



# Triton Audio Marketplace

## Leverage the Power of Audio to Engage Your Audience

The first of its kind, Triton’s programmatic audio marketplace enables buyers to execute largely non-skippable and brand safe audio ad buys through open auction & programmatic direct deals, and contains a wide array of inventory from podcasters, radio broadcasters, web radios, and online music services from around the globe.

### Features & Capabilities

- ✓ Advanced Tracking
- ✓ Premium Publishers
- ✓ Audience at Scale
- ✓ Targeting

### Premium Publishers

We partner with licensed broadcasters and top-tier internet radio publishers including Entercom, Prisa Radio, Deezer, Anghami, Salem, Bell, Spreaker, Urban One, and more to assure the quality inventory and brand safety you can trust.

### Targeting

Reach unique listeners through accurate audience targeting based on format, genre, geography, device, as well as Cookie & Mobile Ad ID.

### Available Podcast Inventory

Download, streaming, or OnDemand podcast inventory is available globally via Direct Deals and may be bought through integrated DSPs.

### Multi-Channel

Reach your target audience with the right message at the right time across all of their go-to devices, including smartphones, tablets, desktop computers, smart speakers, and more.

### Integrations

The inventory is available globally via Open Auction, PMP or Direct Deals and may be bought through integrated DSPs:

<https://www.tritondigital.com/dsp-integrations>

### Helpful Resources

For Programmatic Audio Buying resources, visit <https://www.tritondigital.com/resources/programmatic-for-buyers>

### Premium Audio Publishers



For Buying & Inventory Support, contact [MarketOps@TritonDigital.com](mailto:MarketOps@TritonDigital.com)

For Technical Support, contact [Support@TritonDigital.com](mailto:Support@TritonDigital.com)