



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

# 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.



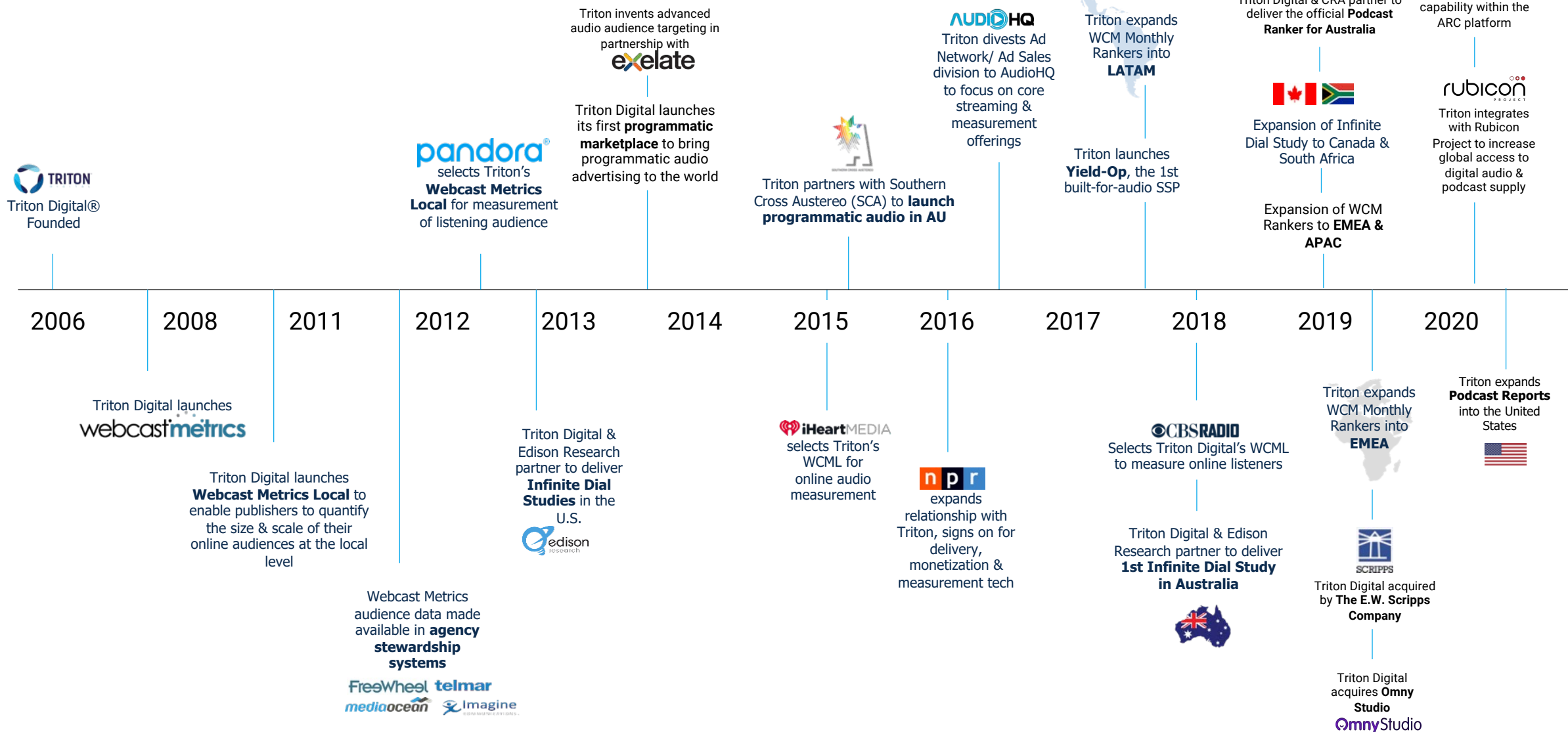
# Global Company

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

# 15 Years of Innovation



# The Benefits of Programmatic Audio

Triton Digital

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# How We Define Audio

New & Incremental Audiences Across Various Screens



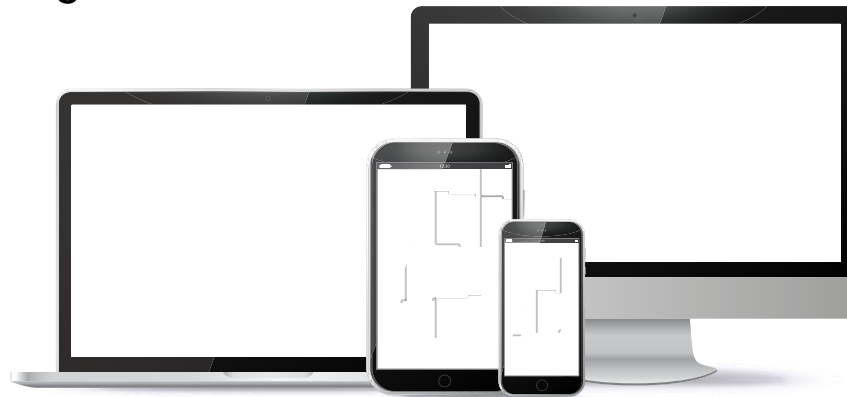
Radio Streaming



On Demand



Podcasts



# A Complementary Channel

- Print + Web + Audio
- TV + Video + Audio
- Mobile + Audio
- Outdoor + Audio
- Web + Audio
- Print + Audio

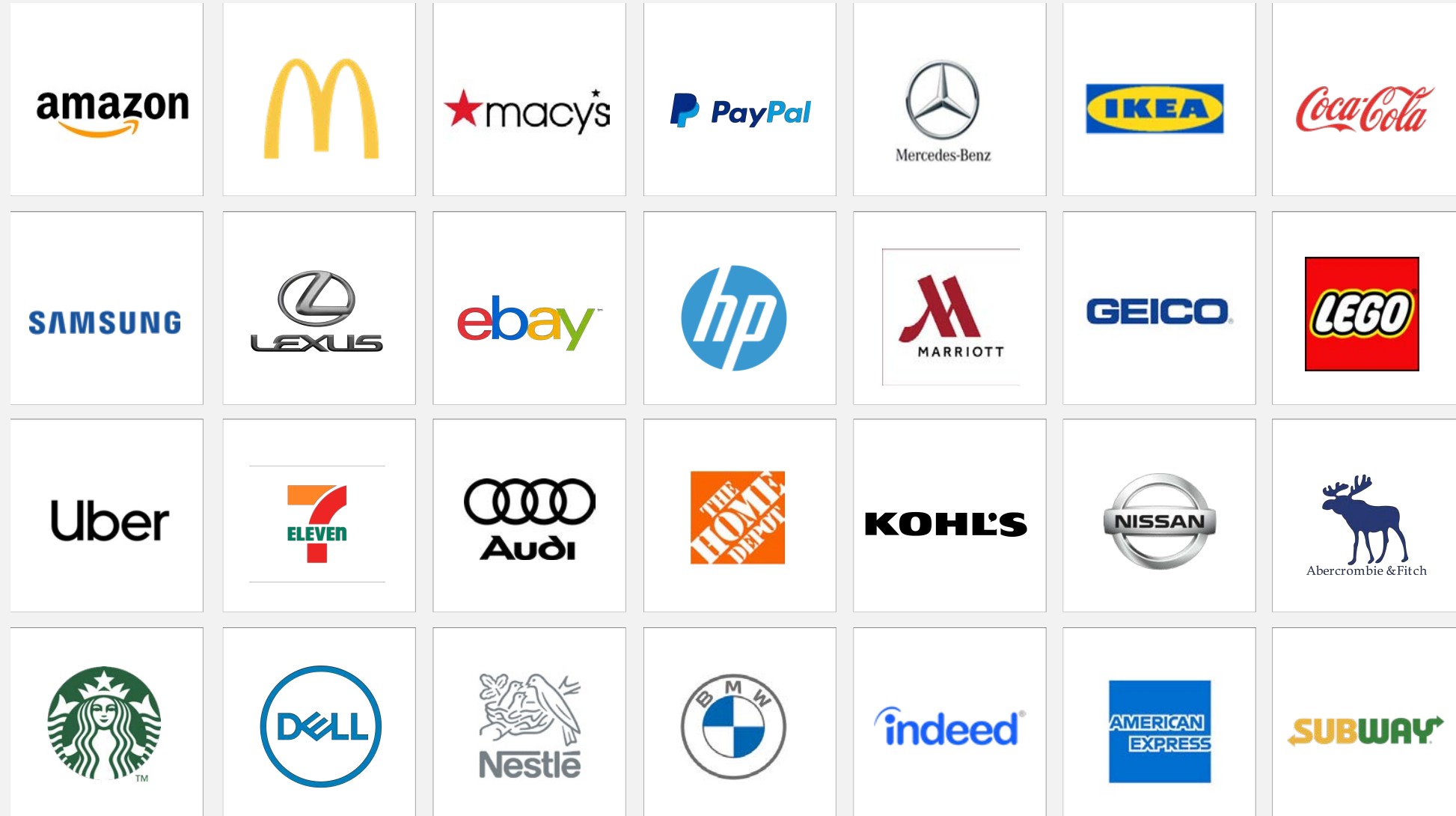


# Reasons to add Programmatic Audio to your Marketing Mix

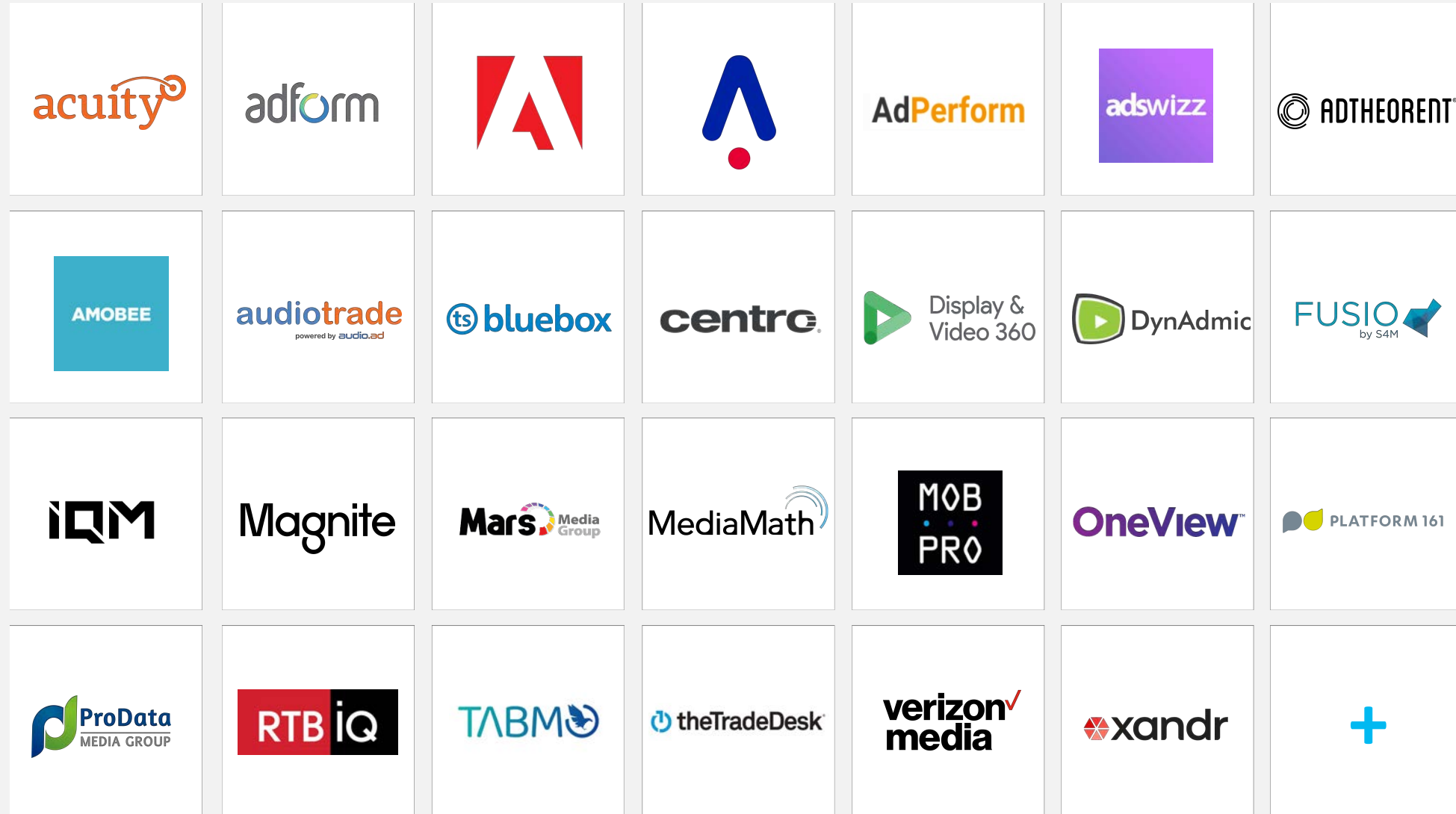
- Cost – efficient
- Highly engaged audience – strong ad recall
- Listener level targeting
- Brand safe publishers
- Addressable usage
- Detail exposure tracking and reporting
- Flexibility and control of your campaign



# Who is Buying Digital Audio, Programmatically?



# Integrated DSPs



# Powering the Audio Strategies of



# Operations & Strategy

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# Programmatic Audio

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

Transparency

Freedom

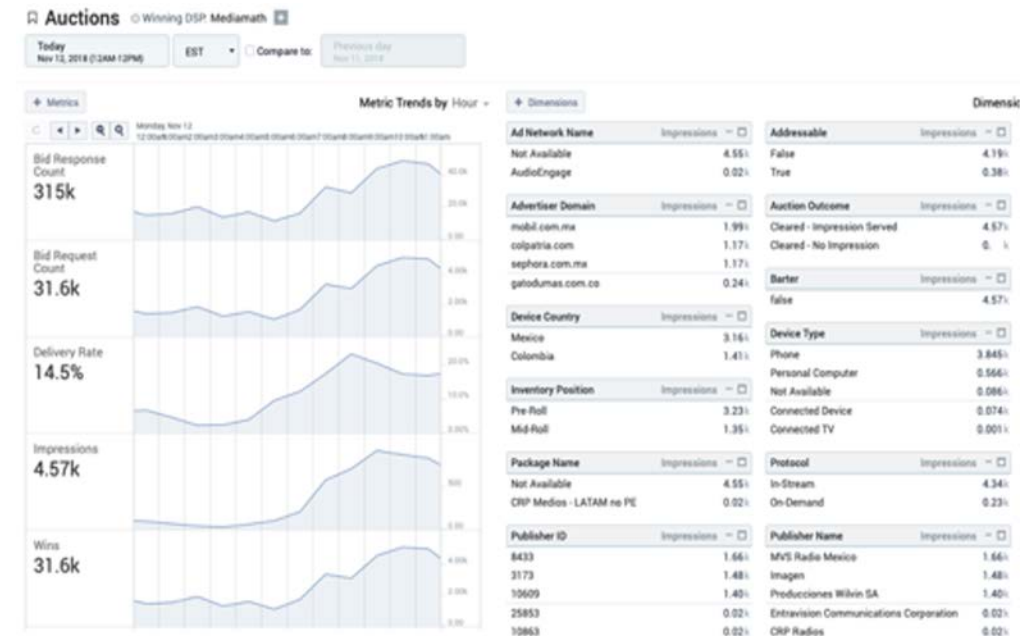
Size of budget

# Strategy

- Research the audience and set expectations
- Reach the right listener
- Target by the criteria you do today: Geo, Devices, 1<sup>st</sup> or 3<sup>rd</sup> 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

# 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



# Research

Triton Digital

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# USA Overview | 7.99 B Ad Calls

Data: 30 Days timeframe



 United States

 United States - Hispanic

## Top Publishers

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

## Top Hispanic Publishers

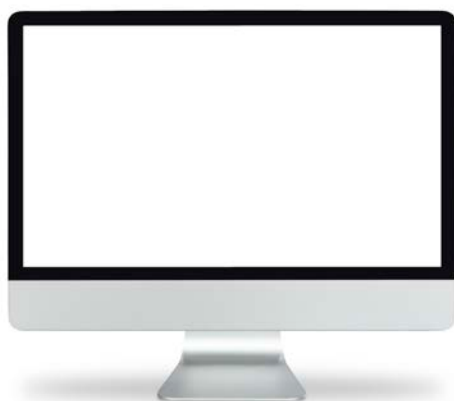
Prisa Radio | Estrella media | Entravision | CRP Radios | Lotus Broadcasting

# 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

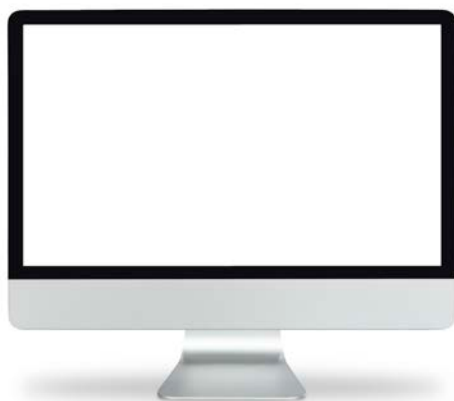
Spain | France | Netherlands | Belgium | Czech Republic

# 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

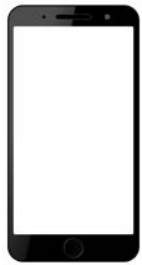
Prisa Radio | Radios IMC | Jovem Pan | Grupo JBFM | Grupo Radiopolis

## Top Countries

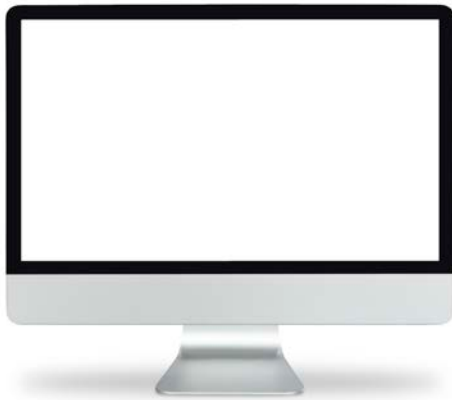
Mexico | Brazil | Chile | Argentina | Colombia

# 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%

 Australia

 India

## Top Publishers

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

## Top Countries

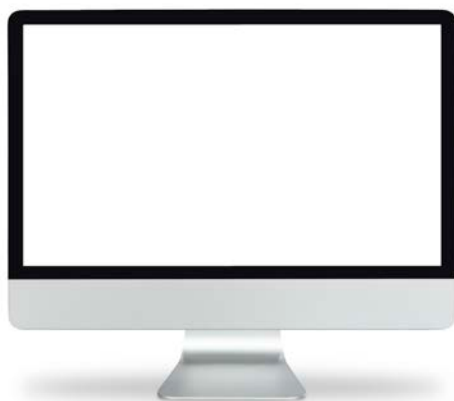
Australia | India | Malaysia | Thailand | Vietnam

# MENA Overview | 519 M Ad Calls

Data: 30 Days timeframe



**Mobile**  
80.6%



**Desktop**  
18.4%



**Smart Speakers**  
.10%



**Connected Devices**  
.90%



**Connected TV**  
0%

## Top Publishers

Karnaval | Spreaker | Stitcher Media | Zeno Radio

## Top Countries

Turkey | United Arab Emirates | Saudi Arabia | Israel | Morocco



# Thank you

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