



Triton's Programmatic Audio Marketplace

Leverage the Power of Programmatic 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

- ✓ IAB DAAST Compliant
- ✓ Advanced Tracking
- ✓ Premium Publishers
- ✓ Audience at Scale
- ✓ Targeting

Support for Various Deal Types

Integrated with a number of industry leading DSPs, the marketplace was built with both convenience and flexibility in mind, with support for both open auction as well as programmatic direct deals.

Premium Publishers

We partner with licensed broadcasters and top-tier internet radio publishers including Deezer, Talpa, Anghami, Nova (AU), Prisa, Entercom, 8Tracks, SoundCloud, and the MLB 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.

IAB DAAST Compliant

Compatible with the Digital Audio Ad Serving Template (DAAST) specifications, Triton's programmatic marketplace abides by industry standards for digital audio ad delivery, execution, and reporting across a wide variety of devices and platforms.

DSP Integrations

Triton Digital is proud to have integrated a number of industry leading DSPs with the marketplace, to enable buyers all over the world to add digital audio to their programmatic buys,



For a full list of integrated DSPs, visit <https://www.tritondigital.com/dsp-integrations>

Available Podcast Inventory

Download, streaming, or OnDemand podcast inventory is available globally via Open Auction and/or 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.

Programmatic Audience Research

Utilize our partnership with Metamarkets to estimate the number of available audio impressions/avails in a particular market within the programmatic marketplace.

Helpful Resources

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

For Buying & Inventory Support, contact MarketOps@TritonDigital.com
For Technical Support, contact Support@TritonDigital.com