



## Triton Audio 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

- ✓ 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 Deezer, Talpa, Anghami, Nova (AU), Prisa, MediaCorp, Cumulus, Kagiso, and Entercom to assure the quality inventory and brand safety you can trust.

### Targeting

Reach unique listeners through accurate audience targeting based on format, genre, geography, device, as well as Cookie & Mobile Ad ID.

### Available Podcast Inventory

Download, streaming, or OnDemand podcast inventory is available globally via 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.

### Programmatic Audience Research

Utilize our partnership with Metamarkets to estimate the number of available audio impressions/avails in a particular market within the a2x marketplace.

### Helpful Resources

For Programmatic Audio Buying resources, visit <https://www.tritondigital.com/resources/programmatic-for-buyers>

### 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/dsp-integrations>