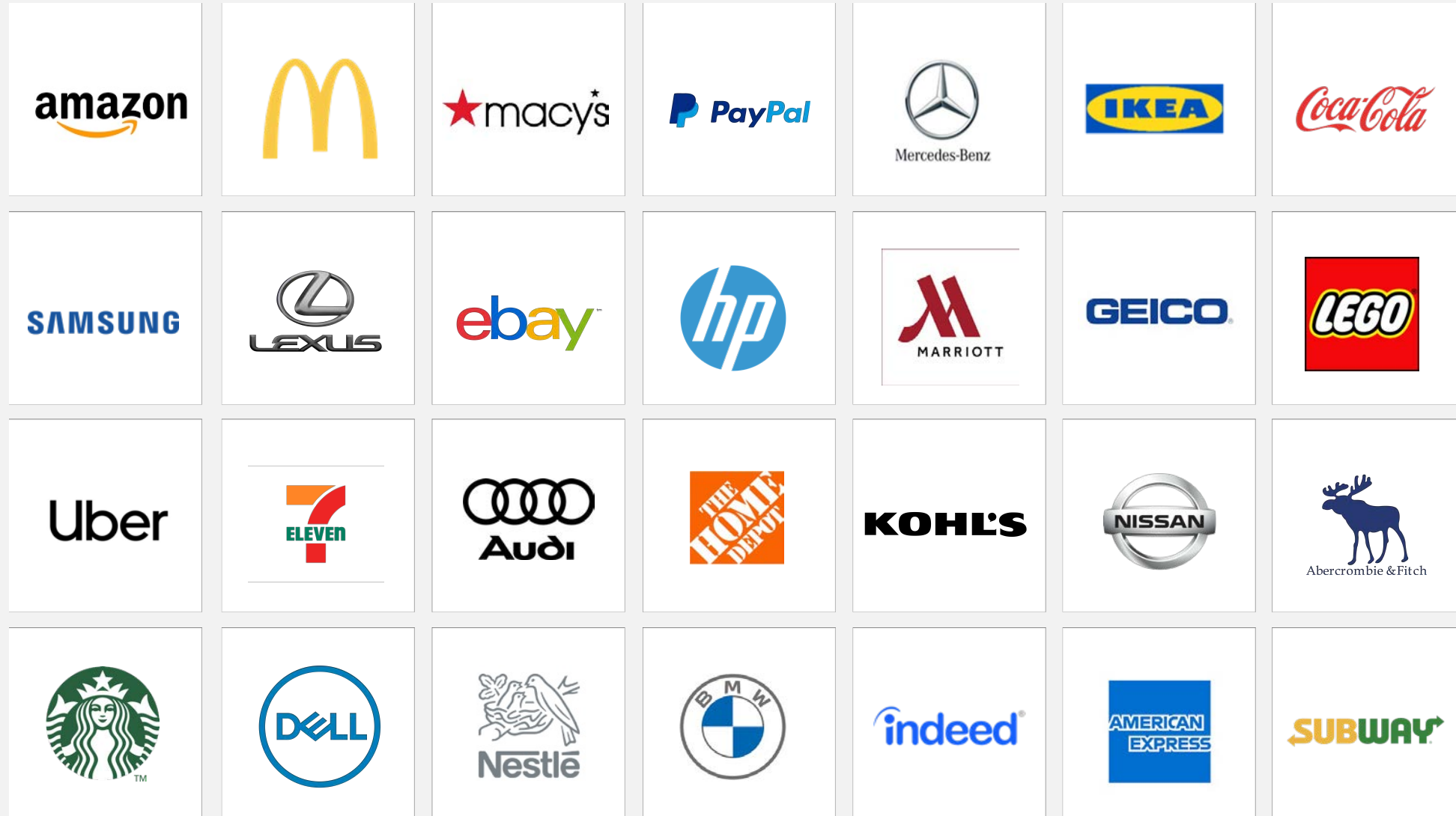
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A Complementary Channel

- Print + Web + Audio

- TV + Video + Audio

- Mobile + Audio

- Outdoor + Audio

- Web + Audio

- Print + Audio

TRITON
DIGITAL

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

TRITON
DIGITAL

Who is Buying Digital Audio, Programmatically?

Integrated DSPs
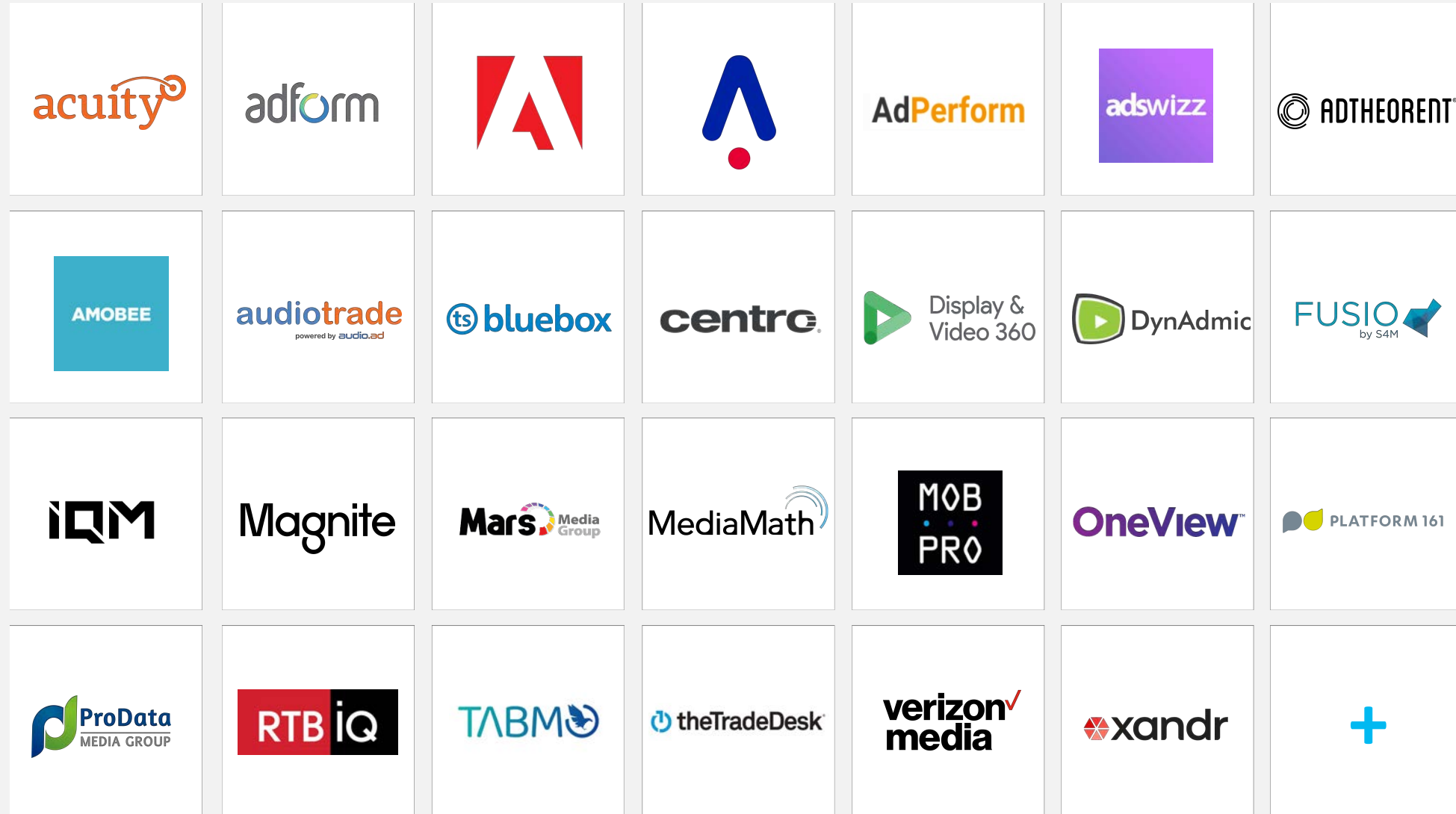
Powering the Audio Strategies of

Operations & Strategy

Programmatic Audio

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

Transparency

Freedom

Size of budget

TRITON
DIGITAL

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

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DIGITAL

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
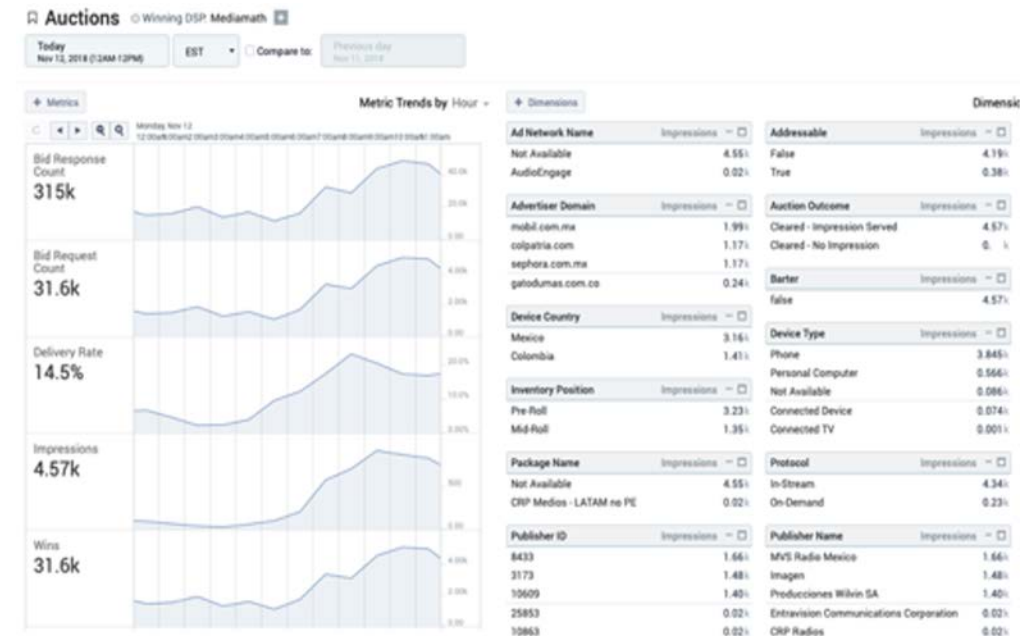
Research

Triton Digital

USA Overview | 8.48 B Ad Calls

Data: 30 Days timeframe

Mobile
46.92% | 87.62%

Desktop
37.17% | 8.55%

Smart Speakers
8.99% | 3.22%

Connected Devices
1.35% | .57%

Connected TV
5.57% | .04%

■ United States

■ United States - Hispanic

Top Publishers

Radio.com | ESPOT | Stitcher Media | Cumulus | Spreaker

Top Hispanic Publishers

Prisa Radio | Estrella media | Entravision | CRP Radios | Lotus Broadcasting

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DIGITAL

EU Overview | 4.21 B Ad Calls

Data: 30 Days timeframe

Mobile
57.35%
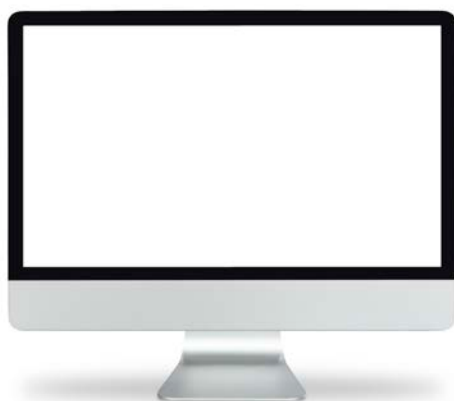
Desktop
35.07%

Smart Speakers
4.46%

Connected Devices
3.07%

Connected TV
.05%

Top Publishers

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

Top Countries

Spain | France | Netherlands | Belgium | Czech Republic

TRITON
DIGITAL

LATAM Overview | 2.63 B Ad Calls

Data: 30 Days timeframe

Mobile
66.38%
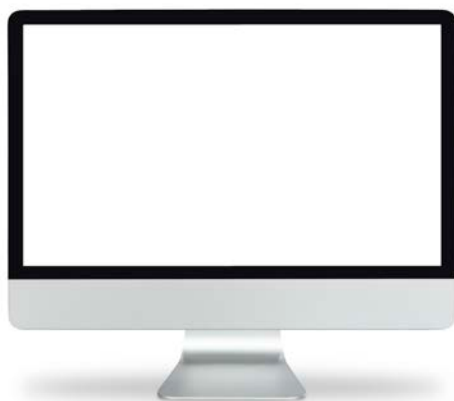
Desktop
29.83%

Smart Speakers
2.95%

Connected Devices
.75%

Connected TV
.09%

Top Publishers

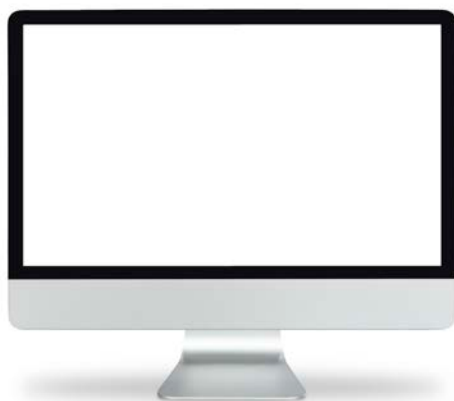Prisa Radio | Radios IMC | Jovem Pan | Grupo JBFM | Grupo Radiopolis

Top Countries

Mexico | Brazil | Chile | Argentina | Colombia

TRITON
DIGITAL

APAC Overview | 1.67 B Ad Calls

Data: 30 Days timeframe

Mobile
68.3% | 98.65%

Desktop
18.7% | 1.2%

Smart Speakers
10.4% | .1%

Connected Devices
2.5% | .05%
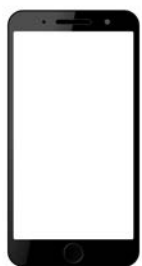
Connected TV
.10% | 0%

Australia

India

Top Publishers

Mediacorp | Suria FM | Hungama | VNG Media | Nova Entertainment

Top Countries

Australia | India | Malaysia | Thailand | Vietnam

TRITON
DIGITAL

MENA Overview | 803 M Ad Calls

Data: 30 Days timeframe

Mobile
79.95%

Desktop
25.88%

Smart Speakers
.11%

Connected Devices
1.02%

Connected TV
0.04%

Top Publishers

Karnaval | Spreaker | Stitcher Media | Zeno Radio

Top Countries

Turkey | United Arab Emirates | Saudi Arabia | Israel | Morocco

Thank you