Triton Overview

- Launched in 2006 - the leading provider of technology to the online/digital audio industry
- Clients in over 50 countries
- A full suite of products to help audio publishers grow audiences and increase revenue:
  - Content Management
  - Advertising Technology
  - Audience Measurement
- Best-in-class solutions, engineered to work even better together
- First ever programmatic audio transaction in January 2013
The Benefits of Programmatic Audio
How We Define Digital Audio

STREAMING

ON DEMAND

PODCAST
Why add Programmatic Audio to your Marketing Mix?

- Cost - Efficient
- Brand Safe Publishers
- Detailed Reporting
- Flexibility and Control
- Highly Engaged Audience
- Listener level targeting
Where Audio Fits into the Marketing Mix?

- **Awareness/Branding**: Let them know you exist
- **Interest**: Expand and reach out to lookalike audiences
- **Consideration**: Remind the audiences of your brand
- **Purchase**: Client engagement
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
- The Home Depot
- Kohl's
- Nissan
- Abercrombie & Fitch
- Starbucks
- Dell
- Nestle
- BMW
- Indeed
- American Express
- Subway
Inventory
Powering the Audio Strategies of
USA Overview | 28.1 B Ad Calls

Data: 30 Days timeframe

- **United States**
  - Mobile: 46.82% | 80.09%
  - Desktop: 44.53% | 15.08%
  - Smart Speakers: 2.55% | 3.77%
  - Connected Devices: 5.31% | .94%
  - Connected TV: 0.79% | .12%

- **United States - Hispanic**

**Top Publishers**
- Spreaker
- iHeart
- Stitcher
- Audacy
- ESPOT

**Top Hispanic Publishers**
- Prisa Radio
- Grupo America
- Grupo Alpha Media
- CRP Radios
- MVS Radio Mexico

www.TritonDigital.com
EU Overview | 6.4 B Ad Calls

Data: 30 Days timeframe

- Mobile: 49.44%
- Desktop: 36.24%
- Smart Speakers: 5.47%
- Connected Devices: 8.78%
- Connected TV: 0.07%

Top Publishers
Prisa Radio | Spreaker | Talpa Media Solutions | Stitcher Media | DPG Media

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

www.TritonDigital.com
LATAM Overview | 4.1 B Ad Calls

Data: 30 Days timeframe

- **Mobile**: 59.83%
- **Desktop**: 35.48%
- **Smart Speakers**: 3.52%
- **Connected Devices**: 1.03%
- **Connected TV**: .13%

**Top Publishers**
- Prisa Radio
- Grupo JBFM
- Grupo America
- Jovem Pan
- Grupo Alpha Media

**Top Countries**
- Chile
- Brazil
- Mexico
- Argentina
- Colombia
APAC Overview | 2.1 B Ad Calls

Data: 30 Days timeframe

Mobile: 61.95% | 89.67%
Desktop: 18.92% | 10.15%
Smart Speakers: 14.44% | .11%
Connected Devices: 4.6% | .07%
Connected TV: .05% | 0.01%

Top Publishers:
- Nine Entertainment
- Mediacorp
- TimesInternet
- Nova Entertainment
- Suria FM

Top Countries:
- Australia
- India
- Singapore
- Malaysia
- Thailand

Sources:
- www.TritonDigital.com
MENA Overview | 373 M Ad Calls

Data: 30 Days timeframe

Mobile 62.41%
Desktop 36.19%
Smart Speakers .13%
Connected Devices 1.2%
Connected TV 0.07%

Top Publishers
Karnaval | Sonic Odeeo Ltd | Spreaker | VideoByte | Zeno Radio

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

wwww.TritonDigital.com
Where and How to buy on Triton's SSP
First, three things to know about our SSP
The First Thing.
TRANSPARENCY

The Second Thing.
FREEDOM

The Third Thing.
NO MINIMUM BUDGET
# DSP INTEGRATIONS

<table>
<thead>
<tr>
<th>acuity</th>
<th>adform</th>
<th>A</th>
<th>ADTheorent</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMOBEE</td>
<td>audiobridge</td>
<td>ts bluebox</td>
<td>Basis Technologies</td>
</tr>
<tr>
<td>DynAdmic</td>
<td>FUSIO by S4M</td>
<td>Magnite</td>
<td>Mars Media Group</td>
</tr>
<tr>
<td>MOB PRO</td>
<td>OneView</td>
<td>PayTunes</td>
<td>Platform 161</td>
</tr>
<tr>
<td>RTBiQ</td>
<td>TABM</td>
<td>theTradeDesk</td>
<td>xandr</td>
</tr>
</tbody>
</table>
Ad Networks

- 365 Digital
- audio.ad
- audioengage
- Audion
- Concept
- DAX
- Digital Commons
- Digital MDE
- H Code
- Katz Radio Group
- Minute Media
- Next Broadcast Media
- Otonal
- Podfront
- ROI
- SMX
- Talpa Media Solutions
- Targetspot
- TPX
- WMG Western Media Group
Contact us at: marketops@tritondigital.com
www.tritondigital.com