TRITON™
DIGITAL

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™ DIGITAL

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

2006

Triton Digital® Founded

2008

Triton Digital launches webcastmetrics

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

2011

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

FreeWheel telmar mediaocean Imagine

2012

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

2013

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

edison research

2014

Triton invents advanced audio audience targeting in partnership with exelate

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

2015

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

iHeartMEDIA selects Triton's WCML for online audio measurement

2016

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

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

2017

Triton expands WCM Monthly Rankers into **LATAM**

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

2018

CBS RADIO Selects Triton Digital's WCML to measure online listeners

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

2019

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

2020

arc 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

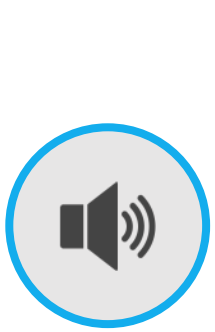
Triton expands **Podcast Reports** into the United States

The Benefits of Programmatic Audio

Triton Digital

How We Define Audio

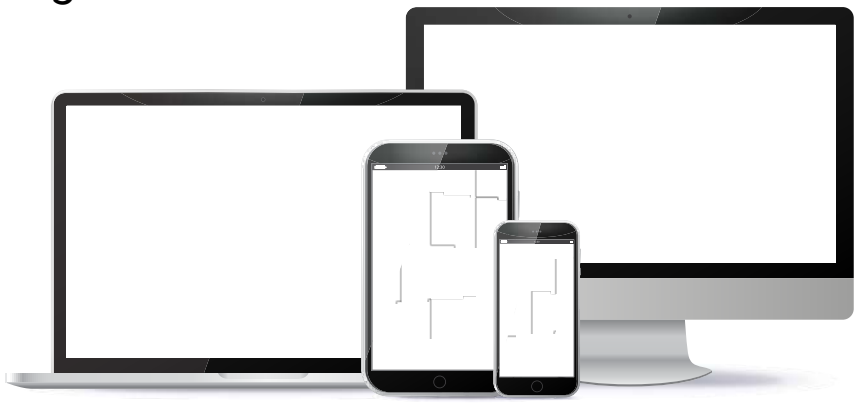
New & Incremental Audiences Across Various Screens



Radio Streaming

On Demand

Podcasts



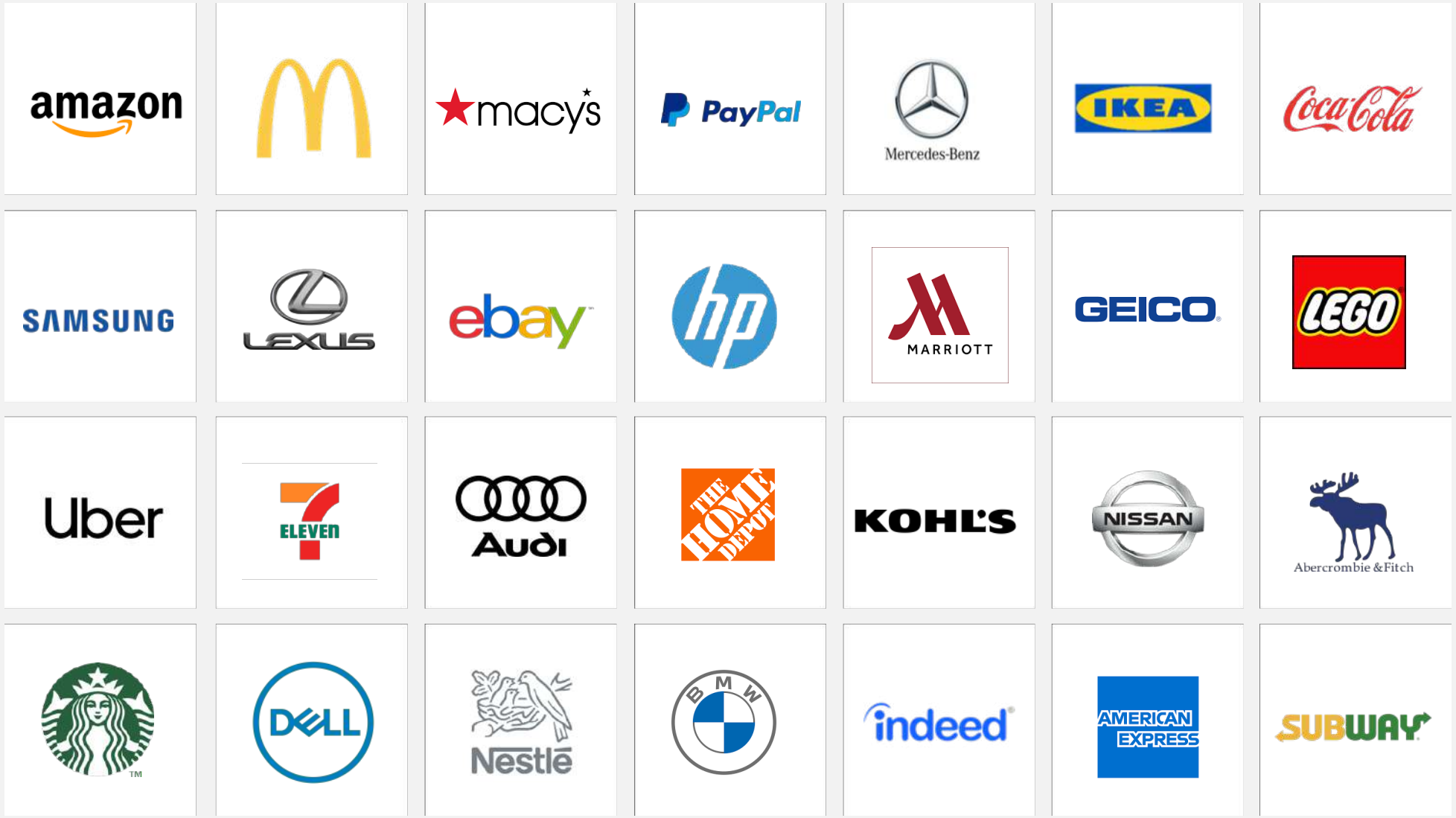
A Complementary Channel

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

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

DSP Integrations

Display & Video 360
xandr
theTradeDesk
verizon media
centro
Magnite
adot
MediaMath
PLATFORM 161
ADTHEORENT
bluebox
Mars Media Group
acuity
audiotrade
dataxu
Adobe
IQM
MOB PRO
RTB iQ
AMOBEE
DynAdmic
adform
FUSIO
TABMO
ADVERTISING PLATFORM FOR NEW SCREENS
adswizz
AdPerform
ProData MEDIA GROUP
TRITON DIGITAL

Powering the Audio Strategies of

TRITON DIGITAL

Operations & Strategy

Programmatic Audio

It’s easy to use Triton Digital’s SSP for buying programmatic audio. As simple as 1,2,3

1 – Transparency

2 – Freedom

3 – 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

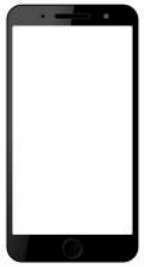
- Understand the client KPI and how audio contributes
- Ensure all internal and trackers align for client needs
- Capture as much info as possible about the auction and listener in every exposure: Mobile Advertising ID, IP Address, Location, User Agent

Research

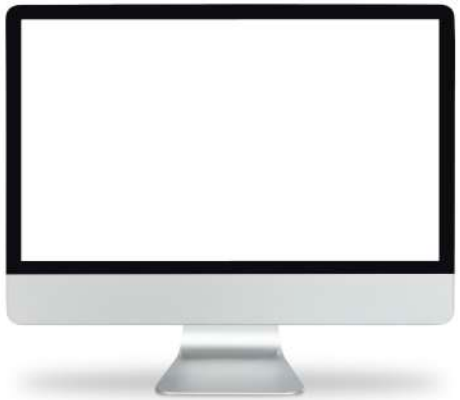
Triton Digital

USA Overview | 5.56 B Ad Calls

Data: 30 Days timeframe



Mobile
44.20% | 86.20%



Desktop
37.10% | 10.70%

Smart Speakers
7.30% | 2.50%

Connected Devices
1% | .55%

Connected TV
10.40% | .05%

Top Publishers

Top Hispanic Publishers

Top Publishers

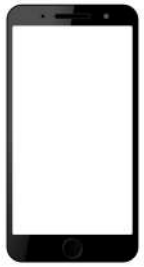
Radio.com | Midroll Media | Cumulus | Salem | Spreaker

Top Hispanic Publishers

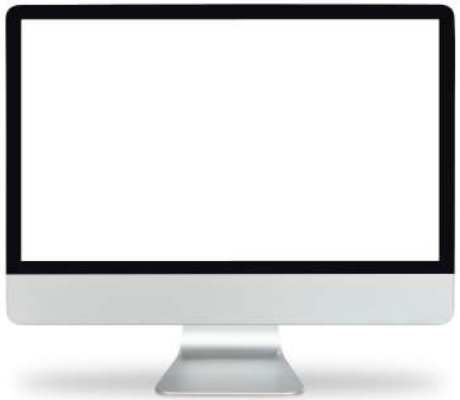
Prisa Radio | Grupo Radio Centro | Entravision | Estrella Media | Grupo RPP

EU Overview | 1.98 B Ad Calls

Data: 30 Days timeframe



Mobile
53.90%



Desktop
41%

Smart Speakers
2.95%

Connected Devices
2.10%

Connected TV
.05%

Top Publishers

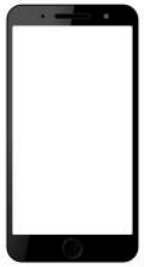
Prisa | DPG Media | Talpa Media Solutions | Deezer | Karnaval

Top Countries

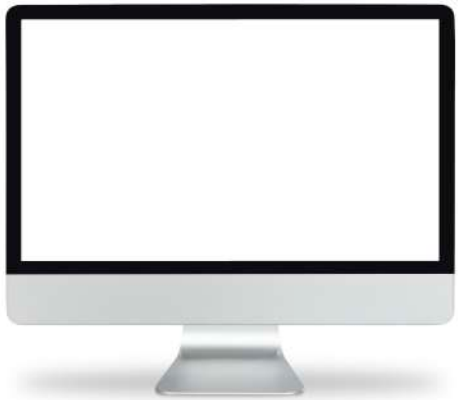
Spain | France | Netherlands | Belgium | Czech Republic

LATAM Overview | 1.76 B Ad Calls

Data: 30 Days timeframe



Mobile
61.85%



Desktop
34.65%

Smart Speakers
2.40%

Connected Devices
.80%

Connected TV
.30%

Top Publishers

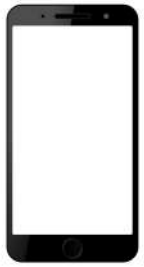
Prisa Radio | Radios IMC | Jovem Pan | Grupo JBFM | MVS Radio Mexico

Top Countries

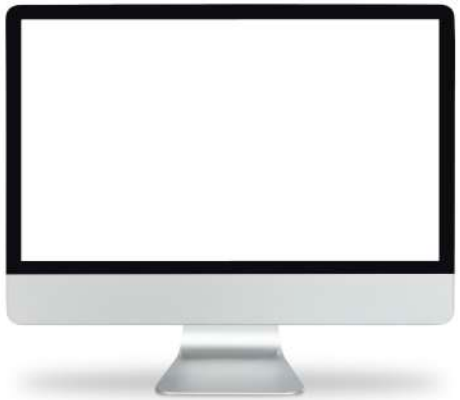
Mexico | Brazil | Chile | Argentina | Colombia

APAC Overview | 728 M Ad Calls

Data: 30 Days timeframe



Mobile
73.85% | 97.87%



Desktop
18.15% | .71%

Smart Speakers
5.58% | .14%

Connected Devices
2.31% | .13%

Connected TV
0.02% | 1.15%

Australia

India

Top Publishers

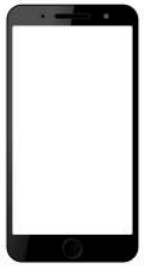
Puradsifm PTY LTD | Hungama | Mediacorp | BecTero | Nine

Top Countries

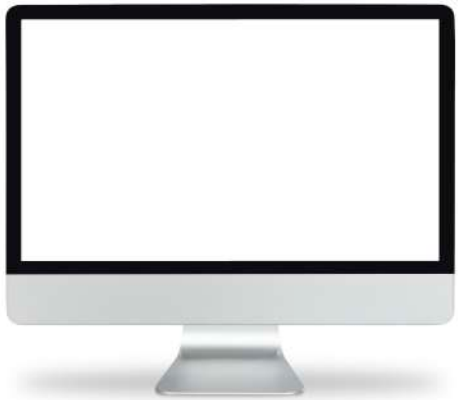
Australia | India | Singapore | Thailand | Japan

MENA Overview | 541 M Ad Calls

Data: 30 Days timeframe



Mobile
62.25%



Desktop
36.53%

Smart Speakers
.11%

Connected Devices
1.08%

Connected TV
.03%

Top Publishers

Karnaval | Singular Ads | Deezer | Zeno Radio

Top Countries

Turkey | Egypt | Saudi Arabia | Lebanon | Morocco

Thank you

Marketops@tritondigital.com | www.TritonDigital.com