

2025 SINGAPORE INVENTORY HIGHLIGHTS

Engage Singapore's thriving digital audio audience with Triton Digital's programmatic marketplace. Seamlessly connect with leading DSPs to elevate your brand's voice, reaching mobile listeners in an immersive, screen-free environment. Ensure your message is heard loud and clear, anytime, anywhere.

Digital Audio Advertising Data



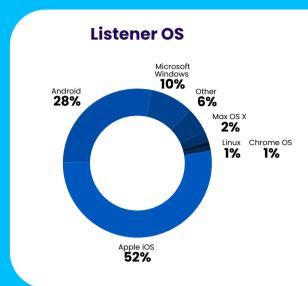


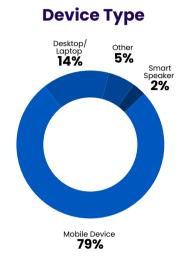


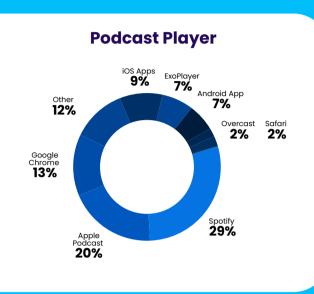
Total Programmatic Ad Calls

2024 vs 2023 **Programmatic Advertisers**

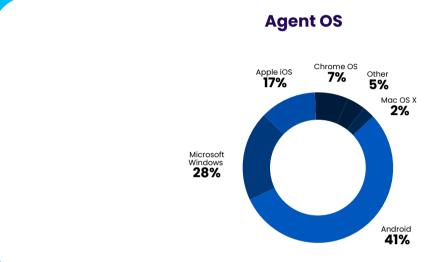
Podcast Consumption - % of total downloads

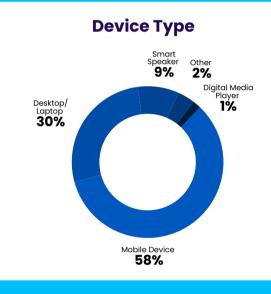






Streaming Consumption - % of total TLH





Audio Listening Trends



Most popular day **Streaming - Tuesday Podcasts - Tuesday**



Most popular hour Streaming - 9am - 10am Podcasts - 8am - 9am



Top 5 podcast genres **News, Society & Culture, Business, Comedy, Sports**



% of new episode downloads

Recent advertisers



ExonMobil



























C Kimberly-Clark

Inventory highlight

























Triton Digital Audio Marketplace Monthly Avails



130M





Sports 2M





6M