



Let Your Brand Be Heard.  
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Triton's Programmatic Audio Marketplace now connects advertisers to brand suitable podcast inventory through unique contextual targeting powered by Sounder, introducing the only pre-bid solution that provides control, reach, optimisation, automation and trust

72%

72% of podcast listeners report paying more attention to ads **relevant to the content they are listening to.**

73%

73% of advertisers consider **contextual targeting crucial** for brand safety in podcasts.

Sounder's AI technology analyzes podcast episodes and tags content by risk level, based on IAB brand safety taxonomies.

Episode Analysis

Classify for Brand Safety

Episode Targeting

Deliver Campaigns

Sounder enabled podcast publishers – monthly avails



Total  
**3.6B**



Events and Attractions  
**700M**



Comedy  
**350M**



Crime  
**250M**



News and Politics  
**300M**



Politics  
**200M**



Looking to advertise on brand-suitable podcasts through Triton's programmatic audio marketplace?  
**Contact us** at [marketops@tritondigital.com](mailto:marketops@tritondigital.com).