

MALAYSIA INVENTORY HIGHLIGHTS

Tap into Malaysia's dynamic digital audio landscape with **Triton Digital's programmatic marketplace**. Connect with top DSPs to **amplify** your brand's voice, reaching on-the-go audiences in an immersive, screen-free experience. Make your message resonate all day, **every day**.

Growth in digital audio



2023 vs 2022
Programmatic advertisers



2023 vs 2022
Podcast consumption



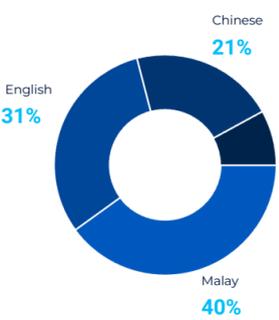
2023 vs 2022
Live streaming unique listeners



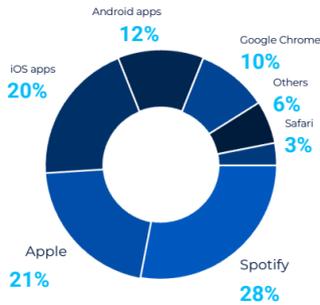
2023 vs 2022
Advertising impressions

Monthly digital audio consumption

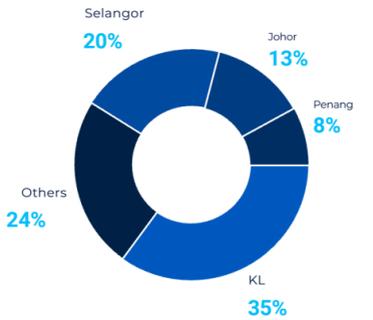
Language



Podcast player



State



Audio listening trends



Most popular days - Streaming & Music services
Weekdays 8am to 4pm



Most popular days - Podcasts
Tuesdays & Wednesdays



Device breakout
Phone - 72%, Desktop 14%, Smart speakers 9%, CTV / Tablets / Other devices - 5%



Average 800k unique listeners per week
Up to 3 hours per session



Malaysians listen up to 3 podcasts per week

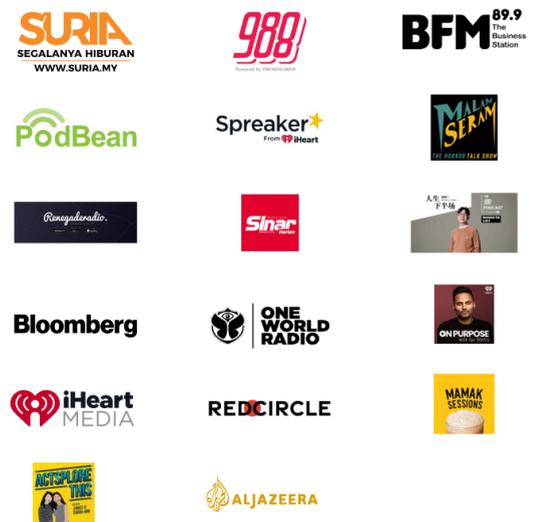


Popular Genres
Adult Contemporary, Pop, Talk, Comedy, Health & Living, Horror, Cooking & Eating

Recent advertisers



Inventory highlight



Monthly avails



Live Radio
250M



Podcasts
20M



Music Services / Gaming
120M



Entertainment
280M



Sports
20M



News / Talk / Social
30M