



TRITONTM
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.



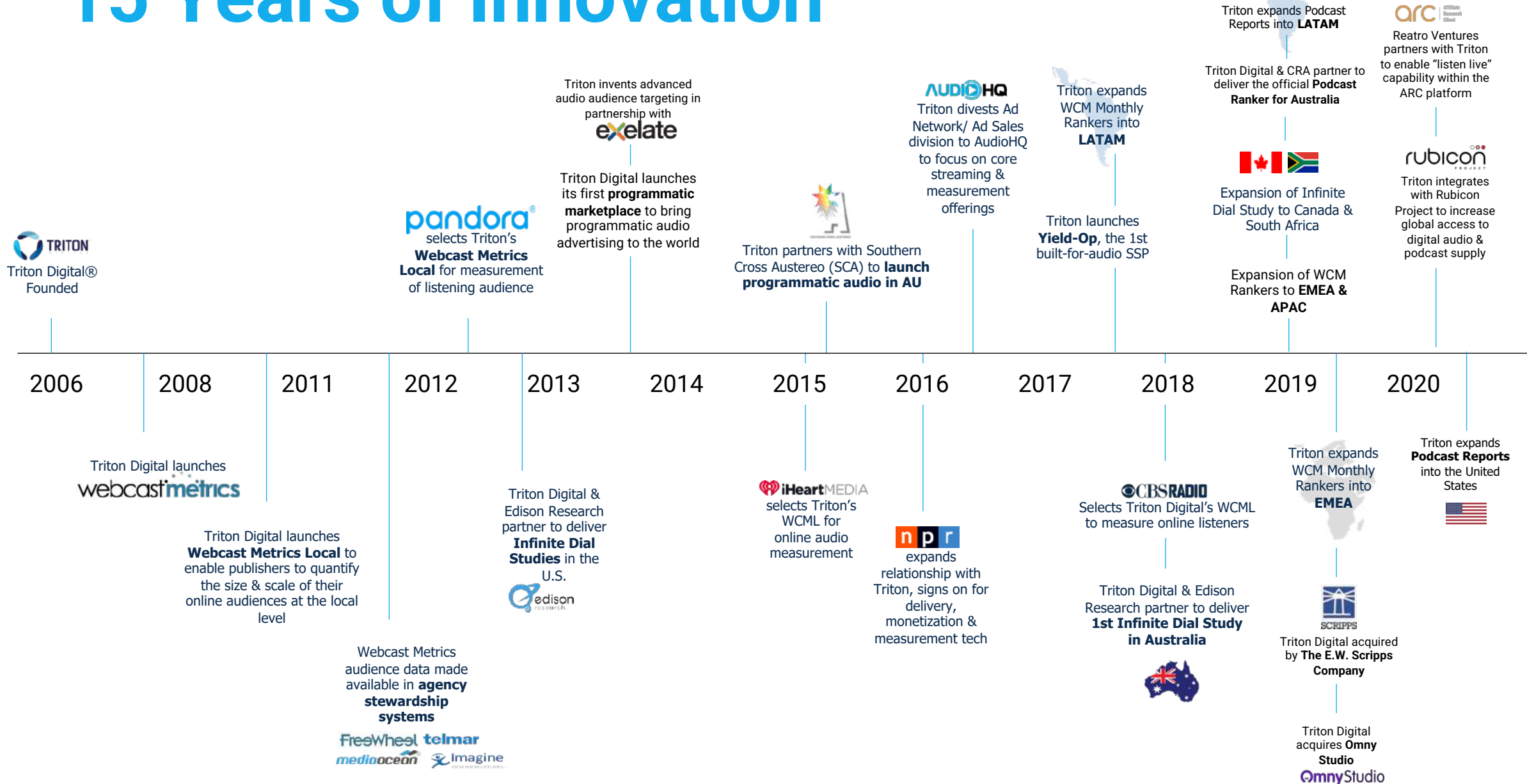
Global Company

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
50 countries

15 Years of Innovation

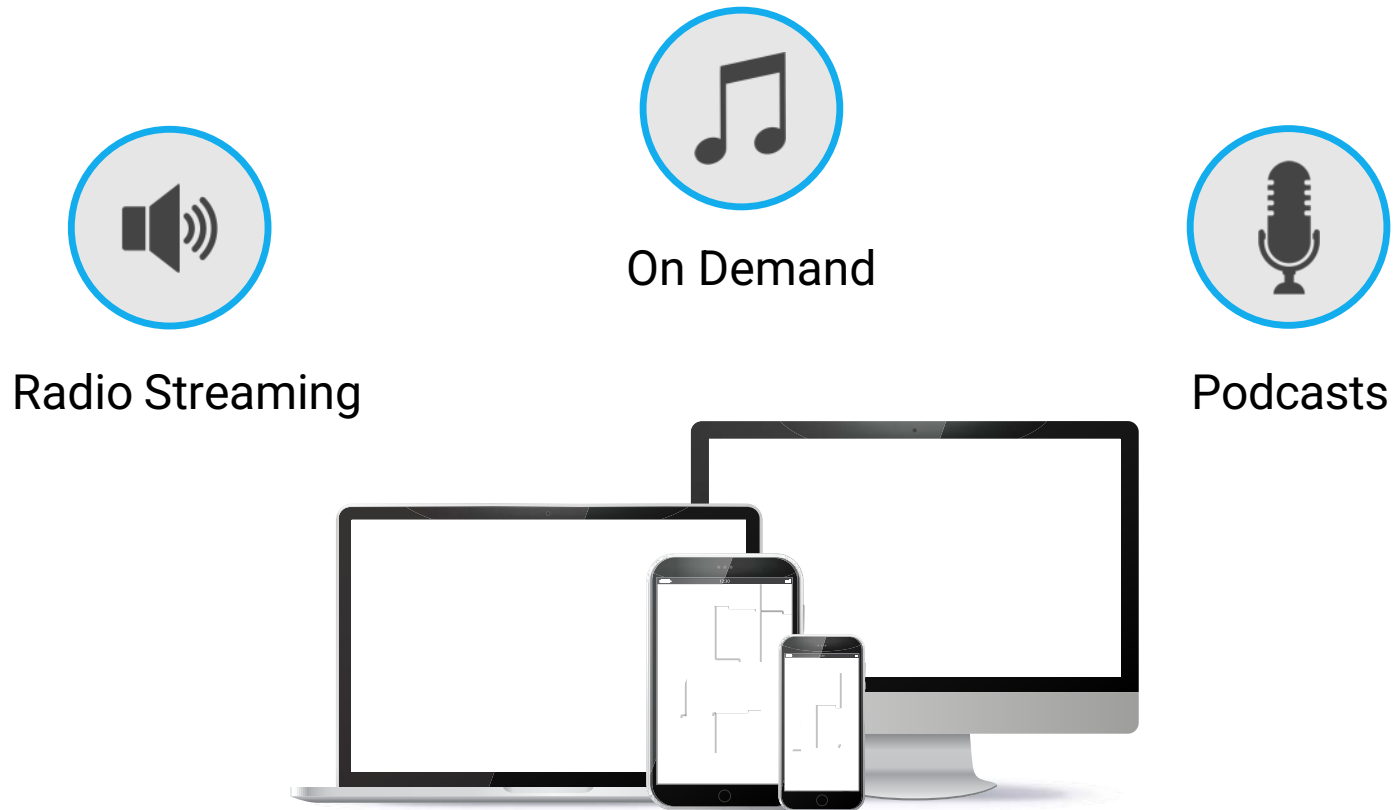


The Benefits of Programmatic Audio

Triton Digital

How We Define Audio

New & Incremental Audiences Across Various Screens



A Complementary Channel

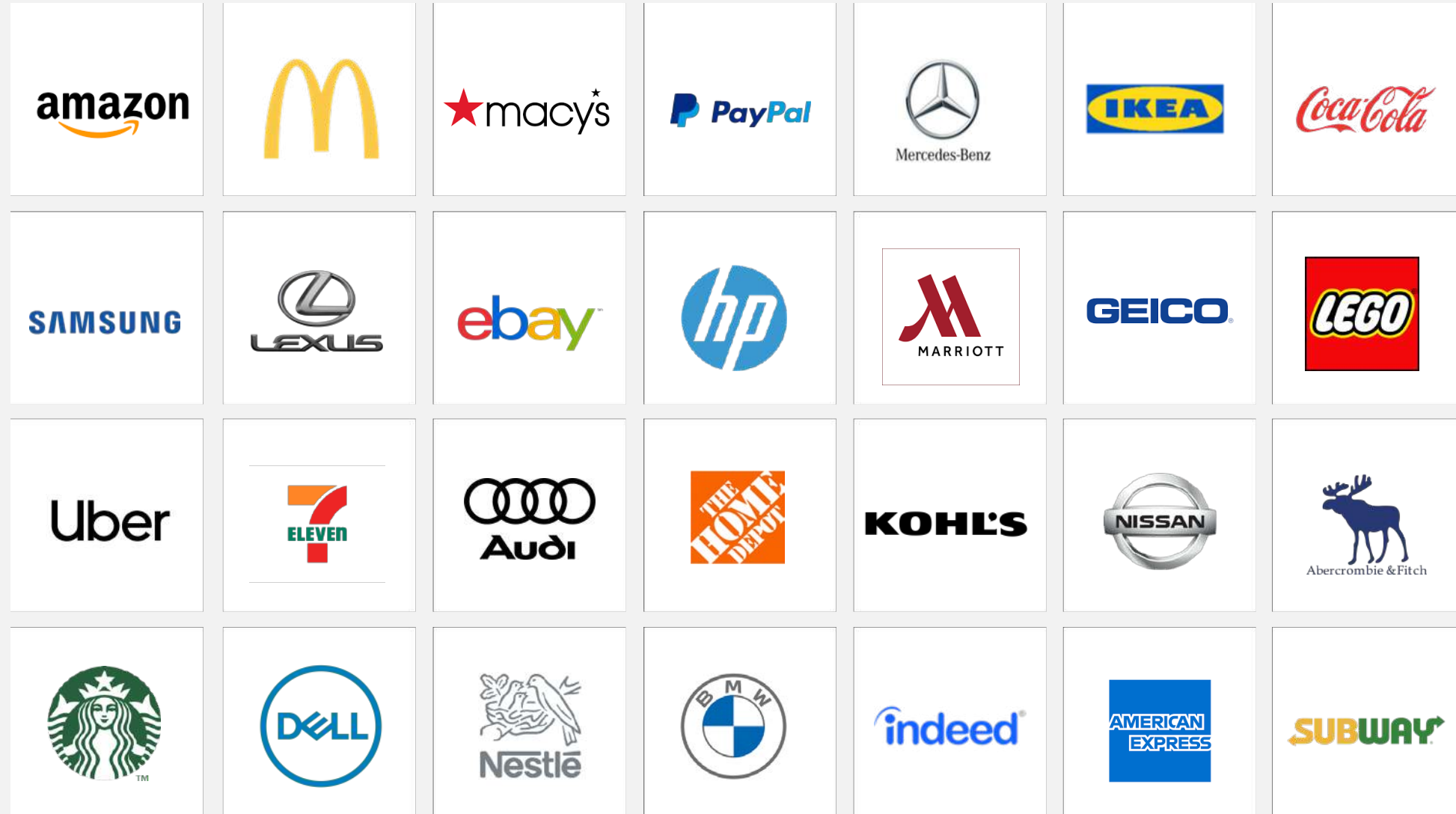
- Print + Web + Audio
- TV + Video + Audio
- Mobile + Audio
- Outdoor + Audio
- Web + Audio
- Print + Audio



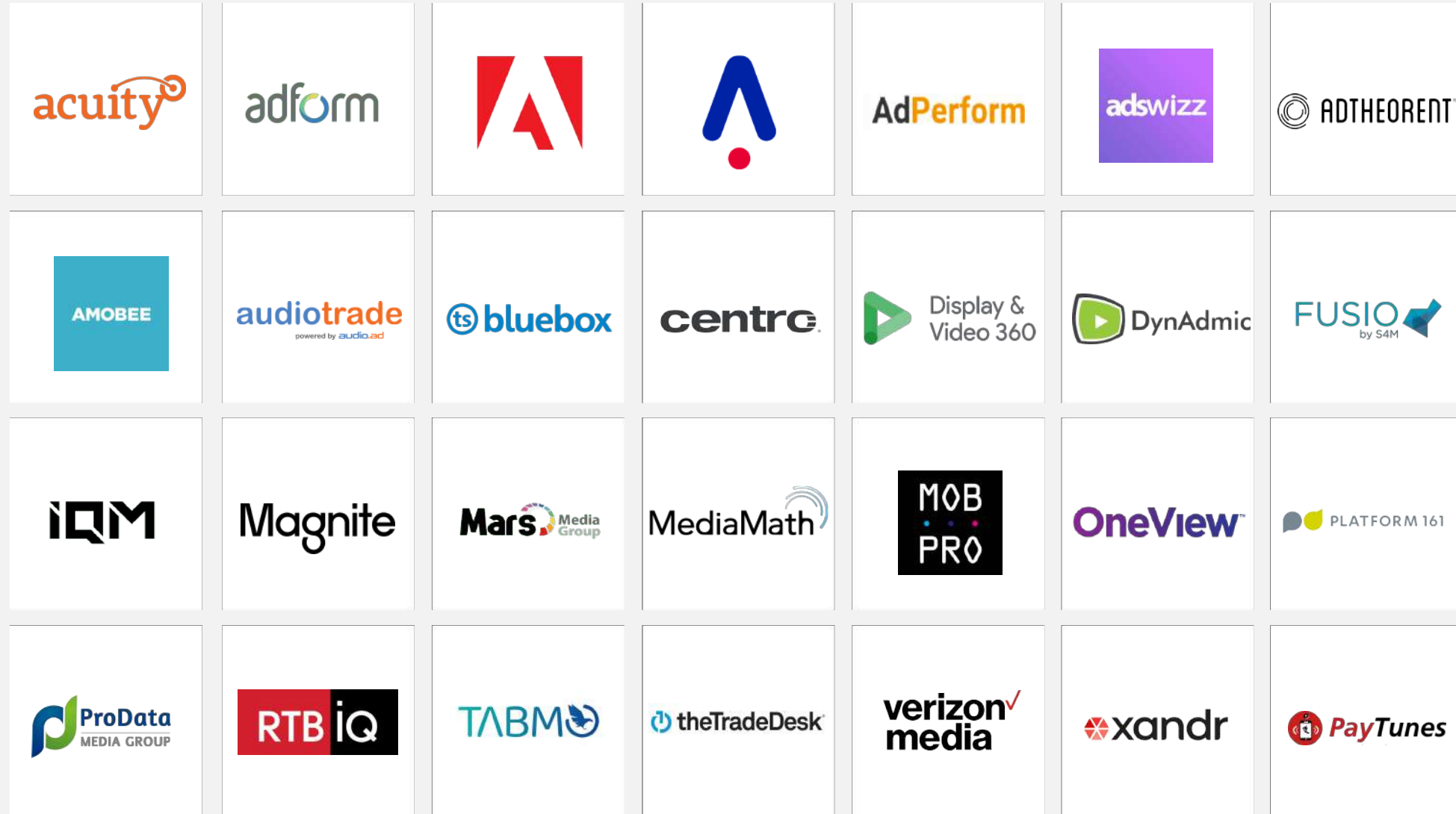
Reasons to add Programmatic Audio to your Marketing Mix

- 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?



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

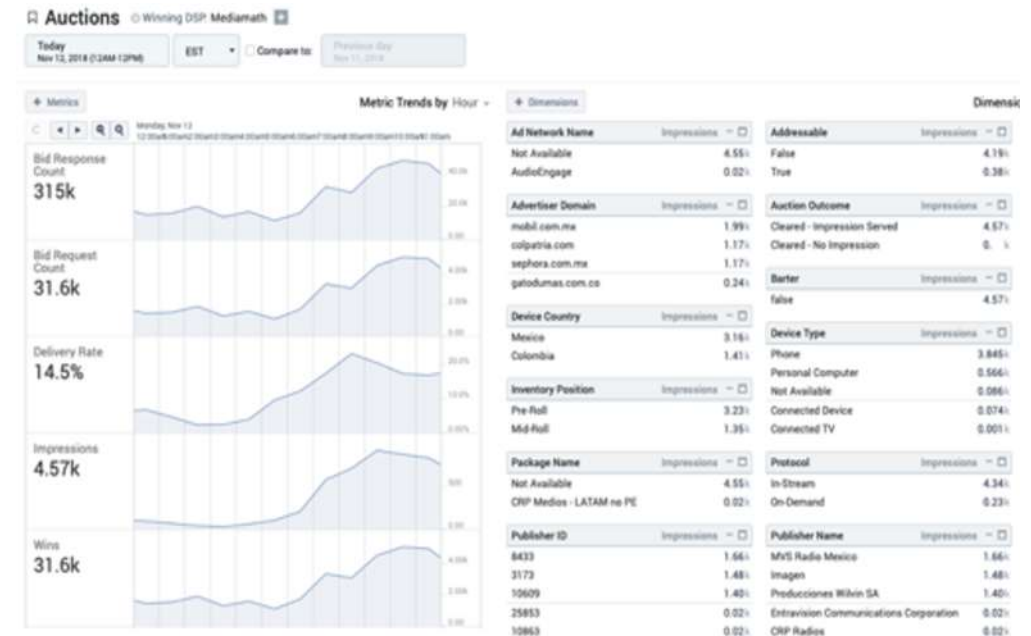
Size of budget

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



Research

Triton Digital

USA Overview | 8.93 B Ad Calls

Data: 30 Days timeframe



Mobile
45.3% | 88%



Desktop
41.77% | 8.06%



Smart Speakers
7.30% | 3.2%



Connected Devices
1.18% | .69%



Connected TV
4.45% | .05%

 United States

 United States - Hispanic

Top Publishers

Audacy | ESPOT | Stitcher Media | Cumulus | Spreaker

Top Hispanic Publishers

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

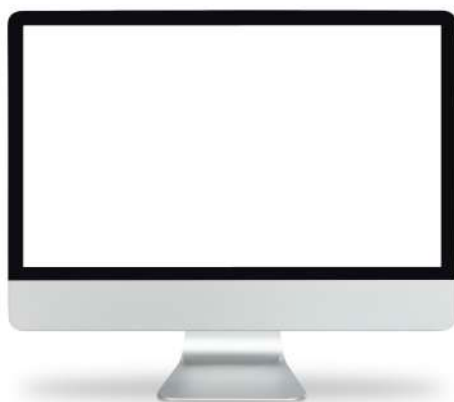


EU Overview | 5.20 B Ad Calls

Data: 30 Days timeframe



Mobile
55.46%



Desktop
33.86%



Smart Speakers
5.41%



Connected Devices
5.18%



Connected TV
.09%

Top Publishers

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

Top Countries

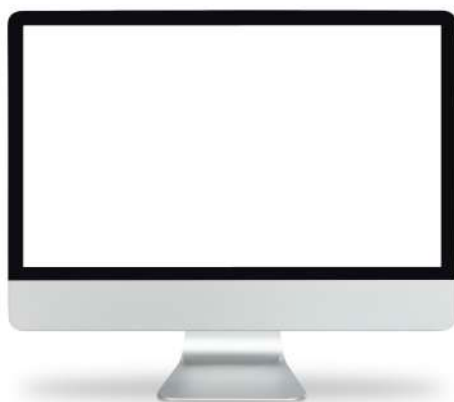
Spain | France | Netherlands | Belgium | United Kingdom

LATAM Overview | 2.82 B Ad Calls

Data: 30 Days timeframe



Mobile
62.36%



Desktop
33.20%



Smart Speakers
3.53%



Connected Devices
.81%



Connected TV
.11%

Top Publishers

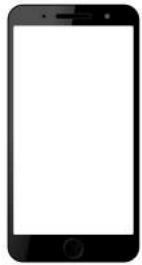
Prisa Radio | Radios IMC | Jovem Pan | Grupo JBFM | MVS Radio Mexico

Top Countries

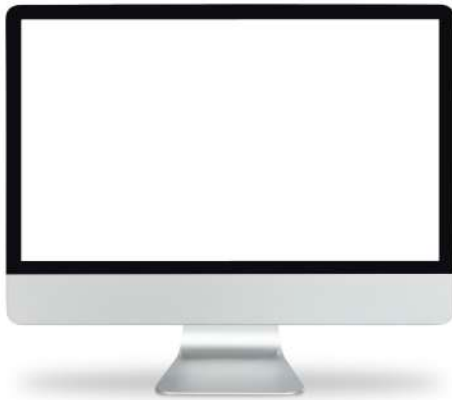
Mexico | Brazil | Chile | Argentina | Colombia

APAC Overview | 1.65 B Ad Calls

Data: 30 Days timeframe



Mobile
67.76% | 96.29%



Desktop
18.57% | 3.39%



Smart Speakers
10.71% | .18%



Connected Devices
2.91% | .13%



Connected TV
.05% | 0.01%

 Australia

 India

Top Publishers

Mediacorp | Suria FM | Nova Entertainment | Nippon Broadcasting | Nine Entertainment

Top Countries

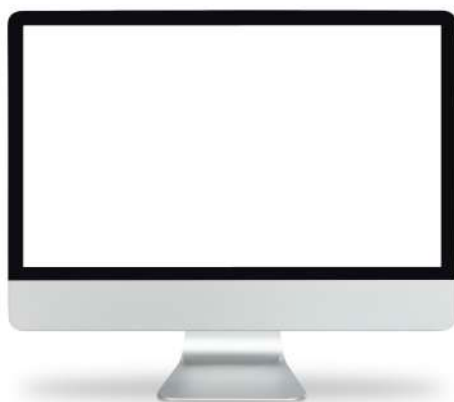
Australia | India | Malaysia | Singapore | Japan

MENA Overview | 280 M Ad Calls

Data: 30 Days timeframe



Mobile
66.74%



Desktop
31.32%



Smart Speakers
.21%



Connected Devices
1.47%



Connected TV
0.26%

Top Publishers

Karnaval | Spreaker | Zemeho | Zeno Radio

Top Countries

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



Thank you

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