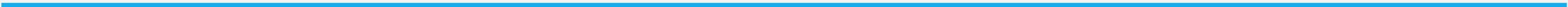# About Triton

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 45+ countries

TRITON

14 Years of Innovation

Triton expands Podcast Reports into LATAM

arc Affiliate Research Client

Reatro Ventures partners with Triton to enable "listen live" capability within the ARC platform

Triton Digital & CRA partner to deliver the official **Podcast Ranker for Australia**

Triton invents advanced audio audience targeting in partnership with

exelate

AUDIO◉HQ

Triton divests Ad Network/ Ad Sales division to AudioHQ to focus on core streaming & measurement offerings

Triton expands WCM Monthly Rankers into **LATAM**

rubicon PROJECT

Triton integrates with Rubicon Project to increase global access to digital audio & podcast supply

Triton Digital launches its first **programmatic marketplace** to bring programmatic audio advertising to the world

Expansion of Infinite Dial Study to Canada & South Africa

TRITON

Triton Digital® Founded

pandora®

selects Triton's **Webcast Metrics Local** for measurement of listening audience

Triton partners with Southern Cross Austereo (SCA) to **launch programmatic audio in AU**

Triton launches **Yield-Op**, the 1st built-for-audio SSP

Expansion of WCM Rankers to **EMEA & APAC**

2006   2008   2011   2012   2013   2014   2015   2016   2017   2018   2019   2020

Triton Digital launches

webcastmetrics

Triton Digital launches **Webcast Metrics Local** to enable publishers to quantify the size & scale of their online audiences at the local level

Triton Digital & Edison Research partner to deliver **Infinite Dial Studies** in the U.S.

edison research

iHeartMEDIA

selects Triton's WCML for online audio measurement

npr

expands relationship with Triton, signs on for delivery, monetization & measurement tech

CBS RADIO

Selects Triton Digital's WCML to measure online listeners

Triton Digital & Edison Research partner to deliver **1st Infinite Dial Study in Australia**

Triton expands WCM Monthly Rankers into **EMEA**

Triton expands **Podcast Reports** into the United States

Webcast Metrics audience data made available in **agency stewardship systems**

FreeWheel   telmar
mediaocean   Imagine COMMUNICATIONS

SCRIPPS

Triton Digital acquired by **The E.W. Scripps Company**

Triton Digital acquires **Omny Studio**

OmnyStudio

The Benefits of Programmatic Audio

Triton Digital

Reasons to add Programmatic Audio to your Marketing Mix

- Brand safe publishers

- Cost – efficient

- Highly engaged audience – strong ad recall

- Listener level targeting

- Addressable usage

- Detail exposure tracking and reporting

- Flexibility and control of your campaign

TRITON

What does this mean for Marketers and Agencies?

- Brand safe publishers

- A powerful complement to other programmatic channels

- Highly engaged audience – strong ad recall
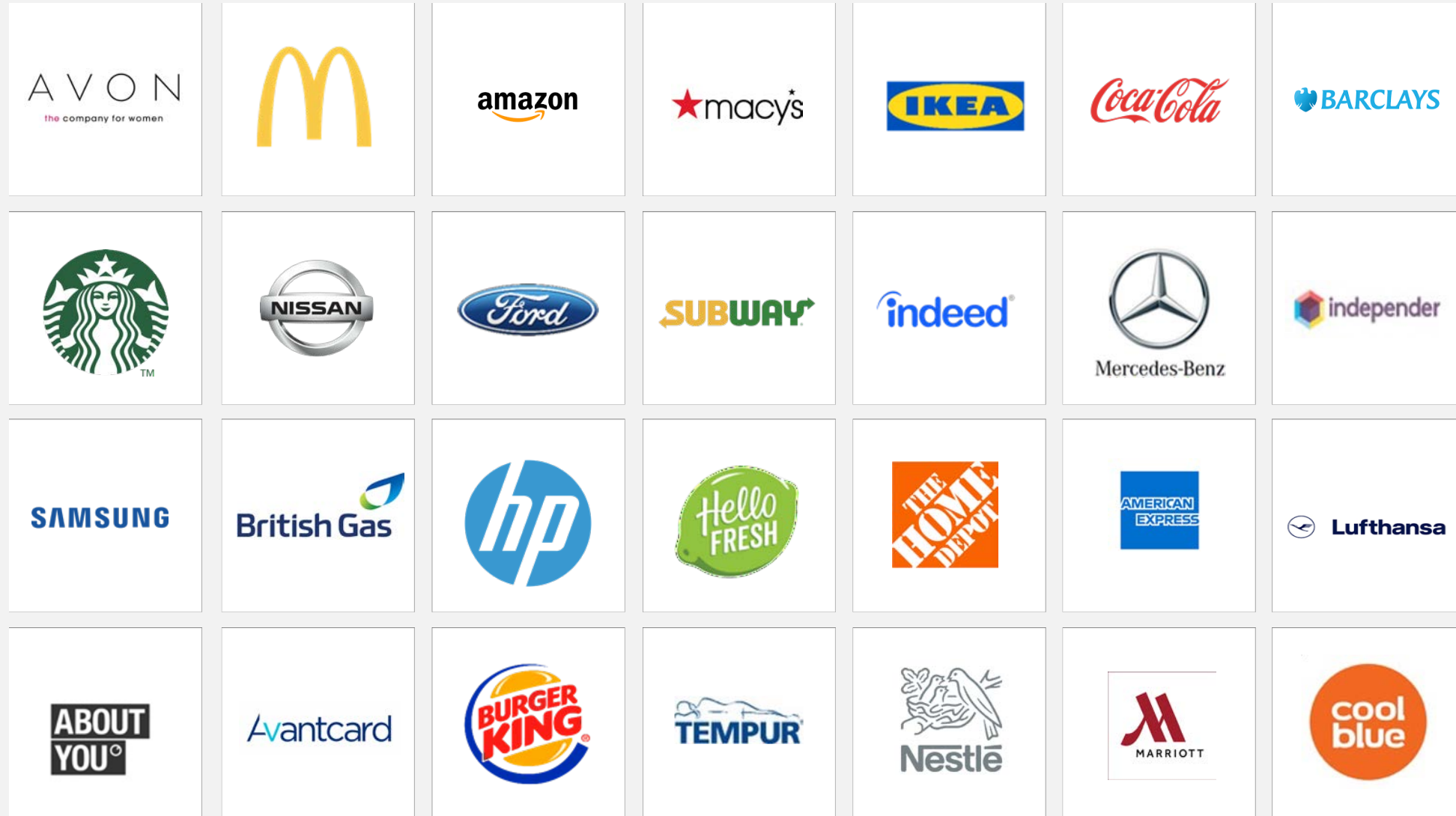
- Listener level targeting

- Data rich channel

TRITON

A Complementary Channel

• Print + Web

• TV + Video

• Audio is complementary
to multi -channels (Video,
TV, Web, Mobile, Outdoor)

TRITON

Who is Buying Digital Audio, Programmatically?

Strong Partnerships

Research	Media Buyers	Associations

Strong Partnerships – DSP Integrations

The Company We Keep

www.TritonDigital.com

How We Define Audio

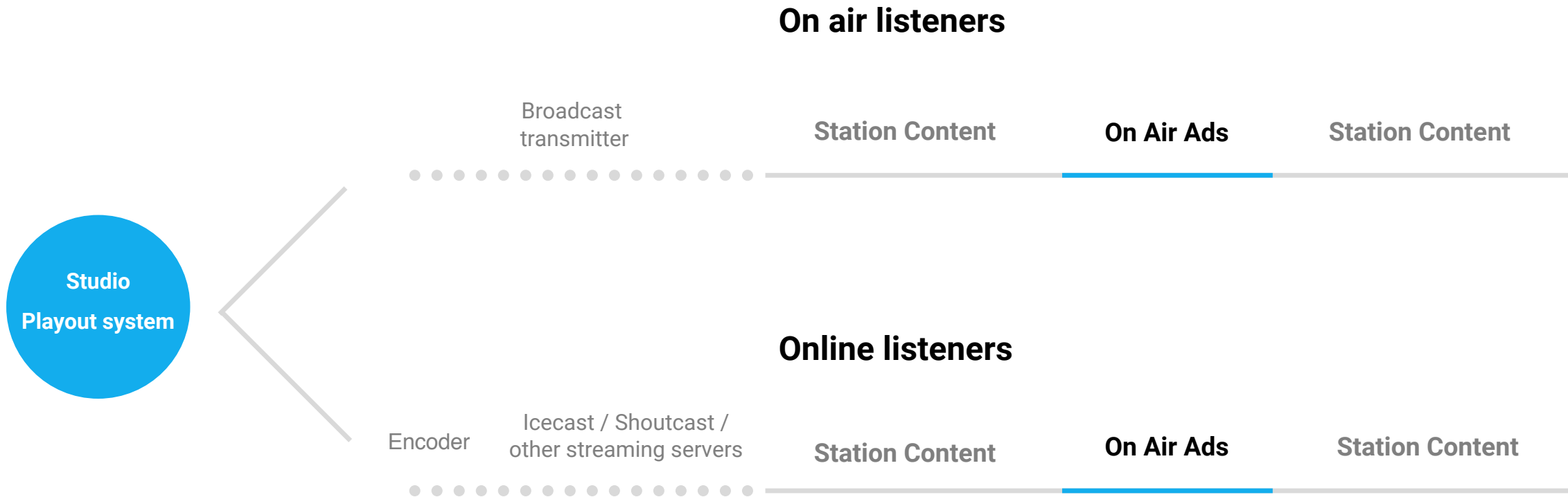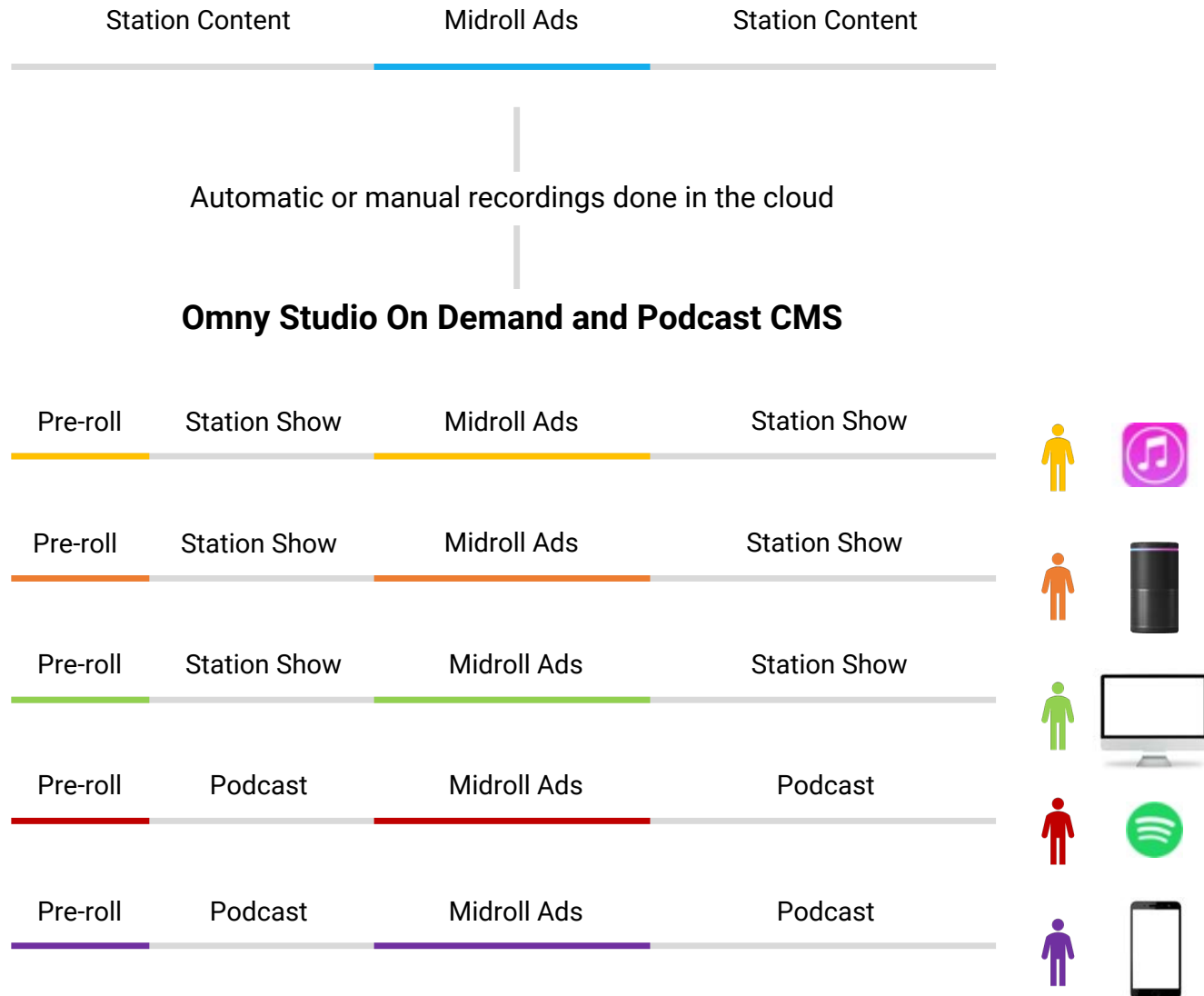New & Incremental Audiences Across Various Screens

On Demand

Radio Streaming

Podcasts

TRITON

FM Internet Streaming

Online listeners receive the same stream (with the same ads) as on air listeners

On air listeners

Broadcast transmitter

Station Content   **On Air Ads**   **Station Content**

Studio Playout system

Online listeners

Encoder

Icecast / Shoutcast / other streaming servers

Station Content   **On Air Ads**   **Station Content**

On-Demand, Catch-Up & Podcast Content

Station Content	Midroll Ads	Station Content

Automatic or manual recordings done in the cloud

Omny Studio On Demand and Podcast CMS

Pre-roll	Station Show	Midroll Ads	Station Show

Pre-roll	Station Show	Midroll Ads	Station Show

Pre-roll	Station Show	Midroll Ads	Station Show

Pre-roll	Podcast	Midroll Ads	Podcast

Pre-roll	Podcast	Midroll Ads	Podcast

Users can download the content or listen online **at any time**, and can receive targeted online audio ads based on his age, gender, geography, device, interests.

wwww.TritonDigital.com

Operations & Strategy

Programmatic Audio

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

Advantages

- Efficiency

- Measurement in real time

- Increased reach when
combined with other channels

- Transparency

- A variety of channels

TRITON

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

TRITON

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
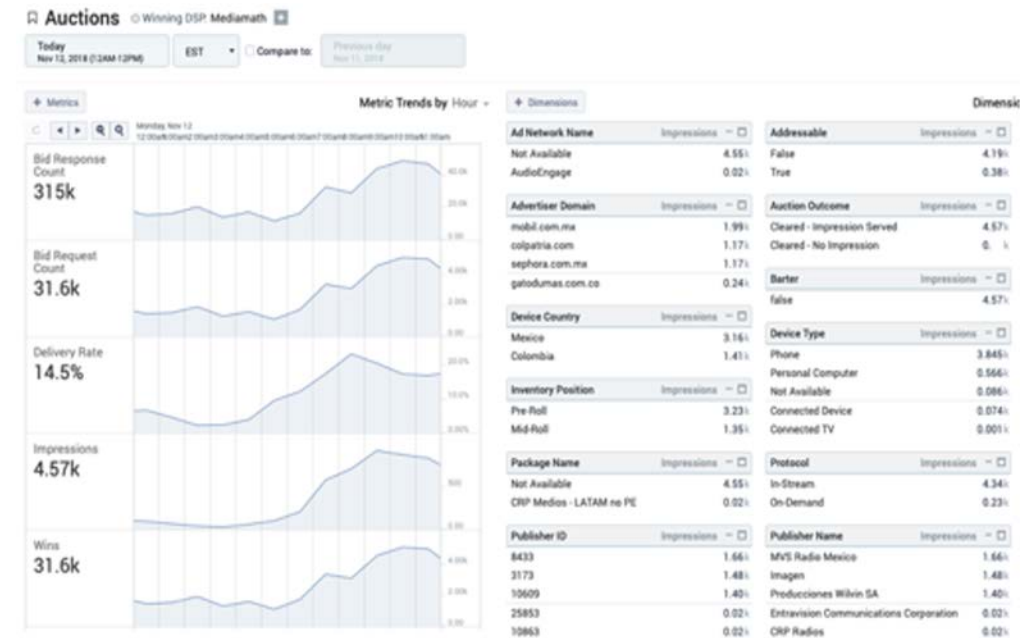
Research

Triton Digital

USA Overview | 3.22 B Ad Calls

Data: 30 Days timeframe (July)

Mobile
41% | 87%

Desktop
38% | 9%

Smart Speakers
9% | 3%

Connected Devices
2% | 1%

Connected TV
10% | 0%

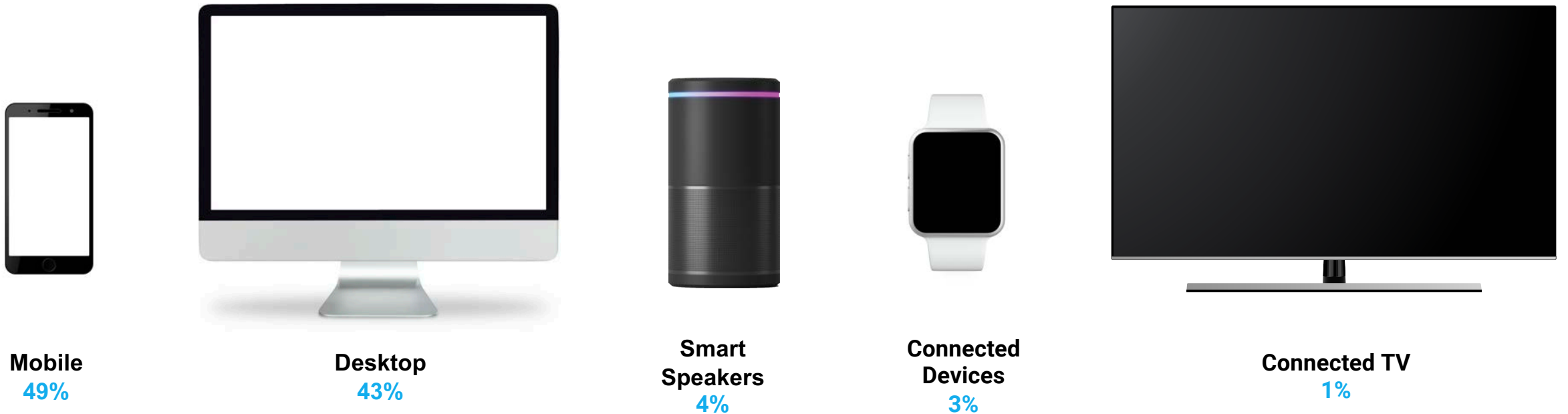Top Publisher

Top Hispanic Publishers

Top Publishers

Radio.com | Midroll Media | Cumulus | Salem | Spreaker

Top Hispanic Publishers

Spain 880M | Grupo Radio Centro | Entravision | CRP Radios | Grupo RPP

EU Overview | 2.3 B Ad Calls

Data: 30 Days timeframe

Mobile
49%

Desktop
43%

Smart Speakers
4%

Connected Devices
3%

Connected TV
1%

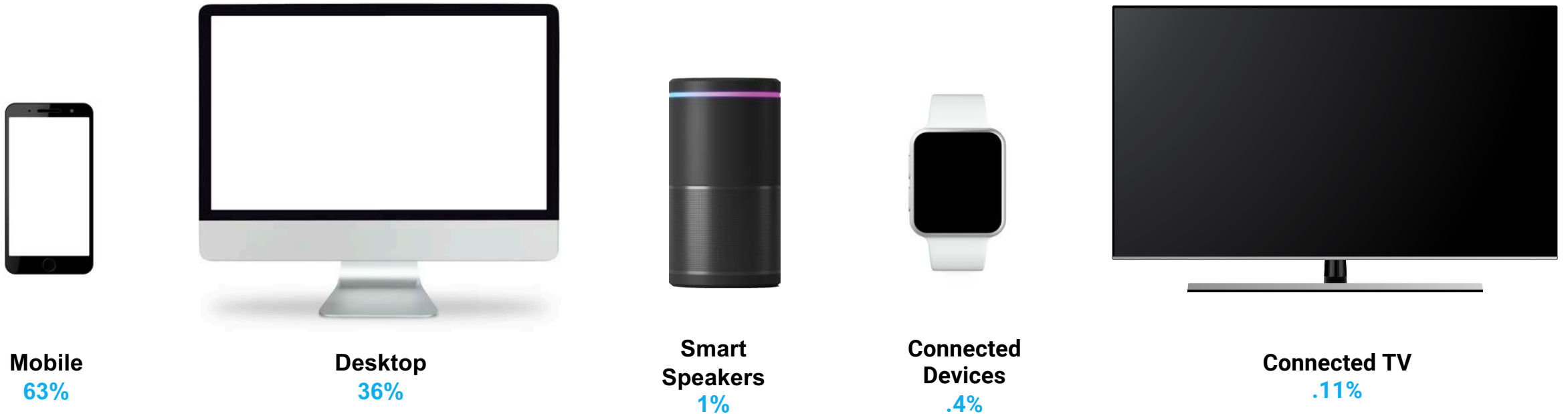**Top Publishers**

Prisa | Talpa Media Solutions | Deezer| NRJ France | Medialaan

Top Countries

Spain 724M | Belgium 309M | Netherlands 220M | Czech Republic 218M | France 217M

LATAM Overview | 1,71 B Ad Calls

Data: 30 Days timeframe

Mobile
63%

Desktop
36%

Smart Speakers
1%

Connected Devices
.4%

Connected TV
.11%

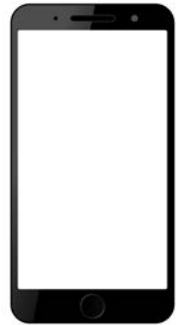**Top Publishers**

Prisa Radio | Grupo Radio Centro | Jovem Pan | Radios IMC | MVS Radio Mexico

Top Countries

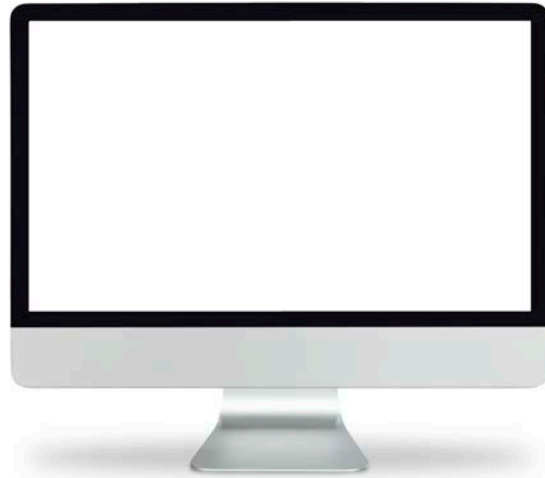Mexico 521M | Brazil 415M | Chile 296M | Argentina 206M | Colomabia 187M

APAC Overview | 816M Ad Calls

Data: 30 Days timeframe

Mobile
71.5% | **84%**

Desktop
26% | **13%**

Smart Speakers
0.5% | **.0%**

Connected Devices
2% | **0.5%**

Connected TV **0.%**
| **0.5%**

Australia

India

Top Publishers

Gaana | SCA | Zeno Radio | Totally Media | Nova

Top Countries

India 226M | Australia 209M | Vietnam 148M | Japan 54M

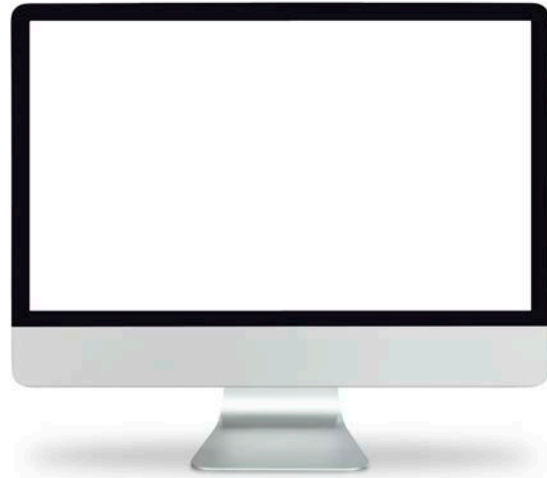# MENA Overview | 837 B Ad Calls

Mobile
66%

Desktop
33.5%

Smart Speakers
0%

Connected Devices
0.5%

Connected TV
0%

Top Publishers

Anghami | Karnaval | Deezer | Prisa Radio | Primedia | Zeno Radio

Top Countries

Turkey: 309M | Egypt: 99M | Saudi Arabia: 91.6M | Lebanon: 75M

Thank you

Monetization@tritondigital.com | www.TritonDigital.com