About Triton

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 Company

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.

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

10 office locations operating in 50 countries
The Benefits of Programmatic Audio

Triton Digital
How We Define Audio

New & Incremental Audiences Across Various Screens

- Radio Streaming
- On Demand
- Podcasts
A Complementary Channel

- Print + Web + Audio
- TV + Video + Audio
- Mobile + Audio
- Outdoor + Audio
- Web + Audio
- Print + Audio
Reasons to add Programmatic Audio to your Marketing Mix

• Cost – efficient
• Highly engaged audience – strong ad recall
• Listener level targeting
• Brand safe publishers
• Addressable usage
• Detail exposure tracking and reporting
• Flexibility and control of your campaign
Who is Buying Digital Audio, Programmatically?
Integrated DSPs

- acuity
- adform
- AdPerform
- adswizz
- ADTHEORENT
- AMOBEE
- audiotrade
- bluebox
- centre
- Display & Video 360
- DynAdmic
- FUSION by comscore
- iQM
- Magnite
- Mars Media Group
- MediaMath
- MOB PRO
- OneView
- PLATFORM 161
- ProData Media Group
- RTB\textsuperscript{iq}
- TABMO
- theTradeDesk
- verizon\textsuperscript{media}
- xandr
Powering the Audio Strategies of
Operations & Strategy
Programmatic Audio

It’s easy to use Triton Digital’s SSP for buying programmatic audio.

Transparency

Freedom

Size of budget
Strategy

• Research the audience and set expectations
• Reach the right listener
• Target by the criteria you do today: Geo, Devices, 1st or 3rd party data
• 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

www.TritonDigital.com
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
USA Overview | 7.99 B Ad Calls

Data: 30 Days timeframe

Mobile 43.4% | 86.9%
Desktop 41.3% | 9.3%
Smart Speakers 8% | 3.2%
Connected Devices 1.4% | .65%
Connected TV 5.9% | .05%

United States
United States - Hispanic

Top Publishers
Radio.com | ESPOT | Stitcher Media | Cumulus | Spreaker

Top Hispanic Publishers
Prisa Radio | Estrella media | Entravision | CRP Radios | Lotus Broadcasting

www.TritonDigital.com
EU Overview | 3.14 B Ad Calls

Data: 30 Days timeframe

Mobile 59.3%
Desktop 34.7%
Smart Speakers 3.5%
Connected Devices 2.34%
Connected TV .06%

Top Publishers
Prisa | DPG Media | Talpa Media Solutions | Deezer | Active Radio a.s.

Top Countries
Spain | France | Netherlands | Belgium | Czech Republic
LATAM Overview | 2.31 B Ad Calls

Data: 30 Days timeframe

Mobile 66.9%
Desktop 29.3%
Smart Speakers 3.1%
Connected Devices .60%
Connected TV .10%

Top Publishers
Prisa Radio | Radios IMC | Jovem Pan | Grupo JBFM | Grupo Radiopolis

Top Countries
Mexico | Brazil | Chile | Argentina | Colombia

www.TritonDigital.com
APAC Overview  |  1.65 B Ad Calls

Data: 30 Days timeframe

Mobile 68.3% | 98.65%
Desktop 18.7% | 1.2%
Smart Speakers 10.4% | .1%
Connected Devices 2.5% | .05%
Connected TV .10% | 0%

Top Publishers
Mediacorp | Suria FM | Hungama | VNG Media | Nova Entertainment

Top Countries
Australia | India | Malaysia | Thailand | Vietnam
MENA Overview | 519 M Ad Calls
Data: 30 Days timeframe

- **Mobile**: 80.6%
- **Desktop**: 18.4%
- **Smart Speakers**: 0.10%
- **Connected Devices**: 0.90%
- **Connected TV**: 0%

**Top Publishers**
- Karnaval
- Spreaker
- Stitcher Media
- Zeno Radio

**Top Countries**
- Turkey
- United Arab Emirates
- Saudi Arabia
- Israel
- Morocco

www.TritonDigital.com
Thank you

Marketops@tritondigital.com | www.TritonDigital.com