



**TRITON**<sup>TM</sup>  
D I G I T A L

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# ABOUT

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

We operate in all regions of the world, providing our customers with a seamless connection to our technology, services, and team.



## COLLABORATIVE

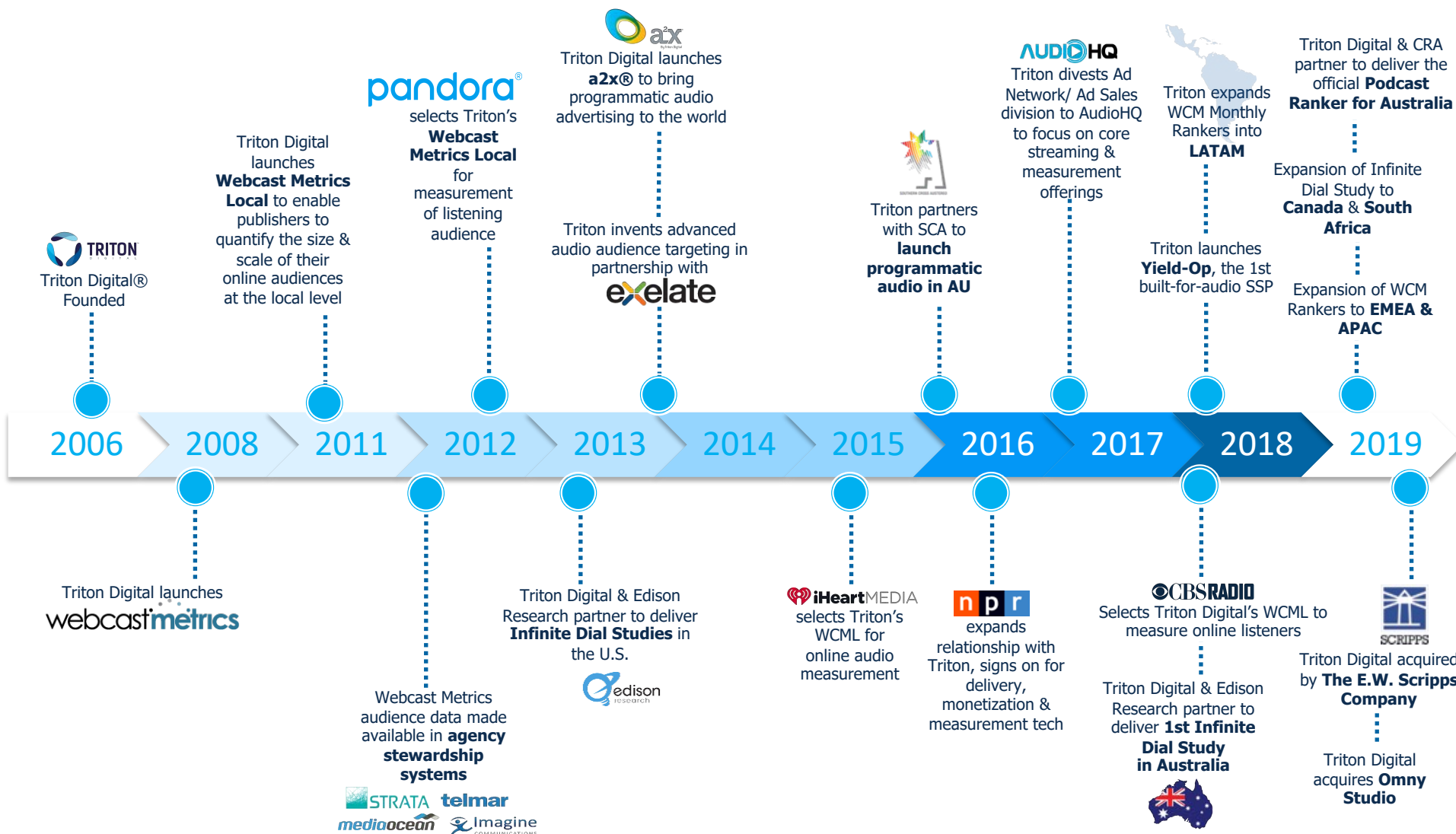
We are an agile, dynamic, and creative team that thrives on solving the unique challenges of the digital audio industry. We believe in working hard, and having a lot of fun along the way.



## CLIENT-SUCCESS DRIVEN














































We are the global leader to the digital audio and podcast industry. We enable broadcasters, podcasters, and online music services around the world to build their audience, maximize their revenue, & streamline their operations.







# Strong Partnerships

STREAMING	RESEARCH	PROGRAMMATIC BUYING	PODCASTING	MEDIA BUYERS	Ad Network	ASSOCIATIONS
     <small>THE TELOS ALLIANCE™</small>   	    <small>KANTAR IBOPE MEDIA</small>	              		   	       	    

# The Company We Keep







# The Benefits of Programmatic Audio

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# Audio Plays Many Roles

- Bring Back Memories
- Entertain
- Community
- Educate
- Audio Travels Light - It Moves with the Consumer

## Audio allows consumers to fully immerse themselves in your brand:

- Mobile First Medium
- 1:1 Brand to Listener Experience
- Largely Non-Skippable
- Minimal Ad Blocking

## Audio Has the Power to Make You Feel Something

“Because we take music with us wherever we go and because it is the soundtrack to memorable life experiences, digital audio has a unique power to forge lasting emotional connections with consumers.”

*Source: The Drum, March 2017. Why audio advertising could be your campaign's secret weapon.*

“... ad recall is significantly higher among audio (74%) than TV (65%) in a contextually relevant environment.”

*Source: GeoMarketing, March 2018, Pandora Pitches 'Audio Context': Why Your Ad Recall Is Higher When You're Eating*



# What Does This Mean for Marketers and Agencies?

- Mobility creates a personal connection on a global scale
- Apps 'exist' with their consumers and engage with them throughout their day
- Powerful connections with engaged audiences + rich data for targeting: A marketer's dream.



# Reasons to Add Programmatic Audio to Your Marketing Mix

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- Brand safe publishers
- A powerful complement to other programmatic channels
- Highly engaged audience – strong ad recall
- Listener level targeting
- Data rich channel







# PROGRAMMATIC AUDIO

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# Brands in Digital Audio



# OPERATIONS & STRATEGY

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# Programmatic Audio

Triton Digital strives to make buying programmatic audio as normal as display or video

## The Difference

The Creative is Audio

- Sometimes with a companion banner
- Often in a mid-roll break of 3-5 minutes of other ads
- Shorter breaks for On-Demand publishers (1-2 ads)
- Audio burnout happens with frequency - vary your creative often

Devices

- Smart Speakers (Amazon Echo or Google Home like devices)
- In Car (Apple CarPlay or Android Auto)
- Mobile
- Desktop



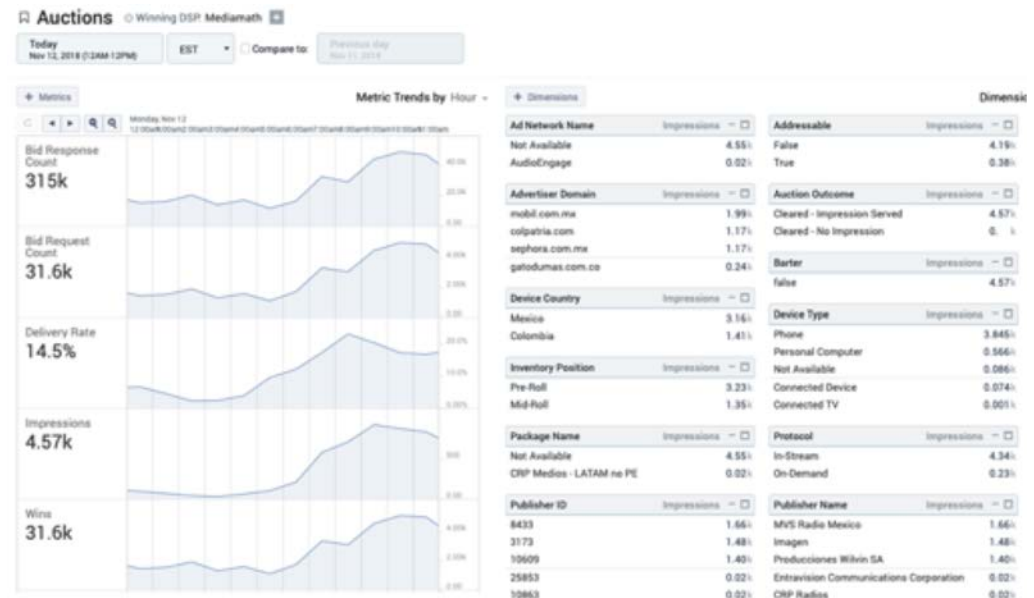
# Measuring Results

## Track Everything.

### Sold on Impressions - Measured by data

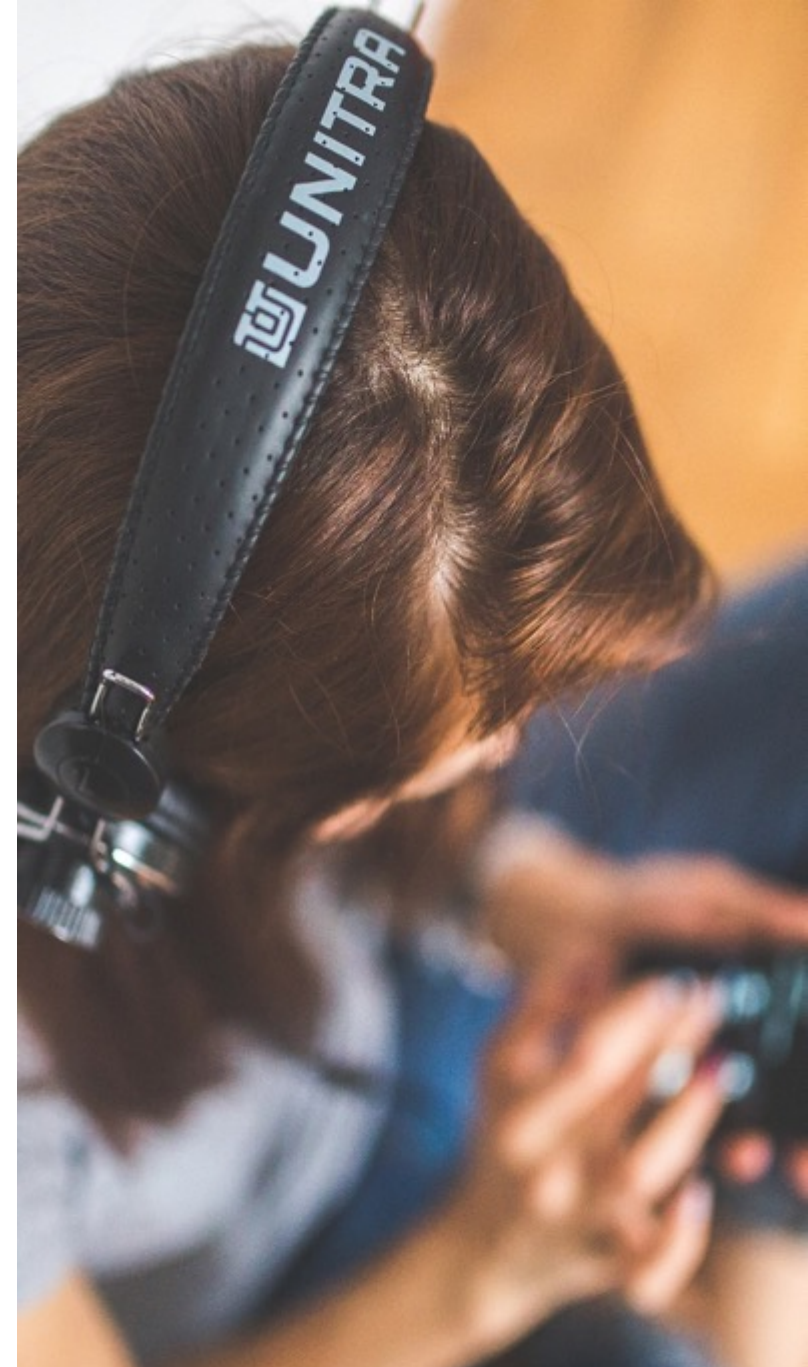
- Understand the client KPI and how audio contributes
- Ensure all internal and trackers align for client needs
- Capture as much info as possible about the auction and listener in every exposure
  - Mobile Advertising ID
  - IP Address
  - Location
  - User Agent

Triton Digital has Macros available to assist in capturing critical data points:  
<http://info.tritondigital.com/a2x-supported-macros>



# Audio Tracking

- Most Streaming Services have Trackers Fired Server Side by Triton Digital
- Those Publishers with Advanced Players Can Fire the Trackers at The Player Level (Still the Minority)
- Information About the Listener is sent in the Bid Request for Targeting as well as “X-Forward” Header in the Impression. Both can be worked into External Tracking Systems
- Server Side sends All Listener GEO related Information (Including Zip/Lat/Long in Request)
- Bid Requests can Include: Publisher; Station; Genre; Content Language; Domain; User Agent; Listener ID (Cookie or Mobile Ad ID); IP; Device Type; Connection Type; Long./Lat.; Region; Metro; Postal Code; Device OS





# Strategy

- Research the audience and set expectations
- Reach the right listener
- Target by the criteria you do today
  - Geo
  - Device
  - 1st or 3rd Party Data
  - Retargeting
  - Wifi/Cell Signal
- 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



# Idea Starters

Target multiple points in the sales funnel to move a listener through process

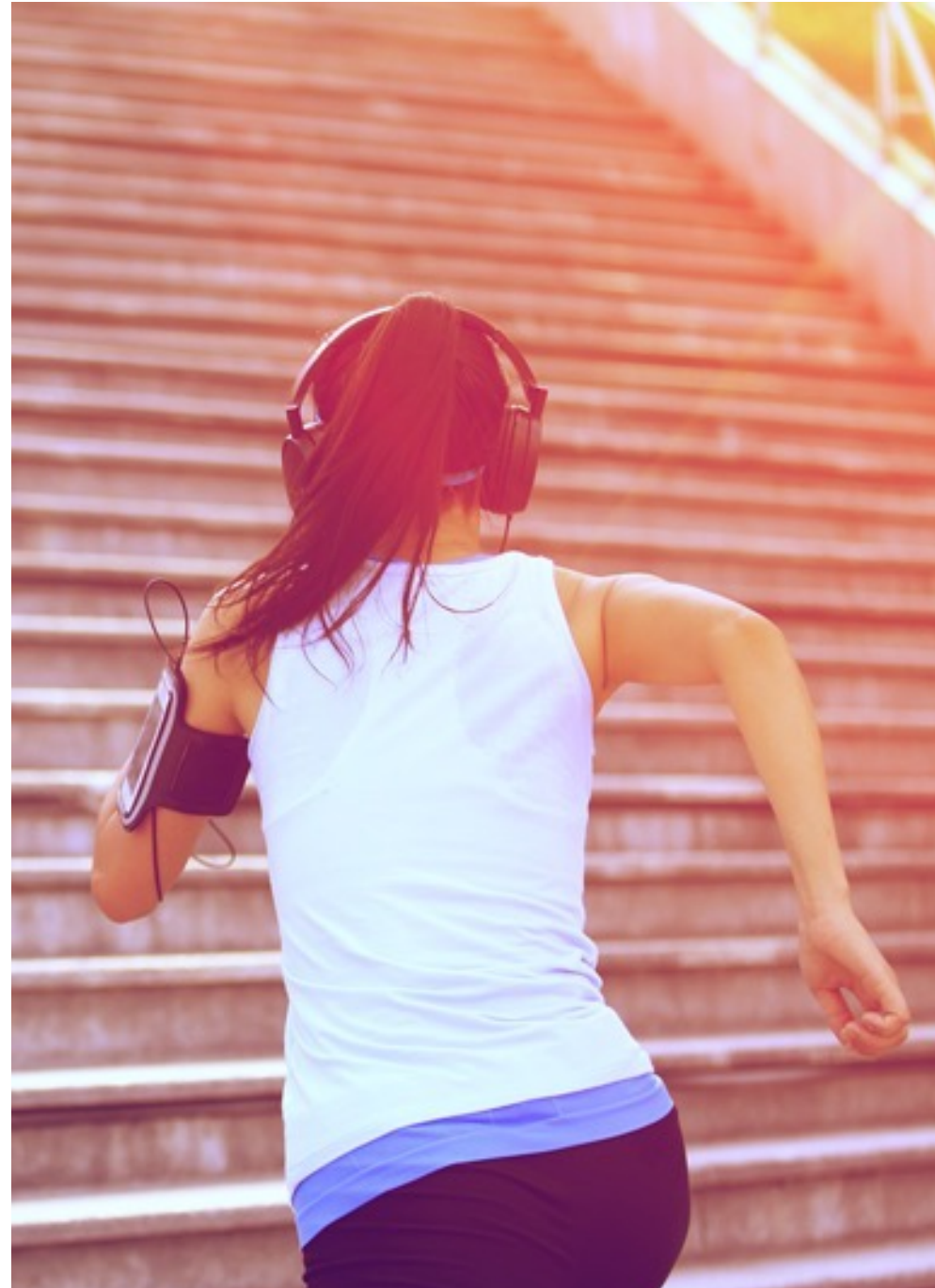
Retargeting listeners based on advertiser data

Dynamic Creative from companies like F# or A Million Ads

- Creative built at time of auction
- Listener focused based on location, daypart, content
- Sequential creative
- Retargeting

Voice enabled advertising on smart speakers or mobile

Event data targeting around weather, TV, sports



# Audience Insights & Packaging

## Maximizing the Intrinsic Value of Every Listener

Acknowledging that audience insights and enrichment strategy fuels the intrinsic value of audio inventory, our technology is fully compatible with every type of audience management and enrichment platforms:

- Registration-based
- Cookie-triggered
- Mobile Advertising ID triggered
- IP-derived
- Long./Lat. derived
- Content inferred
- PII/email hashed triggered
- Lookalike: from statistical to deep learning models

*We are agnostic in term of vendors, strategies, and offer a genuinely unbiased integration, not charging for data activation nor offering any brokering data segments services, working only for the benefits of the publishers.*



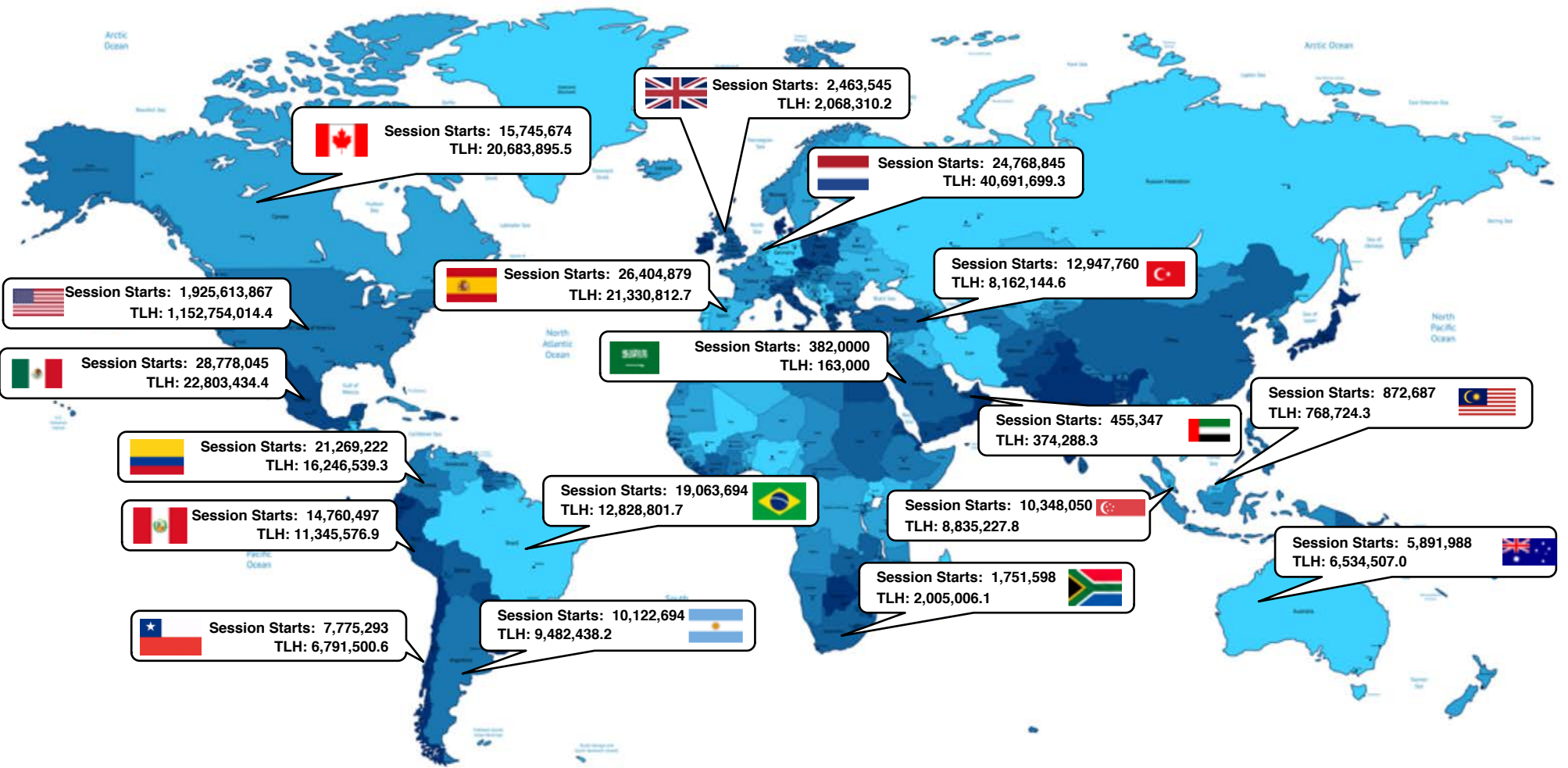
# GLOBAL SCALE

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# Global Scale

Total (Global) Session Starts: 2.1B

Total (Global) TLH: 1.3B



# North America: Publisher Spotlight



Entercom is one of the largest radio broadcasters in the US, with a portfolio of over 100 stations in 23 markets, and is home to some of radio's most distinguished brands.



MVS Comunicaciones is a Mexican media conglomerate. The company owns 4 national radio networks, 7 television networks, wireless broadband internet, and 51% of Dish México.



Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas.



Cumulus Media, a global leader in radio broadcasting, delivers premium content choices to 245 million people each week through its 445 stations broadcasting in 90 media markets.



Midwest Communications owns 72 radio stations located primarily within the Midwest US. The company is a family-owned business and is headed by Duke Wright.



977music.com is an online radio and music platform. Users can choose to create their own customized on demand playlists through their social media profiles.



Beasley Media Group operates 63 stations in 15 markets in the US, with an audience of approximately 19 million listeners each week.



Entravision is a leading global media company for US Latinos, as well as in Mexico, Latin America and Spain. They operate 49 radio stations and are the #1-ranked online advertising platform in Hispanic reach.



Gameday Audio is a part of the MLB.com franchise where subscribers can listen to LIVE radio feeds every game. Gameday Audio is available on MLB.com and MLB At Bat, as well as other connected devices.



Media company and radio broadcaster, Emmis Comm. Corp. operates the 9th largest radio portfolio in the US based on total listeners.



Multimedios Radio is the radio division of Grupo Multimedios, operating 31 radio stations in northern and central Mexico.



NRM Comunicaciones represents commercially seven multichannel of communication with a wide range of services for information and entertainment in Mexico.



The leading multimedia company for Christian and conservative content, Salem serves millions of listeners daily and owns and/or operates 118 radio stations, with 73 stations in the top 25 media markets.



Slacker Radio is next-generation personalized radio, allowing music lovers to choose from the broadest selection of human-curated music, news, and sports stations that are personalized to their taste.



Urban One, Inc. primarily targets African Americans and is the largest African American-owned broadcasting company in the US. UO operates 55 radio stations and is the ninth-highest earning African-American-owned business in the US.



Bell Media is Canada's leading content creation company with premier assets in television, radio, out-of-home advertising, and digital media.



Larche Communications is a Canadian media company, which currently operates four radio stations and a digital marketing agency in the province of Ontario. Based in Midland, the company began in 1996.



Stingray Music is a Canada-based international multi-platform audio service that broadcasts continuous streaming music and other forms of audio on multiple channel feeds.



# North America: Station Spotlight



# LATAM: Publisher Spotlight



Radio broadcaster, CRP Radio, has provided international music to Peru since 1969. Today, CRP has 9 stations connecting buyers to all types of audiences. Present in 37 cities, from the capital to the country side.



With 50 years of history, Grupo RPP is Peru's most influential TV and radio broadcaster. They broadcast from 33 cities in the country in AM/FM, and digital 24 hour news.



Established in 1948 in Medellin, Caracol Television is one of the biggest Colombian broadcasters. With stations located in the principal cities in Colombia, they cover national and local news, as well as a large music selection.



Jovem Pan is the leading Latin American radio network, with 142 stations affiliates in Brazil. Jovem Pan is the most influential broadcaster among the younger demographic.



PRISA is the world's leading Spanish and Portuguese-language media group in the creation and distribution of content in the fields of culture, education, news and information, and entertainment.



Grupo Radio Centro is a Mexico City-based owner and operator of radio stations. It owns 45 radio stations in Mexico and the United States, including 10 radio stations in Mexico City.



Rio de Janeiro's choice of music and information station. JBFM brings the "cariocas" all the local, national and international news.



Sistema Globo de Rádio is part of the Globo TV broadcast conglomerate, and has a dominant position in Brazilian radio. Sistema Globo de Rádio is home to the popular news stations, CBN Rádio and operates in all 26 states as well as the capital.



Grupo ACIR is one of the most popular radio broadcasters in Mexico, established over 50 years ago. They operate in 27 Mexican cities. Today, 1 in 3 people tune in to Grupo Acir's 10 stations across Mexico.



Founded in 1986, Radiópolis is a prominent Colombian production house whose line of business includes broadcasting aural programs by radio to the public. They are responsible for the brands Vibra, Candela, Acuario in Chile, Colombia and Argentina.



Sua Música is the largest entertainment platform focused on regional music in Brazil. Their editorial team creates news, pocket shows, and more to engage their million+ users.



MVS Radio are a group of four international Spanish radio networks owned by the mass media conglomerate MVS Comunicaciones.

# LATAM: Station Spotlight



# EMEA: Publisher Spotlight



PRISA is the world's leading Spanish and Portuguese-language media group in the creation and distribution of content including culture, education, news, and entertainment. Present in 24 countries, PRISA reaches millions of people through its global brands and as the market leader in press, TV, spoken-word, music radio, and education.



Kagiso Media is one of the largest media corporation in South Africa. Its primary assets include Knowledge Factory, East-Coast Radio, Jacaranda FM, and JUTA publishing.



ARN consists of nine FM radio stations with over 4.56 million weekly listeners. ARN reaches a larger audience than any other radio network in the UAE.



Anghami is a music streaming app providing unlimited Arabic and International music to stream and download for offline mode. Anghami is designed for the Middle-East and North Africa providing the largest music catalog of licensed content from the major Arabic labels.



iVoox is an online kiosk that enables users to listen to, download, and share audio content in diverse categories. Users have access to conferences, podcasts, radio shows, audio books, monologues, and so on.



NRJ is a private French radio station created by Jean-Paul Baudecroux and Max Guazzini in June 1981, and was widely popularized thanks to its godmother singer Dalida, who prevented it from closing in 1984. Today radio belongs to the NRJ Group and is the founding station of NRJ International.



Karnaval Media Group is a diversified new-media company headquartered in Istanbul, Turkey. Karnaval defines itself as "A Mobile-First, Talent-Led, Technology-Driven Media Company". Karnaval Media Group is a portfolio company of Actera Group, the leading private equity fund in Turkey.



Talpa Radio/538 houses various radio and television activities. The group was founded in 2012, as a result of an acquisition of Radio 538 by Talpa from RTL Nederland. In October 2016, the company merged with Sky Radio Group, a company owned by the Telegraaf Media Group (TMG).



Deezer is a French online music streaming service. It allows users to listen to music content from record labels, including Universal Music Group, Sony Music and Warner Music Group on various devices online or offline.



Primedia Broadcasting is the home to premium radio stations, award-winning news, big personalities and attracts lucrative audiences. It has evolved into a multi-platform content-creating business with expertise and capacity to deliver response through converged campaigns.



Zemeho, a Finnish-American team located in Finland, is the hub of the mobile game industry. Zemeho's main product, Valinta, is a customizable music player in which mobile developers integrate into their games or apps.



# EMEA: Station Spotlight



# APAC: Publisher Spotlight



Southern Cross Austereo operates 78 metropolitan and regional commercial radio stations, 107 regional commercial television stations, 41 apps, 94 websites and 7 digital only radio stations. It is the #1 radio company in social media with 10.8M Facebook Fans, 2.3M Twitter followers, 1.2M Instagram followers, and 146k YouTube subscribers.



**Totally Media are the creators of Australia's number one online radio station; Totally Radio. It's a radio station like no other, 9 channels of music, no waffling announcers, but still funny and engaging.**



NOVA Entertainment owns and operates the Nova Network, the most listened to metro network in Australia. NOVA Entertainment has three digital radio stations and all the company's radio stations are complemented by a range of digital assets across social, mobile and online.



Talpa Radio houses various radio and television activities. The group was founded in 2012, as a result of an acquisition of Radio 538 by Talpa from RTL Nederland. In October 2016, the company merged with Sky Radio Group, a company owned by the Telegraaf Media Group (TMG).



Macquarie Radio Network is a national network of News, Talk and Music format stations targeted at people aged 40-plus. The Macquarie Radio Network also represents Adelaide's News Talk station 5AA to national advertisers.



Times Internet is the largest digital company in India reaching over 270 million unique visitors a month. This reach accounts for the 23 billion page views and 23 billion minutes spent across web and mobile. Today, TI has a diversified set of 39+ digital consumer-facing businesses.



Mediacorp Pte. Ltd. is a Singaporean commercial broadcasting conglomerate. It holds interests in radio, television and digital content creation. It runs 6 television channels and 11 radio stations, making it the largest media business in Singapore; it holds a monopoly on free-to-air television in Singapore.



Gaana.com is the largest Indian commercial music streaming service with over 123 million monthly users. It was launched in April 2010 by Times Internet and provides both Indian and international music content. The entire Indian music catalog is available to users worldwide.



Hungama Digital Media is a company headquartered in Mumbai. The company was first launched in 1999 by Ashish Kacholia, Hiren Ved, Lashit Sanghvi, Rakesh Jhunjhunwala, and Neeraj Roy as an online promotions agency.

# APAC: Station Spotlight



# Languages

- 34 Station Languages
- 92 Different Device Languages





# It's All About You!

- Understand your ad campaign needs
- Music is a lifestyle (Be smart when choosing format!)
- Precision does not always equal scale
- Audio is different than display, one advertiser at the time
- For more information, visit <https://tritondigital.com/resources/programmatic-for-buyers>



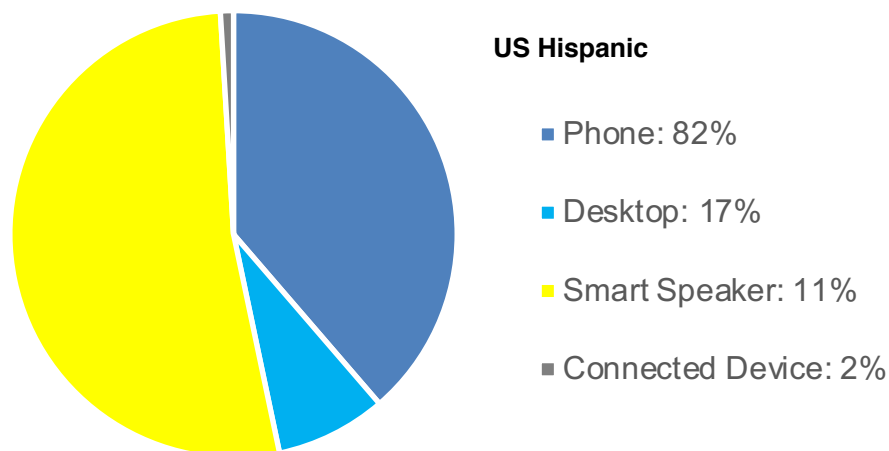
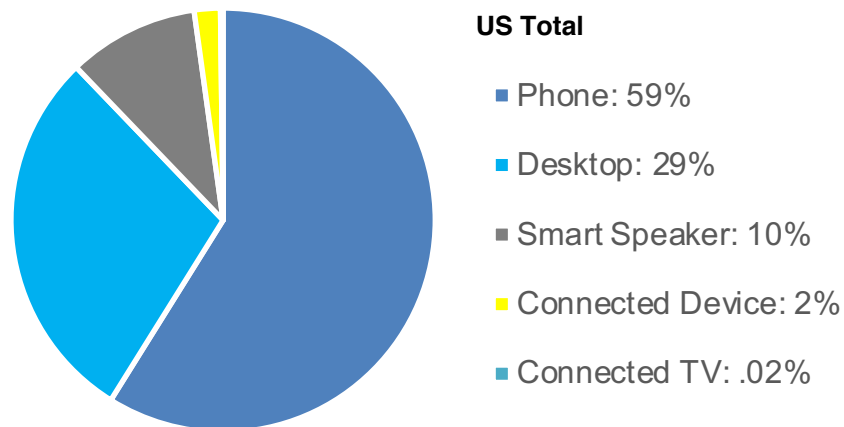


# RESEARCH

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# USA Overview

- 1,2 B Ad Calls in September of 2019



## Top Publishers

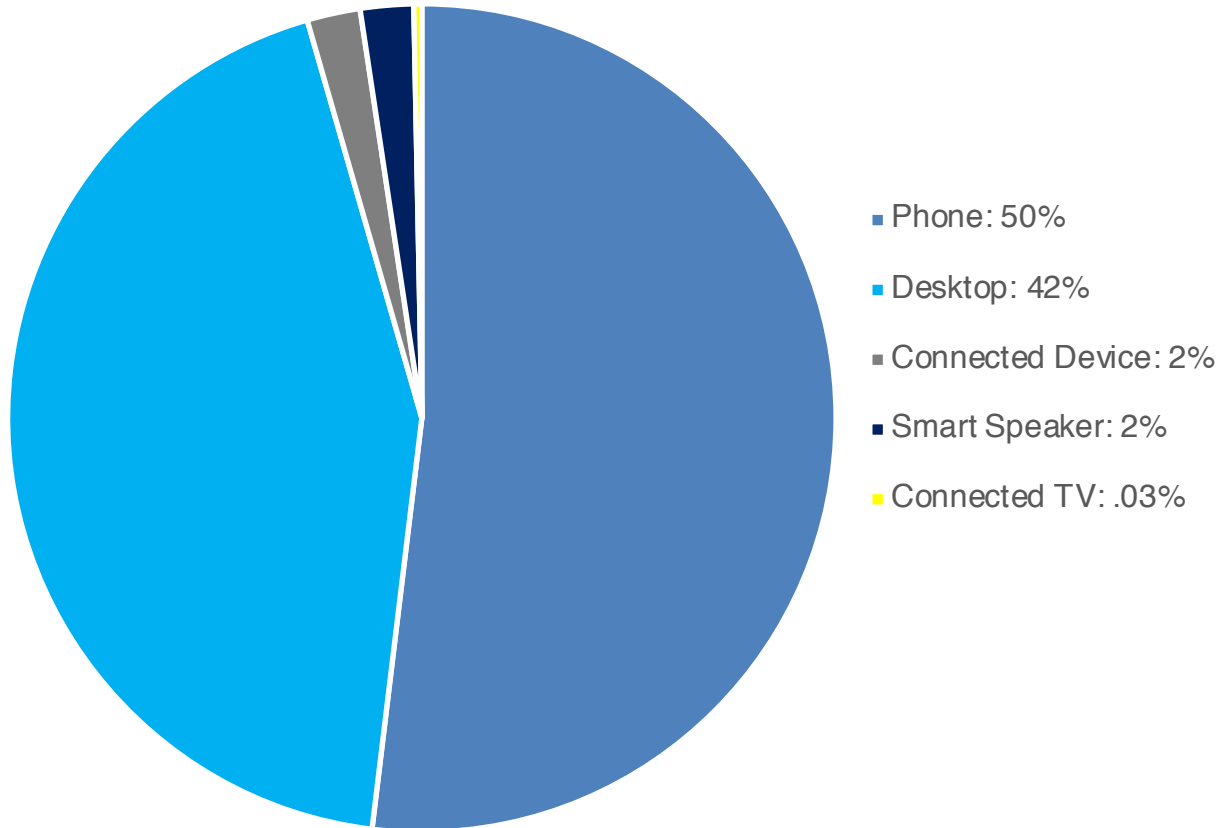
Radio.com  
Cumulus  
Urban One  
Spreaker  
Salem

## Top Hispanic Publishers

Prisa Radio  
Grupo Radio Centro  
Entravision  
CRP Radios  
Grupo RPP

# EU Overview

- **1,3B** Ad Calls in September 2019



## Top Publishers

Prisa  
Talpa Media Solutions  
Deezer  
NRJ France  
iVoox

## Top Countries

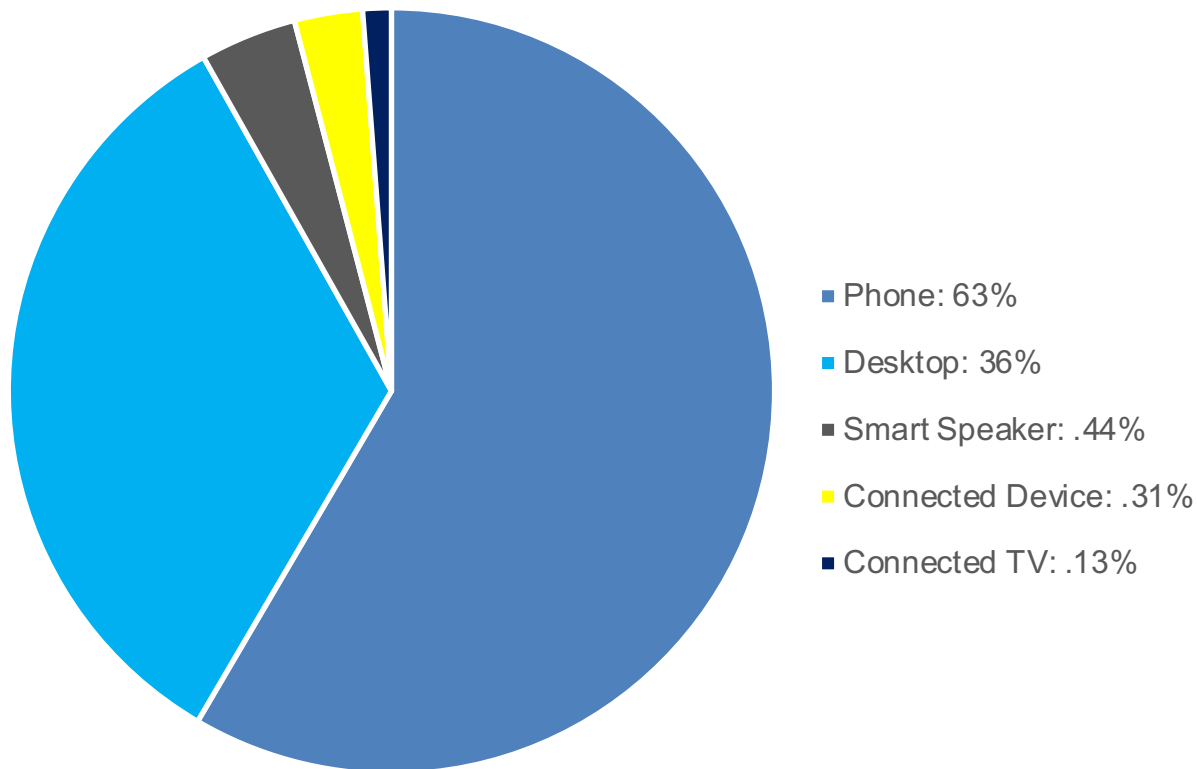
Spain: 610M  
Netherlands: 335M  
France: 134M  
Germany: 95M

Ad Calls



# LATAM Overview

- **1,50 B** Ad Calls in September 2019



## Top Publishers:

Prisa Radio  
Grupo Radio Centro  
Jovem Pan  
Grupo JBFM  
Radio Cadena

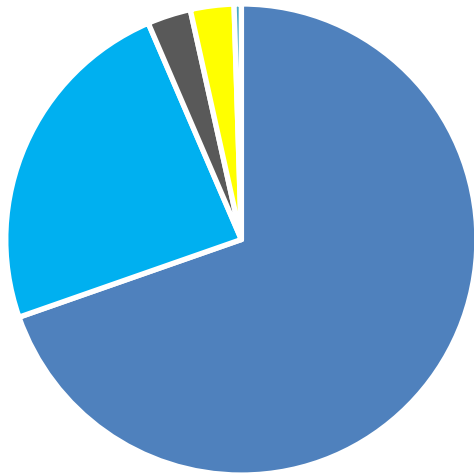
## Top Countries

Mexico: 569M  
Brazil : 363M  
Chile : 288M  
Colombia : 146M  
Argentina : 58M

Ad Calls

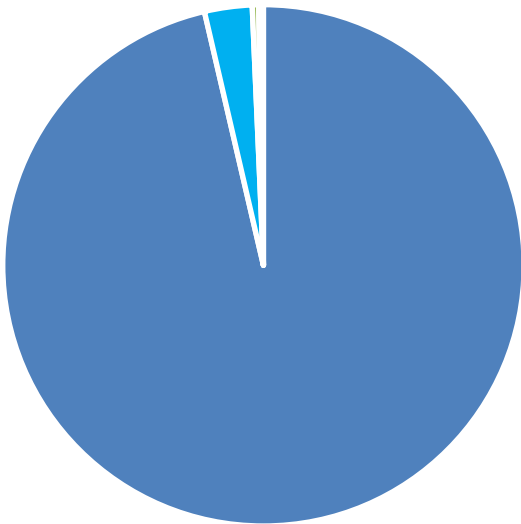
# APAC Overview

- 209M Ad Calls in September 2019



## Australia

- Phone: 70%
- Desktop: 24%
- Smart Speaker: 3%
- Connected Device: 3%
- Connected TV: .05%



## India

- Phone: 98%
- Desktop: 3%
- Smart Speaker: .04%
- Connected Device: .03%

## Top Publishers

Gaana  
SCA  
Zeno Radio  
Totally Media  
Nova

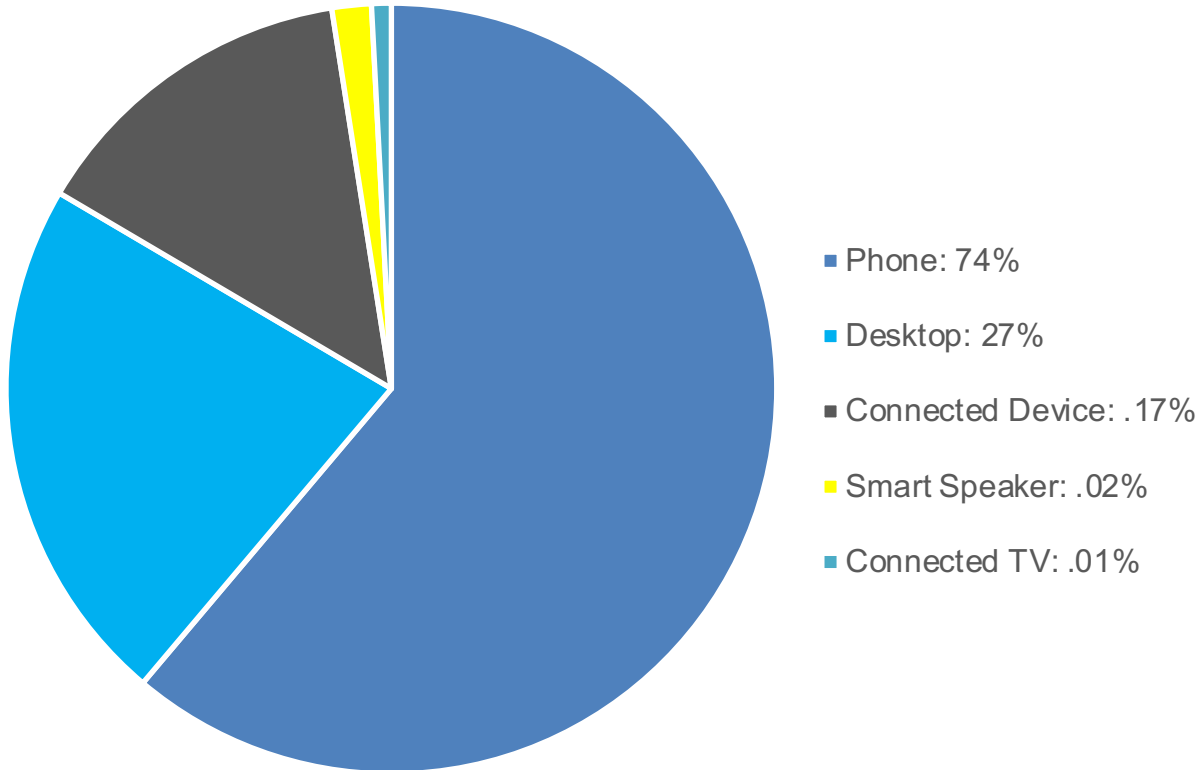
## Top Countries

India  
Australia  
Japan  
Singapore

Ad Calls

# MENA Overview

- **710M** Ad Calls in September 2019



## Top Publishers

Anghami  
Karnaval  
Deezer  
Prisa Radio  
Primedia

## Top Countries

Turkey: 252M  
Egypt: 84M  
Saudi Arabia: 56M

Ad Calls

A young man with brown hair and a beard is shown in profile, smiling while wearing large black over-ear headphones. He is holding a smartphone in his hands and looking at the screen. He is wearing a dark blue cable-knit sweater over a light blue collared shirt. He is sitting outdoors, with a blurred background of greenery and a building. The overall mood is positive and relaxed.

# Thank You

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