

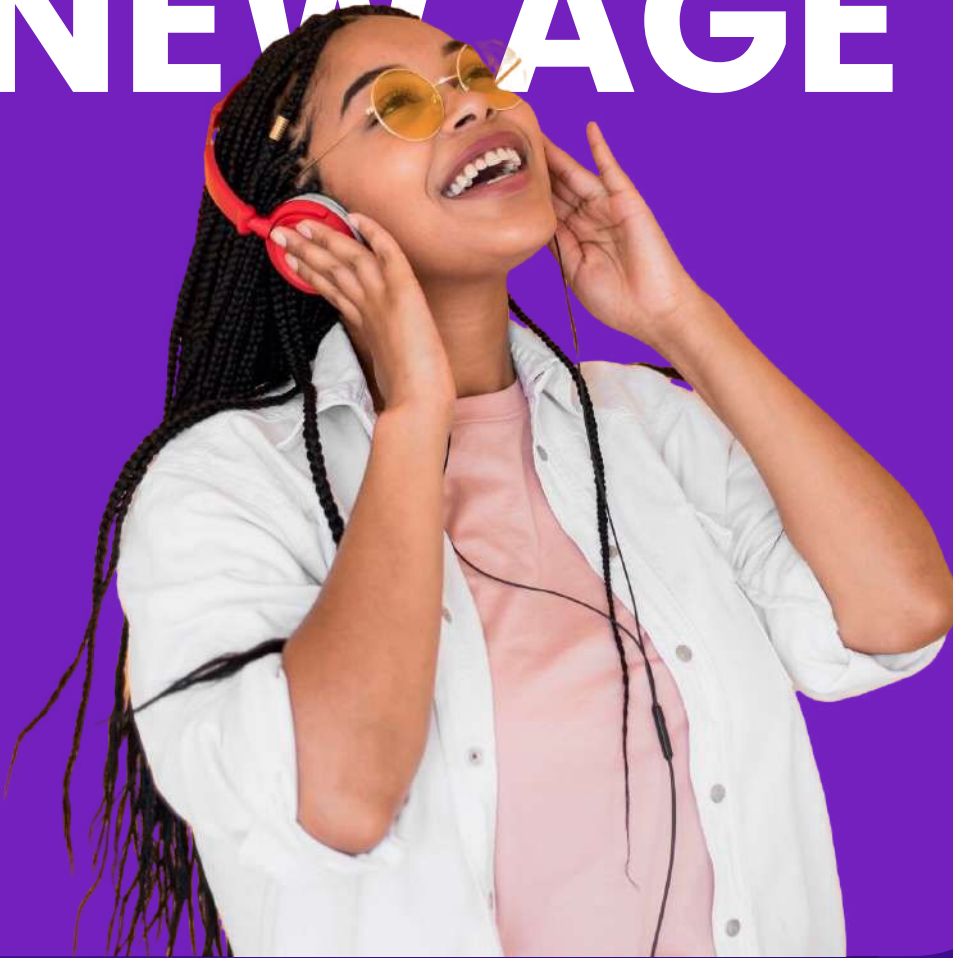


Sponsored by

TRITON
DIGITAL

A LOOK INTO

AUDIO'S NEW AGE



DIGITAL SOLUTIONS TAKE CENTER STAGE

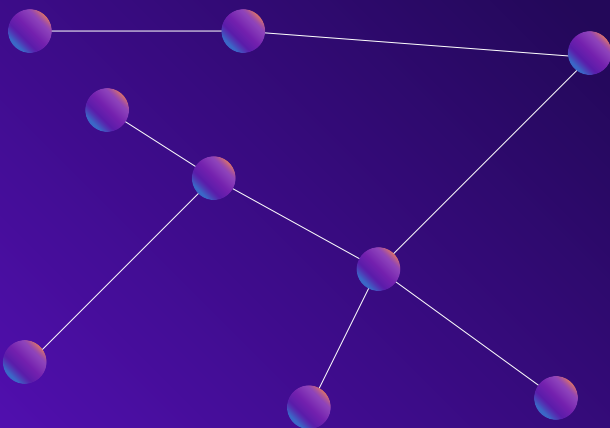
A **RedTech International** publication

A Smarter Way To Podcast

Triton Omny Studio is

a powerful enterprise podcast management platform **trusted** by word-class podcasters and radio networks.

Hosting **70 000+**
podcasts across
the globe



Multilingual Capabilities

YouTube Analytics

Brand Suitability

Enterprise Podcasting

Contextual Targeting

Monetization

A Look into Audio's New Age with Triton Digital

Triton Digital is dedicated to supporting the growth and innovation of the global audio ecosystem. For almost two decades, we have been a trusted partner to audio publishers, advertisers and broadcasters, offering advanced tools and technologies to help our clients expand their reach, engage audiences and drive revenue.

Our suite of solutions includes content delivery, monetization and audience measurement, all designed to optimize digital audio strategies. Whether it's podcasting, live streaming, or on-demand audio, our platforms provide creators and advertisers with the tools to deliver high-quality audio experiences.

We prioritize innovation, quality and transparency in everything we do. With IAB-certified products, robust advertising technology and reliable analytics, we strive to help our clients confidently navigate the evolving audio landscape.

As audio continues to evolve, we are committed to enabling meaningful connections and unlocking new opportunities across the industry. Triton Digital is proud to play a role in shaping the future of audio by fostering collaboration and empowering our partners to succeed. Together, we're embracing this new age of audio and its potential to redefine how audiences connect and engage with sound.

Desideria Mastriaco
Director of Marketing, Triton Digital

In this issue

- Reaching out to John Rosso 4
- Unlocking audio's power: The potential of retail media networks..... 6
- Taking podcast measurement to the next level 8
- Podcasting today – A look into the new age 11
- Audio publishers: Complex digital audio landscape yields stronger results in 2024..... 14
- A look at the dynamic landscape of programmatic advertising..... 18
- Unlocking audio content's true value with Sounder..... 20
- Removing friction to maximize publisher success 22

Staff

Co-founder/Editorial Director
Marguerite Clark

Co-founder/Operations Director
Philippe Chapot

Partner/Head of Strategy
Omar Essack

Special Advisor
Steve Dana

Editorial Staff
Kevin Emmott
Daryl Ilbury
Brett Moss

Brand Manager
Kevin Emmott

Production
Karen Lee

REDTECH INTERNATIONAL
250 bis Boulevard
Saint-Germain
75007 Paris, France
ISSN: 2804-4495

Contact
team@redtech.pro

Website
https://redtech.pro



Reaching out to John Rosso

Radio CEOs and CDOs reach out to our CEO with key questions about Triton Digital's solutions

By RedTech Staff

In today's dynamic media landscape, radio broadcasters increasingly turn to digital audio to expand their reach and attract new audiences. But navigating the complexities of this digital space can be challenging. To help radio networks succeed in the digital realm, RedTech International reached out to CEOs and CDOs from radio networks worldwide and asked them one question: What would you ask John Rosso, president and CEO of Triton Digital, a technology provider in the digital audio space? The following are the questions that emerged, covering topics from scaling digital audio footprints to leveraging AI and measuring audience engagement.

RedTech: *Can Triton Digital guide and advise me on cost-effectively scaling my digital audio footprint, including a business plan?*

John Rosso: We offer strategic guidance to radio networks looking to expand their digital presence. We provide the tools necessary to operate a programmatic audio marketplace and ad network and offer support with the technical aspects of building a network.

RedTech: *Does Triton Digital have solutions that can help me compete effectively for digital audio ad spend and general digital budgets?*

Rosso: Yes, we offer a comprehensive suite of solutions for managing digital audio campaigns for live streaming and podcasting, including a programmatic marketplace to connect you with advertisers, robust tools to manage your ad campaigns, brand suitability solutions, and campaign measurement capabilities to demonstrate your value to advertisers.

RedTech: *How can Triton Digital offer proof of performance for advertising on my digital audio assets?*

Rosso: Our technology seamlessly integrates with any attribution solution you prefer, allowing advertisers to leverage their chosen model and gain clear insights into campaign effectiveness.



RedTech: *Does AI have a role to play in the digital audio space? What are the tools I should be using as a radio business looking to grow my digital audio business?*

Rosso: AI is transforming digital audio and will impact content creation, ad personalization, brand safety, content-based targeting, and more. Triton's TAP ad server is integrated with Sounder, our AI-powered brand suitability and contextual targeting tool for podcasts. As radio networks look to expand digitally, the essential tools include technology to insert targeted ads into your streams and podcasts and yield optimization tools to maximize revenue from direct sales and programmatic sources.

RedTech: *Is the measurement of digital audio/podcasts trusted by media buyers? How does digital audio measurement compare to existing audience measurement for online platforms? Can you measure audience listening behavior in real time?*

Rosso: Traditionally, podcast measurement has presented significant challenges for buyers and sellers, as the measurement has been self-reported by the seller and lacked standardization. Triton Digital's podcast measurement solution tackles this by directly importing data from hosting platforms and CDNs, ensuring consistent and reliable metrics that are compliant with IAB guidelines. We apply sophisticated processes to ensure comparability across all publishing and hosting platforms. We then increase the utility of the data by organizing it into a user-friendly interface for buyers and sellers to access as needed, with complete control by the seller over what data is shown to the buyer.

Measuring audio presents unique challenges primarily because audio is not typically consumed in a web browser. It is often consumed through a mobile player that is not controlled by a publisher or podcast player, where little data is sent back to the publisher. As a result, audio measurement solutions must be custom-built to meet these unique challenges.

Our technology seamlessly integrates with any attribution solution you prefer, allowing advertisers to leverage their chosen model and gain clear insights into campaign effectiveness.

While audio measurement has its complexities, Triton Digital offers solutions built specifically for this environment, providing near real-time reporting on stream listening and podcast downloads.

RedTech: *When it comes to music, does Triton Digital have any systems or technologies that can aggregate audience digital behavior by a radio station or radio brand to create a report that shows which songs most retain listeners and which songs have the most tune-outs? The same goes for content keywords, break length, advertising keywords, etc.*

Rosso: Our Webcast Metrics solution provides in-depth analytics to help you understand your audience's behavior. You can use this data to determine which songs best retain listeners.

RedTech: *With so many choices of providers, what is Triton's point of difference?*

Rosso: We offer a unique portfolio of solutions for the digital audio industry. Our suite includes best-in-class products for content management, advertising, technology and measurement — everything you need to run a successful digital audio business. These tools work seamlessly together but also excel on their own. Additionally, our large technical and client success teams ensure exceptional customer service.

RedTech: *Triton Digital is owned by iHeart. How do broadcasters who compete with iHeart know whether their first-party data is safe and how it is being used?*

Rosso: Triton does not manage publisher first-party data, including iHeartMedia's. We only process and append this data according to the specific instructions each publisher client provides. Additionally, iHeartMedia employees have no access to data beyond what belongs to iHeartMedia itself. Data access and usage are clearly defined in our agreements with each publisher, and we strictly adhere to these terms.

RedTech: *Can Triton Digital help me to grow impressions?*

Rosso: Absolutely; Triton's content management tools streamline content creation, while our automation features can turn your live radio broadcasts into podcasts, creating a new revenue stream with higher CPMs and UH rates than streaming. Triton also offers advertising technology that allows you to leverage all your content for targeted ad campaigns. For example, broadcasters can use our dynamic ad insertion to reach listeners outside their local market, maximizing their inventory value.

RedTech: *What else is Triton doing from a technology perspective — including AI — to improve its services for broadcasters?*

Rosso: Our recent acquisition of Sounder brings powerful AI-driven content analysis to the table. This enables not only brand suitability but also highly targeted advertising for podcasting. Imagine placing an ad targeting New York Knicks content adjacency. Previously, you might target sports and basketball podcasts. Now, you can target content mentioning the Knicks, regardless of the podcast genre. This contextual targeting significantly increases campaign scalability across your network.

RedTech: *Does John know what % of revenue is programmatic for digital audio in various markets? Is this good or bad for radio owners in the long term? If bad, what does he suggest as an optimal sales strategy for radio owners regarding their digital inventory?*

Rosso: While programmatic ad sales currently account for roughly 15% of our podcast market, it's a rapidly growing sector. As podcast listenership grows, the total amount of audio listening increases. This means there's an opportunity for broadcasters to capitalize by following their audiences into podcasting.

Continued on page 7

Unlocking audio's power: The potential of retail media networks

The data on digital audio listening points to its warranted inclusion in retail media network strategies steered by Triton Digital's solutions



By Josh Yamuder

CMOs face limited budgets, which demands smarter resource allocation and makes finding cost-effective, high-impact solutions crucial. Gartner reports that 71% of CMOs believe they lack sufficient budgets to execute advertising strategies successfully. GroupM expects U.S. ad spending to increase 5.1% in 2024, lagging behind India, China, Germany and Brazil.

The silver lining? Diversifying advertising budgets with omnichannel media like digital audio lets advertisers reach wide, engaged audiences efficiently. Programmatic platforms offer a convenient “one-stop shop” for incorporating digital audio into retail media network (RMN) strategies.

Retailers have begun leveraging their substantial customer purchase data to inform advertisers' media strategies. Programmatic platforms like The Trade Desk allow hundreds of retailers to monetize this shopping data and even operate programmatic campaigns through their shopper data. For example, Google recently unveiled its push into the RMN space by partnering with Lowe's as a beta partner to leverage Lowe's off-site retail media offering.

Some RMNs, such as Walmart, offer a self-service platform that empowers advertisers to target their campaigns with shopping data obtained through data marketplaces. This allows advertisers to select media channels that deliver the best campaign results. On the other hand, other RMNs offer managed service solutions that take a more active role in channel selection and may partner directly with publishers to match advertiser data with media or outsource help from an inventory management team.

Programmatic platforms have made embracing “other” omnichannel solutions, including digital audio, very easy for RMNs and self-serve buyers. Simply by checking a few boxes in your programmatic platform, new inventory types are ready to activate and test. This ease of adoption encourages the exploration of emerging channels that may offer access to valuable target audiences.

Leveraging digital audio to meet consumers where they are

According to eMarketer, in 2022, 74% of U.S. internet users, or 222.7 million people, listened to digital audio. Another report released this year claims that by 2024, digital audio will make up a fifth of all time spent with digital media in the U.S.

Referenced in the same article above, digital audio will claim two hours, 20 minutes per day from U.S. listeners in 2023, which is more time than Netflix (1:02), Hulu (0:53) or YouTube video (0:48).

Audio also drives impressive engagement within a distraction-free, hands-free environment. On average, 41% of audio ads generated correct brand recall compared to the 38% norm for other advertising studied by [Dentsu](#).

Putting retail media networks to use

iHeartMedia recently published that the [average American spends 31% of their time with audio](#) against all mediums, and considerable investment is flowing into digital audio, indicating a favorable environment, but brands continue underinvesting in it. Even though digital audio provides such a strong platform for reaching consumers, only about 3% of advertising dollars were spent on this channel last year, which is significantly underfunded relative to channels like CTV, which take center stage in most media plans.

The sheer number of hours spent listening to music streaming and podcasting digitally presents RMNs with an opportunity to provide brands with an unparalleled share of voice in this channel for absurdly efficient CPMs.

The sheer number of hours spent listening to music streaming and podcasting digitally presents RMNs with an opportunity to provide brands with an unparalleled share of voice in this channel for absurdly efficient CPMs. If your RMN was offering 30-second targeted CTV ads in the U.S., it isn't unreasonable to expect expensive CPMs upwards of US\$30. Selling digital audio ads with the same duration and similar targeting methods would reach an audience with better brand recall at considerably lower CPMs.

Don't get left behind — embrace digital audio today

Despite its extensive listenership, digital audio has lagged behind other channels in programmatic buying due to concerns about measurement and attribution. Advertisers worry that radio publishers' streaming assets can't provide the same level of tracking as platforms like social media. This concern was justified in the past when technological limitations made it difficult to identify listeners. However, the landscape has shifted dramatically. Tech companies are now working closely with user identification platforms to develop robust measurement solutions. This means advertisers can

confidently allocate budget to digital audio, knowing they can effectively track campaign performance and reach a highly engaged audience.

Identity resolution for digital streaming has grown to be reliable and prevalent enough to be a very strong selling point for digital audio. Digital audio listeners are typically identifiable the same way CTV listeners are identified but often will be listening alone on mobile devices, which makes advertising more of a personal experience.

Pair digital audio's additional capabilities to identify and target users with the equitable measurement and attribution solutions used for other channels to find new consumers to drive performance for your brands.

If you are a retailer who wants to build awareness, grow customer engagement and increase sales for brands that trust you to carry their products, audio should be included in the marketing mix. It provides contextual relevance, is brand-safe, and, most importantly, is consumer-centric. Leaving audio out is leaving money on the table.

The author is director of Partnerships of iHeart Media.

Continued from page 5

RedTech: *Are GDPR and increasing privacy regulation obstacles to growth for radio's digital growth opportunity?*

Rosso: Increasing privacy regulations, like GDPR and Apple's platform restrictions, make addressable advertising more challenging. However, emerging solutions like ID5, which Triton recently announced a partnership with, have already improved the addressability of inventory within our audio marketplace. We're actively involved in finding solutions to this evolving challenge.

RedTech: *Does John have any ideas for how radio stations can generate awareness for their digital assets in a very crowded digital space?*

Rosso: Broadcasters have a unique advantage — their audiences. Leveraging your on-air presence to promote your digital content can really help you stand out in the crowded space. Radio stations are essentially megaphones with a massive reach. Use that power to drive listeners to your online content.

RedTech: *Does John have a bulletproof strategy for migrating and growing audiences to a radio station's app?*

Rosso: The strategy for driving audiences to a station's mobile app is really a two-step process: first, create awareness using your on-air broadcasts. Then, incentivize app downloads with exclusive content or app-based contests — something radio is very successful at — which can help drive sign-ups and engagement into the app.

Taking podcast measurement to the next level

Knowing how many people listen to a podcast is only a snapshot of the big picture



by Daryl Battaglia

Measurement solutions are crucial to understanding audiences from a creative and business perspective. Publishers need to understand who their content resonates with to continue creating content that aligns with their audience's interests. Meanwhile, advertisers need to understand the audiences publishers are connecting with to know they're reaching the listeners most likely to buy their products. With over a decade of expertise, Triton provides trusted audience measurement to the digital audio and podcast industry through its public Podcast and Streaming Rankers and insights reports, flexible user interface, and solutions to connect advertising buyers and sellers. These solutions help publishers,

networks and media buyers better understand global audience and listener trends.

There are over four million podcast shows catering to every interest, from true crime to health/fitness to entrepreneurship and more. Census data collected with each podcast download enables robust consumption measurement by episode, device and geography. However, most of this data is self-reported by individual publishers and lacks insight into the profile of the listeners, such as their demographics and shopping behaviors. On the other hand, traditional research methods like surveys can capture richer audience profiles but are constrained by limited sample sizes, especially when analyzing niche shows or segments.



GaudiLab/Shutterstock

Better ways to measure

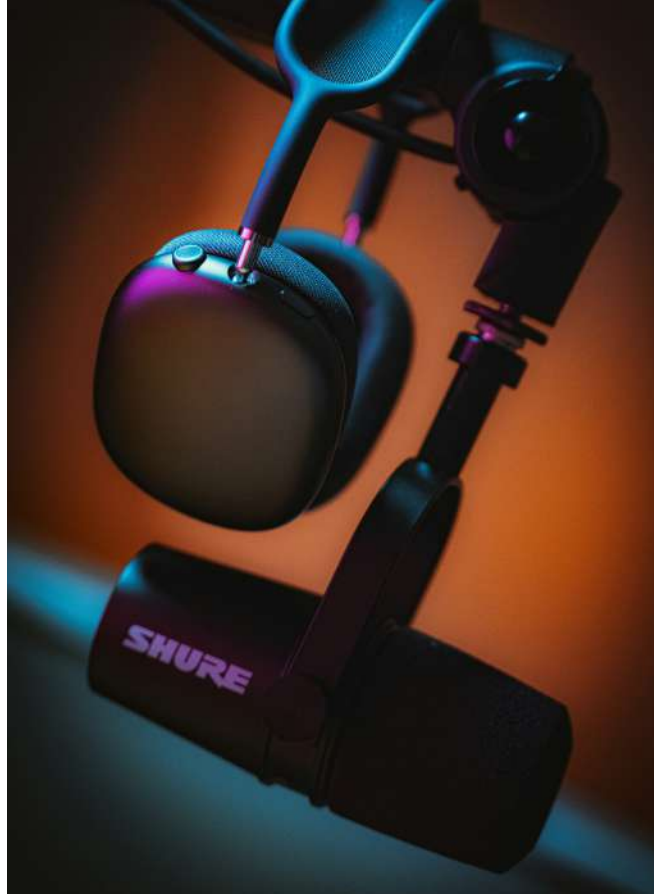
At Triton Digital, we recognized early on the need for a combined measurement solution that leverages the strengths of both census and survey methodologies. Only by integrating these approaches can advertisers and content creators fully understand podcast audience composition to inform strategic programming and ad placement decisions. This hybrid solution offers a comprehensive view of listenership paired with multidimensional listener attributes for podcasts of all sizes.

Triton Podcast Metrics Demos+ was developed with research partner Signal Hill Insights to offer consistent demographic measurement of podcast audiences in the United States, Australia and, recently, the Netherlands. The platform, compliant with privacy and security standards, provides audience data across 100+ key audience attributes. These include a variety of age and gender breaks, lifestyle and advanced demographic information, media usage and shopping/purchase intents across a wide variety of products and services.

Measurement must also adapt to changes in the landscape. For example, with video content consumption on the rise, publishers needed to be able to see all metrics together and easily compare them. Triton rolled out an integration with YouTube to incorporate views of podcasts into Triton Podcast Metrics so that publishers can track how their video content is consumed in conjunction with their overall podcast downloads.

The benefits of good measurement

Improved podcast measurement is essential for the industry. With the right measurement tools, publishers can truly understand and quantify their audiences and then use this information to guide future programming and scale monetization efforts. Podcast measurement can also increase confidence in a growing and evolving



Victor Baro/Unsplash

medium, enabling advertisers to make informed decisions and increase ad spending.

The data can help publishers demonstrate that their content and audience are a great fit for an advertiser's campaign objectives. For example, publishers can use Demos+ to identify podcasts that reach similar audience profiles, create a podcast lineup, and package them as a set for advertisers looking to reach that audience profile. This makes it easier for publishers to sell inventory and helps advertisers reach listeners more likely to be influenced to buy their products and services more efficiently.

Ultimately, better measurement translates to larger, more loyal audiences and maximized revenue opportunities for podcast publishers willing to leverage the data.

The author is SVP Measurement Products and Strategy.

With the right measurement tools, publishers can truly understand and quantify their audiences and then use this information to guide future programming and scale monetization efforts.



Sounder

A Triton Digital Company

AI-powered, end-to-end audio intelligence platform built for the entire audio ecosystem



Leverage our **AI-powered** platform for **seamless content promotion**

Discover the ultimate solution for **expanding your podcast's reach** with our comprehensive intelligence platform. Harnessing the latest in AI technology, effortlessly generate compelling **promotional content** that captivates audiences across diverse platforms.

To learn more, contact
Solutions@tritondigital.com

@TritonDigital
[Tritondigital.com](https://tritondigital.com)



Podcasting today – A look into the new age

Podcasting is taking off, and its path is anything but clear, but advertisers need to get on board

By Sharon Taylor

Advertisers have kept their eyes on podcasting as agencies continue to invest heavily despite the shifting listener consumption habits. However, as audience demand increases and investment rises, ad dollars follow. With advertising revenue estimated to exceed US\$3 billion by 2026, it's evident that interest in advertising podcasting in the U.S., especially, is still on the rise. Yet we need to keep in mind what's needed in the industry to keep up with growth in the new age of podcasting.

With the wide variety of genres, on-demand access, and the ability to keep listeners updated on all the latest news and entertainment stories, all while allowing them to multitask, the growth opportunities in podcasting are endless.

While podcasting was powering forward even before the pandemic hit, the last few years really kicked the medium's growth into overdrive. Unlike traditional entertainment mediums, podcasts adapted well to the shift to remote production, which attracted increased attention from media companies and creators, leading to an influx of new content.

Podcasts were the MVP the population needed in a time of uncertainty, adapting to our changing lifestyle in real-time. While ad dollars temporarily halted, they quickly began to flow again as we proved that listening did not decrease, showcasing the medium's resiliency.

The art of podcast advertising

Podcasting is a "lean-in" medium. Ads are carefully constructed as host-read segments inserted directly into the show to encourage more active listening.

It's important to factor that into any advertising strategy and select programs that resonate with the interests of a target audience. With podcast hosts' intimate audience

relationships and personalities, listeners expect and look forward to advertisements within their favorite shows. Podcast advertisements should capitalize on this by leveraging the intimate nature of the medium, allowing shows to have fun with the creative, and bearing in mind the tone of the ad style that listeners expect. Many advertisers still don't understand the basic principles of ensuring a successful campaign in the medium.

Lastly, there's the dilemma of whether a programmatic or direct-spend ad is best. While this is largely dependent on the maturity of the podcast advertising market in your geography, there's a simple rule of thumb to consider when making the selection: A programmatic ad is best for brand advertisers who are looking for scale and ease, while a direct-sold ad is best for brands looking for host-read ads with direct response ads.

Is podcasting becoming all video?

I believe that at least half of the next 50 million monthly podcast listeners in the U.S. will be via YouTube. Research clearly shows that the line between audio and video in podcasting is blurring.

Podcasting extending past the RSS feed and into YouTube is why we [integrated YouTube views of podcast episodes into Triton Podcast Metrics](#). With [Google announcing](#) that podcasters can submit their RSS feed to YouTube, we can expect the numbers and the conversions to continue.

A much-talked-about topic in the industry, video podcasts have advocates and naysayers. "It's a new, untapped audience," says the former. The rebuttal is that the power of podcasting is because it's audio—an immersive and multitasking medium." Both are equally true statements, and the full list of pros and cons for video podcasts is extensive.

Continued on page 13



RADIO'S DIGITAL TECHNOLOGY PARTNER

Supporting
your digital
strategies
today.

Building
technology
for radio's
future.

To learn more, contact
Solutions@tritondigital.com

@TritonDigital
Tritondigital.com

Continued from page 11

It shouldn't be a one-size-fits-all scenario. Whether or not you should have a video version of your podcast is a question of production time, money, audience composition, marketing plan, monetization strategy and a range of other factors.

The future of podcasting

Although podcasts will find new ways to adapt to their changing landscape, there are three industry challenges podcasting must overcome to keep up with the rapid pace of growth.

The first one is the increased need for education about how podcasts work. I know this may sound simple, but many advertisers still don't understand the basic principles to ensure a successful campaign in this medium. I feel this is largely due to the constant confusion heard about programmatic and direct-sold ads.

The second is the difficulty of discovering podcasts. This medium is still relatively new compared to TV, etc., but discovering podcasts at a scale in terms of advertising continues to be a challenge.

The third challenge concerns measuring podcast data. The industry does not have a singular trusted source of data for podcast measurement. Advertisers need to get creative when it comes to measurement and compare data from publishers with that from audience measurement firms, which have varying measurement methodologies, to inform podcast advertising decisions.

At Triton Digital, we have solutions within our measurement product suite to provide industry-trusted podcast measurement. Triton Podcast Metrics is our analytics



Soundtrap/Unsplash

The full list of pros and cons for video podcasts is extensive.

tool that delivers accurate and insightful census-level data around how, when and where podcasts and on-demand audio are consumed across multiple hosting platforms, all via a single user interface.

The customized reports in Podcast Metrics allow you to explore metrics by date range, geography, device, podcast name, episode title and more. Users can also save queries for automated reporting to send reports to non-Podcast Metrics users.

Our measurement suite goes beyond that with Podcast Metrics Demos+ —the first-ever integration of census and survey-based research methodologies with Triton Video Metrics for publishers using Podcast Metrics to benefit from our integration to YouTube. Then there's Lineups, a feature in Podcast Metrics where you can group your podcast programs into packages to share download data and more with buyers and agencies. Lastly, our Triton Podcast Rankers list the top podcasts in Australia, Canada, Latin America, the Netherlands and the United States.

The first step in solving these challenges is education, education and—you guessed it—*education*. It will play a pivotal role in all three.

As the industry continues to move forward and advertisers become more educated, we will start to see a shift to shorter ad formats for podcasting and new steps implemented to better reflect listening preferences. We'll also see the creation of sound signatures (or brand recognition sounds) that play within the ads to resonate more effectively with their listeners.

Our industry still has tremendous potential for growth—the new age of podcasting is here. Are you ready for it?

The author is EVP Podcast and Content Delivery at Triton Digital.

Audio publishers: Complex digital audio landscape yields stronger results in 2024

Increasing programmatic revenue requires focusing on six specific key areas



By Stephanie Donovan

Globally, consumers spend more time with audio than most other mediums. Digital audio is contributing significantly to the increased hours spent with audio, entertaining listeners through streaming, podcasting and audiobooks. Audio consumption will continue to grow because of advanced technology, increased streaming content, the growing popularity of podcasts and the always-on, portable companionship that audio provides. Where there are consumers, there are advertisers.

Audio monetization via programmatic buying is poised to grow double digits for the next few years. The annual growth rate in ad spending is accelerating. According to [The 2023 Programmatic Audio Report](#) from GroupM & IAB Europe, 47% of advertisers and agencies have identified audio advertising as either their top media choice or one of their top. However, as the digital audio landscape becomes more complex, the way content is monetized will need to change.

So, how can you best prepare yourself to take advantage of this opportunity? Can you just connect, and the dollars will flow? No, not quite.

Programmatic audio strategies aren't a set-and-forget process.

Programmatic audio strategies aren't a set-and-forget process. To increase programmatic revenue for your inventory, you must target six key areas:

1. **Custom audience-targeted deals for programmatic buyers.** Brands are under more pressure than ever before to do more with less. Therefore, to access more advertising dollars, publishers need to offer more data insights on their listening audience to efficiently meet the brands' objectives.

Programmatic buying is expected to account for 87% of total global digital ad spend by 2026. According to eMarketer, between now and 2026, U.S. digital audio ad spend will increase by approximately 50%, and programmatic advertising is expected to account for US\$1.31 billion of this, increasing to [\\$1.8 billion in 2024](#).

With much of spending happening through auctions and the need for advertisers to reach a niche audience, it is important to offer advertisers the ability to craft custom audience-targeted campaigns. Triton Digital has accomplished this through DMP integration with TruAudience. Publishers can opt-in to curate deals tailored to specific audience groups, enhancing the appeal of inventory to buyers. The process of creating campaigns in the Triton Ad Platform (TAP) and replicating them as Deals in the Triton SSP streamlines the workflow for publishers. This simplicity encourages publishers to explore more buyer interest, leading to potentially higher CPMs due to the direct access to niche audiences.

2. **Deliver targetable audiences.** One of the critical drivers for agencies and advertisers to spend marketing money is the ability to reach specific audiences. Another is to do that at scale and with efficiency. Triton's partnership with ID5 makes

it easier for an advertiser to reach the precise audience requested and improves the addressability of inventory achieving buyers' needs while boosting revenue and sell-through rates for publishers. Enriched IDs result in an improved audience match to advertiser needs, leading to higher CPMs, increased sell-through rates and ultimately more revenue. Publishers can customize the DSPs to share enriched IDs, thus tailoring their approach to suit their preferences and needs.

- 3. Be actively visible.** Furthermore, in addition to providing audience insights, to truly maximize the impact programmatic activity can have on your revenue generation, it's important to make inventory available across different buying channels, for example, via ad networks, sales houses and DSPs.

The path to increased podcast programmatic revenue requires specific instructions beyond CPM floor price and industry category preferences to pass from the supply-side partner to a demand partner. Every show needs to include the proper information in the RSS Feed – name, keywords, description and publisher overview of inventory available.

The more information, the better, especially for programmatic transactions. Contextual targeting will play a significant role in how advertisers deploy their buying strategies, so the more insights you can provide on your audience and content, the better. [OMD and other major agencies are publicly forecasting to grow programmatic buying of podcasts from 2% in 2021 to 10%.](#) To do so, they need confidence their ads will be placed in proper content for their needs, and that the scale of inventory is available.

- 4. Don't be the cautionary tale:** Programmatic buying has caught on, and advertisers are moving their budgets to fund programmatic campaigns. In fact, Triton Digital's SSP reported a 53% CAGR increase in unique advertisers over the last four years.
- 5. Share more audience insights.** Podcasts offer a promising connection for marketers wanting to immerse their brands inside the intimate setting podcasts provide. Marketers also want efficiency by only reaching their targeted audience. Podcasts

natively cannot share context or data signals about the listener. Thus, the technical connection to the consumer makes it tough or nearly impossible for a buyer to validate their brand's campaign goals.

Nowadays, buyers transacting programmatically through a demand partner will not even respond to a bid that does not pass audience information from the publisher's player or playout system. To overcome this conundrum, publishers need tools or help from technology providers to share audience-modeled insights to help brands connect with more in-depth insight on socio-economic backgrounds and interests. This help boils down to code passed from your supply-side platform (SSP) provider (full disclosure, Triton Digital is an SSP) to the buyers' demand-side platform (DSP) partner to automatically analyze that connection, i.e., beyond IP address, to include device ID, persistent or unique user ID. Device IDs (GAID, IDFA) increase the ability for a buyer to match their audiences with a publisher's audience in the programmatic buying ecosystem.

These details are crucial factors buyers consider when deciding if they want to advertise with you...or spend more with your competition.

- 6. Privacy by design.** Invalid traffic (IVT) is often associated with [ad fraud](#). Protecting listeners' information is paramount. To address this, Triton released a privacy-by-design approach to give publishers control over listener data sharing. This feature, integrated into the Triton SSP user interface, allows publishers to toggle the sharing of listener data based on show, station or specific DSP. This not only ensures listener trust by limiting data access but also provides a valuable tool to maintain addressable inventory that programmatic buyers seek, thereby preserving potential programmatic revenue.

Employing the aforementioned programmatic audio strategies to ensure your podcast shows properly report your content's listenership will lead to increased CPMs and higher sell-through rates on your inventory in an increasingly competitive industry.

The author is chief revenue officer for Triton Digital.

Triton Audio Marketplace

ALL AUDIO, ALL AUDIENCES ALL IN ONE PLACE

The **Triton Audio Marketplace** is the only open exchange that aggregates audiences at scale across all audio: streaming, podcasting, and broadcast radio.

With precise **targeting**, detailed **reporting**, and **global reach**, the marketplace makes it easier than ever before to buy and sell **programmatic advertising**.

24 000+

PROGRAMMATIC ADVERTISERS

100 BILLION +

AUDIO IMPRESSIONS PER MONTH

73% YOY

INCREASE IN PUBLISHER PAYOUT

For more information, contact us at MarketOps@Tritondigital.com

We partner with top-tier broadcast radio, podcast, and music services from around the globe, including **Audacy, Prisa Radio, iHeartMedia, Deezer, NOVA Entertainment, Bell Media, Beasley Media Group,** and more.

+30 DSP INTEGRATIONS

Triton Digital is proud to have integrated industry leading DSPs to enable buyers to add digital audio and broadcast radio to their programmatic buys.



TRITON[™]
D I G I T A L

A look at the dynamic landscape of programmatic advertising

Gone are the days of juggling multiple partnerships; the focus is now on streamlining, rationalization and transparency



by Nathan Venezia

Over the past two years, the programmatic marketing landscape has undergone a seismic shift, reshaping how we approach inventory control, sales optimization and strategic partnerships.

Since the introduction of Header Bidding, the industry has been duplicating efforts to commercialize the same inventory. This approach has enabled a streamlined and transparent auction process and encouraged competition. The undertaking of handling sales as revenue is now fragmented across multiple SSPs and resellers, with the SPO craze further reshaping the supply chain.

The complexity of revenue management has given rise to a pressing need for a unified approach to data. In today's complex commercial and operational inventory management environment, the need for a consolidated analytics platform is more essential than ever. Analytics platforms must be capable of aggregating and, most importantly, normalizing data from various SSPs and ad

The complexity of revenue management has given rise to a pressing need for a unified approach to data.

servers – making it the source for decision-making and yield management.

Rationalizing partnerships

In response to this dynamic environment, major sales houses have initiated a process of rationalizing their partnerships. The truth is that not all partners bring real value to the table. Sales houses are increasingly discerning about their partnerships and are looking for exclusivity in the realm of demand, formats, or cutting-edge tech. The days of numerous partnerships for the sake of quantity are fading, making room for a more significant strategic method.

This rationalization process remains an outlier for some media, such as audio, CTV or DOOH. Due to the scarcity of actors here, a unique dynamic approach provides greater transparency.

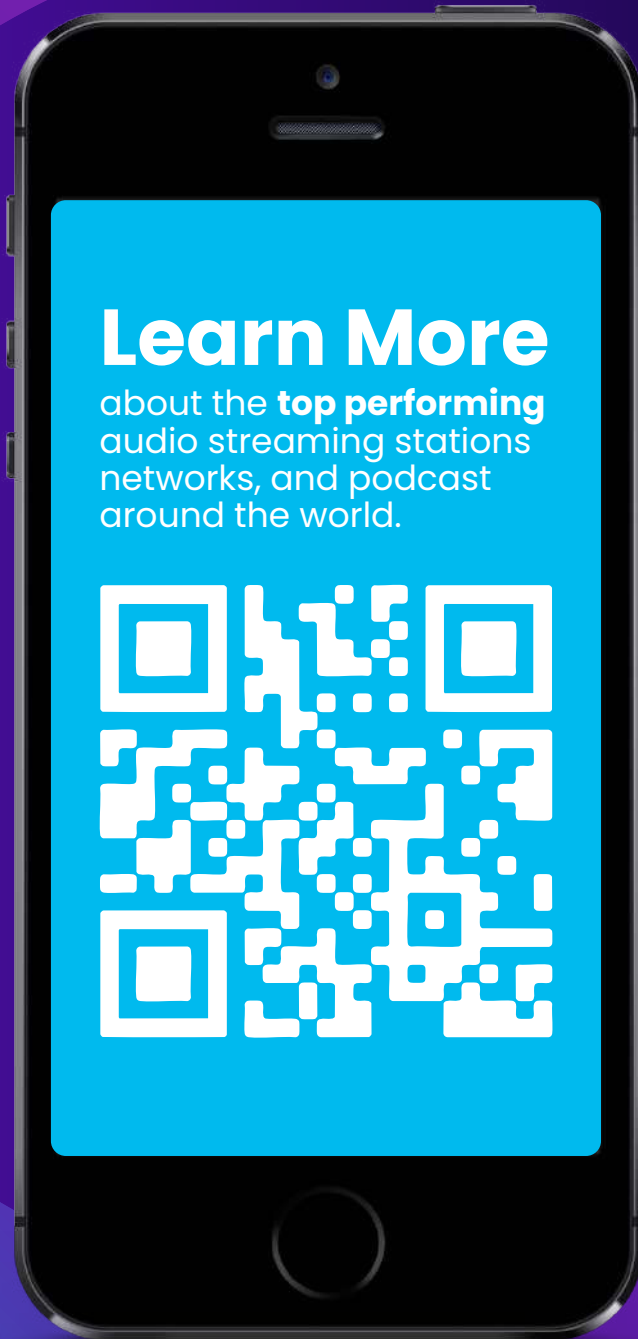
Beyond the pursuit of efficiency and transparency, the industry is likewise witnessing a shift toward a more accountable and sustainable approach. The days of bidding duplication across multiple partners and tech vendors aimed at maximizing demand are giving way to a greater conscientious mindset. The environmental impacts of such practices are often overlooked in the pursuit of profit and are now under scrutiny. Adapting a more responsible approach is not just a moral imperative; it's an acknowledgment that the programmatic advertising ecosystem must evolve harmoniously and with environmental concerns top of mind.

The programmatic advertising industry is not just adapting to change but actively shaping its own evolution. We must stay ahead of the curve by leveraging advanced analytics, strategic partnerships and a commitment to responsible practices.

The author is founder & CEO of Manadge, a Triton Digital company.

Triton Digital's Podcast Rankers

list the top podcasts in a particular region, as measured by Triton's Podcast Metrics



Unlocking audio content's true value with Sounder

Advertising on podcasts presents various challenges; Sounder has the solutions



By Sharon Taylor

In 2019, Sounder.ai formed a golden opportunity to revolutionize the audio content landscape. The vision was clear: Transform audio content into actionable data insights and automated solutions that propel podcast publishers and advertisers toward exponential growth. Earlier this year, Triton Digital acquired Sounder for its groundbreaking technology and rapid digital and video content market expansion.

Sounder is on a mission to make it effortless for publishers and advertisers to harness trustworthy data, enabling them to make confident decisions and transact seamlessly in the audio media space. Podcasting is set to soar, with revenues projected to hit \$4 billion by 2025, and brand suitability is top of mind for podcast inventory buyers and sellers alike. Using proprietary AI/ML-driven technology, Sounder considers the uniqueness of podcasts and spoken word, making it the essential companion for all things audio.

The power of contextual intelligence

Sounder's contextual intelligence solution is a game-changer for podcast advertising. Every brand has its unique vibe, and Sounder allows you to tailor campaigns to match.

Based on the IAB Content Taxonomy, this innovation transcends basic show genres. It enables scalable and effective contextual targeting at the episode level, allowing you to reach your target audience with unparalleled precision.

Go beyond episode categories and target to or away from words and phrases or named entities like people and places to ensure your message is delivered in the most appropriate contexts. This level of customization ensures that your advertising efforts are effective and aligned with your brand's identity — maintaining your brand's integrity and opening new revenue possibilities with podcast networks.

The solution offering

Ready to elevate your audio advertising game? Whether you are a podcast publisher, agency or advertiser, Sounder offers several solutions to get you started. These solutions are designed to provide a seamless experience, enabling you to harness the full potential of audio advertising:

- **Brand suitability** — One of the biggest concerns for advertisers yet to enter the podcasting space is ensuring ads don't appear alongside content that does not align with their brand. Utilizing industry frameworks, Sounder provides the tools to target specific content or away from it, aligning your ads with suitable, brand-safe environments. This ensures that your brand's reputation remains intact and that your advertising message is delivered in a context that reflects your values.
- **Scalability** — With Sounder, the days of limited reach are over. The platform's advanced targeting capabilities allow you to connect with your ideal customers at scale, enhancing the effectiveness of your campaigns. This scalability ensures that advertisers can maximize their reach without compromising on the quality of engagement.
- **Futureproofing** — Sounder's contextual targeting stands out in a world increasingly concerned with privacy. By focusing on content rather than personal data, Sounder ensures your campaigns remain effective in the ever-evolving digital landscape. This approach respects user privacy and aligns with the growing regulatory focus on data protection.
- **Cutting-edge technology** — Sounder's AI and machine learning algorithms operate like a super-smart assistant, analyzing millions of spoken words to ensure your ads resonate with your audience. This technology delivers precise and reliable insights, making your advertising efforts more impactful. The ability to process vast amounts of audio

Sounder's contextual intelligence solution is a game-changer for podcast advertising.

content quickly and accurately means no waste for campaigns needing to deliver against new episodes.

- **Addressing common challenges in audio advertising** — Sounder doesn't just innovate — it also addresses some of the most pressing challenges in the podcast advertising industry. By tackling these issues head-on, Sounder provides a comprehensive solution that enhances the overall effectiveness of audio advertising.
- **Verification** — Transparency and accountability are crucial in advertising. Sounder is integrated directly into the Triton Digital advertising stack, just like DMP or geographic targeting, meaning there is no need for third-party verification. Sounder offers verification at every step, allowing you to track your campaigns in real time and see the results of your efforts. This transparency gives advertisers confidence that their campaigns perform as intended and deliver the expected results.
- **Audio insights dashboard** — This intuitive dashboard allows networks to explore new opportunities and easily vet podcasts, making data-driven decisions simpler than ever. It provides a comprehensive overview of your campaigns, enabling you to make informed decisions that enhance the effectiveness of your advertising efforts. Agencies can also take advantage of these insights with show approvals.

The future of audio advertising

The future of podcast advertising is incredibly bright, thanks to Sounder's recent acquisition by Triton Digital. This integration promises even more exciting features, combining Triton's expertise and scale with Sounder's innovative technology.

Integrating with the Triton Advertising Platform (TAP) allows you to go beyond a show's assigned genre and target precise, contextually relevant episodes at scale.

With Triton Omny Studio, you can see transcripts and

brand safety scores in your CMS before content is published.

For programmatic, you can create deals, allowing buyers to set their preferred suitability risk levels so the brand's message only runs across the desired inventory.

As the industry evolves, Sounder stands out as a beacon of reliability and innovation. The integration with Triton Digital will enhance Sounder's capabilities further, providing users with even more powerful tools to navigate the audio advertising landscape. This collaboration signifies a significant step forward for Sounder, positioning it at the forefront of the industry.

Transform your audio strategy

In a nutshell, Sounder is your go-to partner for navigating the complex world of podcast advertising. By unlocking the true value of audio content, Sounder makes it easier than ever to connect with your audience and drive remarkable results. Whether you're a publisher, advertiser, or podcaster, Sounder equips you with the tools and insights needed to thrive in today's dynamic audio landscape.

Sounder's ability to transform audio content into actionable insights is a testament to its innovative approach and cutting-edge technology. The platform's comprehensive suite of solutions ensures that you can confidently navigate the audio advertising space, maximizing the impact of your efforts.

So, are you ready to transform your audio strategy? With Sounder, the possibilities are endless, and the future of audio content is here. By leveraging Sounder's advanced technology and insights, you can unlock the true potential of audio advertising, driving growth and achieving your business objectives. Sounder.ai stands as a pioneering force in the industry, ready to guide you through the evolving landscape of audio content.

The author is EVP Podcast and Content Delivery at Triton Digital.

Removing friction to maximize publisher success

The ability for buyers and publishers to benefit from improved reach and seamless campaign management is key to delivering an enriching experience for listeners



by Benjamin Masse

2023 was a significant year for Triton Digital. We expanded our partnership with Basis Technologies to give brands the ability to purchase all forms of audio ads programmatically inclusive of terrestrial radio and collaborated with [Audacia](#) to represent the Triton Audio Marketplace inventory in the Asia Pacific region. Plus, we acquired [Manadge](#), an advertising intelligence platform. All of these moves reflect our primary focus to create and maximize advertising revenues for our customers.

This year, when nearly three in four internet users are expected to listen to digital audio, there's an even bigger focus on empowering buyers and publishers by removing friction in the marketplace and increasing opportunities for liquidity to showcase the power of audio.

Increasing reach

To date, global publishers have been leveraging Triton Digital's Advertising Platform, or TAP, to manage their ad monetization – including campaign management and expanded ad and campaign targeting – and deliver personalized ads that improve the listener experience. To augment those features, Triton Digital is rolling out new TAP capabilities that will enable publishers to extend their reach and scale beyond their own inventory.

Additionally, sales houses will be able to leverage the ad server to traffic campaigns across any publisher and set specific conditions – such as price and geography, among others, both for programmatic and direct buying.

This will ultimately reduce time consuming obstacles and help the increase of supply and volume of campaign transactions.

Blending direct and programmatic campaigns

Over the years, TAP has also evolved as new industry trends come into play. As we continue to build our vision around programmatic advertising, we view direct advertising as a key part of that future – not separate.

In order to create a more seamless experience for users who have embraced both programmatic and direct and incorporated them into their strategies, we're merging Yield-Op functionality into TAP to make it easier for publishers to prioritize either type of transaction. This removes friction and will help publishers optimize yield across direct and indirect sources. We initiated this endeavor when we released the revamped deal page in Q4 2023 and gradually released minor improvements over the following months to facilitate transactions and gather clients' feedback.



Pexels

Meeting brand safety standards and harnessing contextual placement

Alongside improved reach and seamless campaign management, brand safety continues to be a huge priority for buyers and publishers, thus making it important to us. Meeting brand safety standards can increase the value of supply and what publishers can access, as all stakeholders remain focused on delivering an enriching experience for listeners.

However, the experience of managing what that looks like for each respective brand is different and requires the right tools that fit within IAB guidelines and comply with buyers' expectations while still helping them reach their goals.

At Triton Digital, both TAP and Omny Studio — our podcasting platform — have a set of controls and configurations to satisfy campaign briefs. The same set of technologies can also be harnessed to fit the best podcast episode where an ad should be inserted to maximize relevance and campaign effectiveness.

More on the horizon

While we're hard at work on the above, we also have more on the way. Following our acquisition of Manadge, this year their technology will be integrated into the Triton Digital experience to improve programmatic transactions and direct campaigns, with more details to be announced at a later date.

Furthermore, we're also supercharging our targeting capabilities through a partnership integration with ID5 to provide our customers with rich listener data that will help increase addressability.



Laura Chouette/Unsplash

We're excited about what's ahead and look forward to announcing more partnership and product updates throughout the year as we continue building the future of audio.

The author is chief product officer for Triton Digital.

We view direct advertising as a key part of that future — not separate.



YOUR DESTINATION FOR ALL AUDIO **PROGRAMMATIC**



Triton Digital supports your **programmatic needs** for **all audio today**, building the technology for radio, streaming, and podcasting's future.

To learn more, contact
Solutions@tritondigital.com

@TritonDigital
Tritondigital.com