TRITON™
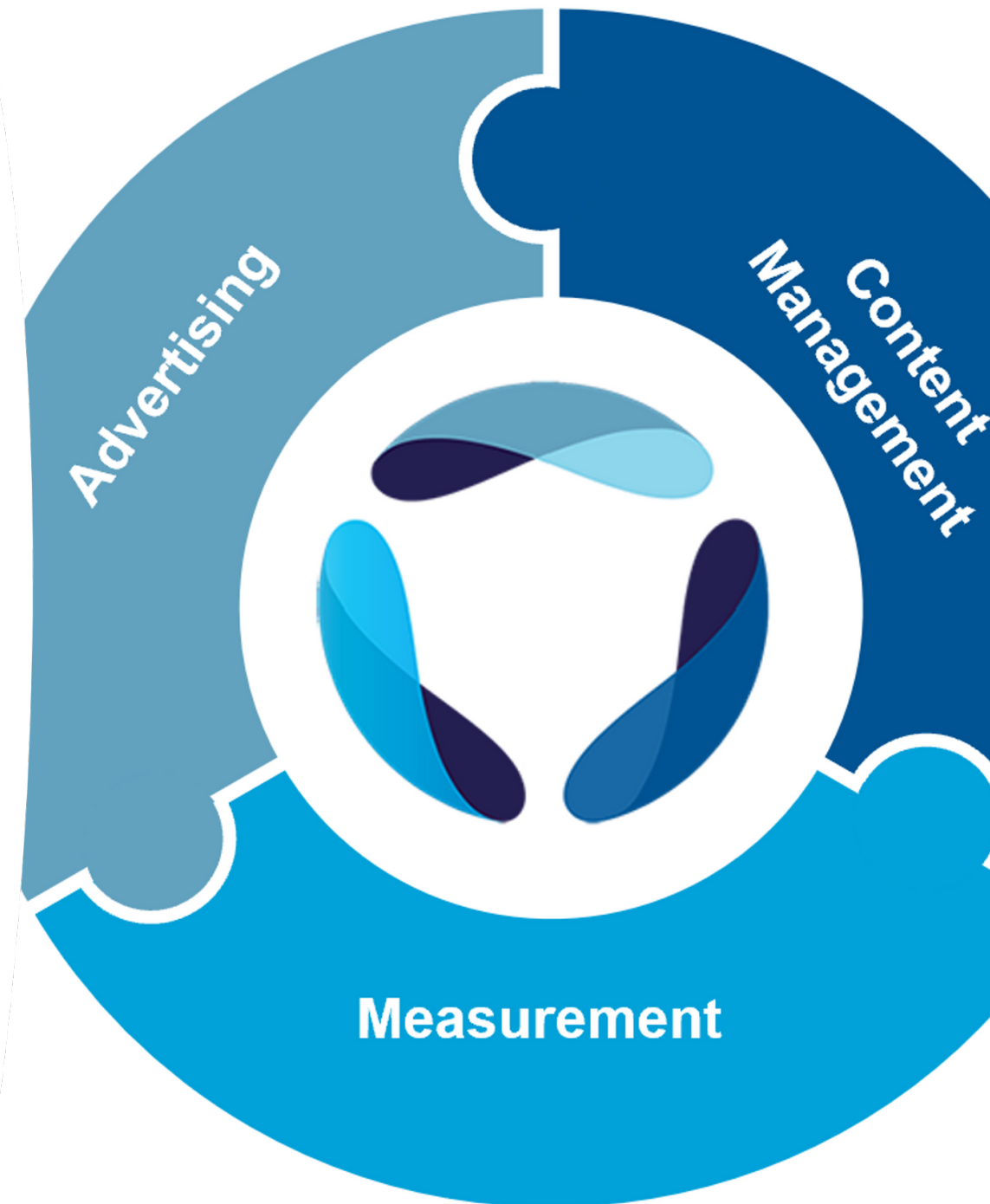## DIGITAL

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

Advertising

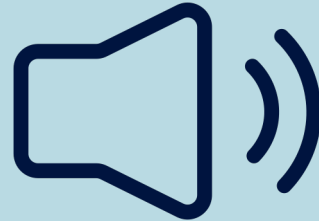Content Management

Measurement

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?

Inventory

Powering the Audio Strategies of

USA Overview | 28.1 B Ad Calls

Data: 30 Days timeframe

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

■ 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

TRITON DIGITAL

EU Overview | 6.4 B Ad Calls

Data: 30 Days timeframe
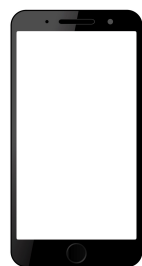
Mobile
49.44%

Desktop
36.24%

Smart Speakers
5.47%

Connected Devices
8.78%

Connected TV
.07%

Top Publishers

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

Top Countries

Spain | Netherlands | United Kingdom | Germany | France

TRITON
DIGITAL

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

TRITON
DIGITAL

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%**
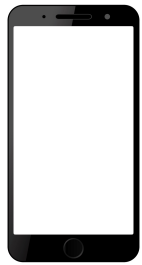
Australia

India

Top Publishers

Nine Entertainment | Mediacorp | TimesInternet | Nova Entertainment | Suria FM

Top Countries

Australia | India | Singapore | Malaysia | Thailand

TRITON
DIGITAL

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

TRITON
DIGITAL

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

Ad Networks

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