



a2x[®] Programmatic Marketplace

a2x is the world's first programmatic marketplace for digital audio. The 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

Leverage the Power of Programmatic to Engage your Audience

Support for Various Deal Types

Integrated with a number of industry leading DSPs, the a2x 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 Entercom, 8Tracks, SoundCloud, and the MLB to assure the quality inventory and brand safety you can trust.

Audience at Scale

Access digital audience from a wide variety of both live and on-demand audio stations from across the globe, with 98 million unique impressions and 1 billion auctions per month.

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, a2x abides by industry standards for digital audio ad delivery, execution, and reporting across a wide variety of devices and platforms.

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.

Market Sizing

Leverage Navigator, our global market-sizing tool that enables Media Planners & Self-Serve Buyers to estimate the number of available & sellable digital audio

Helpful Resources

For Programmatic Audio Buying resources, visit <https://www.tritondigital.com/resources/a2x/us>

DSP Integrations

Triton Digital is proud to have integrated a number of industry leading DSPs with the a2x 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/resources/a2x/integrated-dsp>