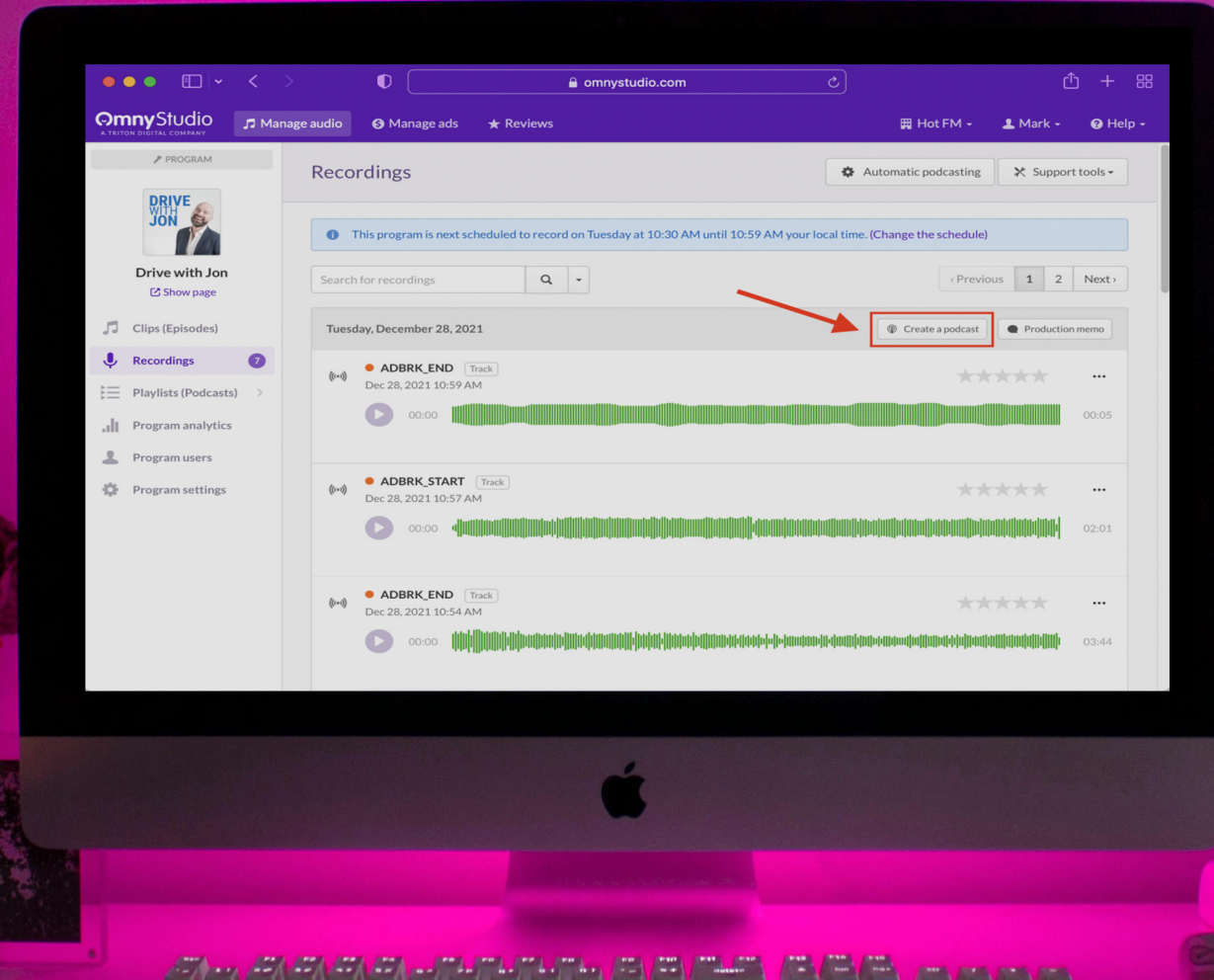





SPH Media Leverages Triton Digital's Omny Studio for its Radio Podcast Creation, Distribution, Promotion and Monetisation

Project Background

- With the rise in popularity of podcasting in Singapore, SPH is focusing its strategy on creating compelling programs and expanding promotion to both local and global audiences by leveraging podcast technology.
- To achieve this, SPH Radio has expanded into the podcasting space by adopting Omny Studio's technology for hosting and distributing their popular podcast titles.





SPH Radio is one of Singapore's leading audio content publishers and content creators across English and Mandarin languages.

It's popular podcasts include "Money FM News," "Your Money with Michelle Martin," "Breakfast with Lynlee Foo and Ryan Huang," and "一天一悟".

SPH Radio's podcasts encompass a wide array of genres such as News, Business, Society & Culture, Education, Comedy, Arts, Health & Fitness, Science, Sports, Kids & Family, Fiction, Music, True Crime, Leisure, Government, TV & Film, and Technology.

SPH Media's Radio Stations

Project Uniqueness

- In October 2022, SPH launched a program called 新开始·新契机 Ready Reset Go and used the Triton Ad Platform to create a 'house ad' campaign to introduce and promote the new show.
- This campaign strategically promoted the upcoming show within their existing popular program, providing a significant advantage in audience building and generating awareness.



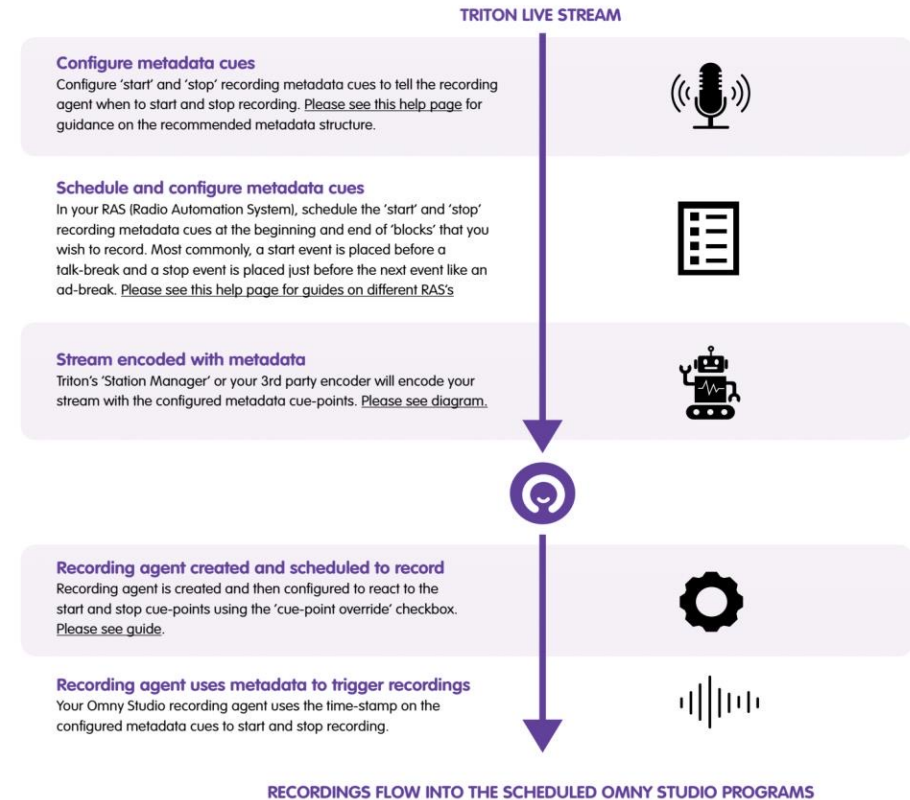
Project Uniqueness

- Portions of SPH's station's programming have been repurposed into podcasts, offering a convenient "catch up" radio experience.
- Talk sets from popular dayparts are converted into easily digestible clips that can be manually or automatically published for on demand distribution.



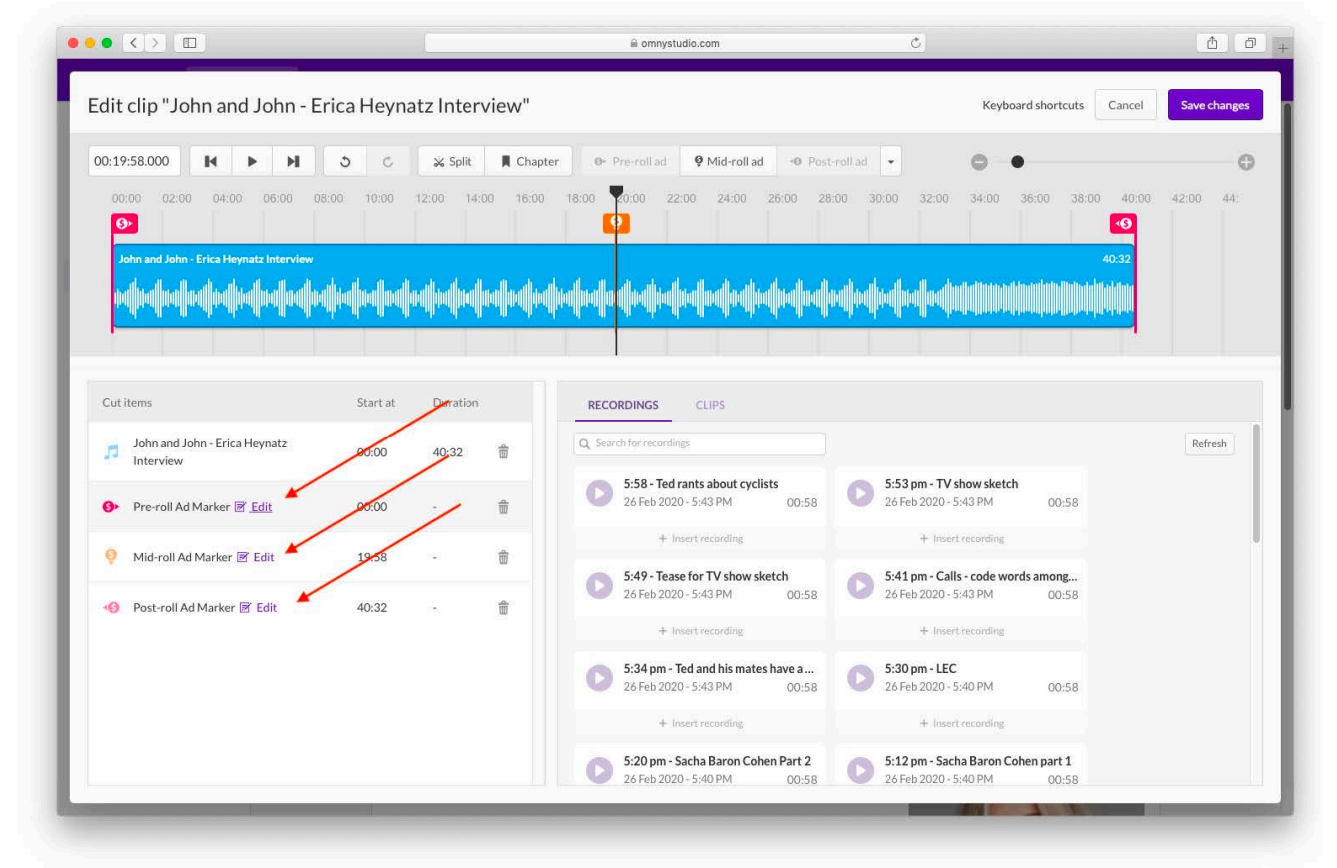
Project Innovation

SPH utilises Omny's recording agent to automatically publish daily podcasts derived from their live station content.



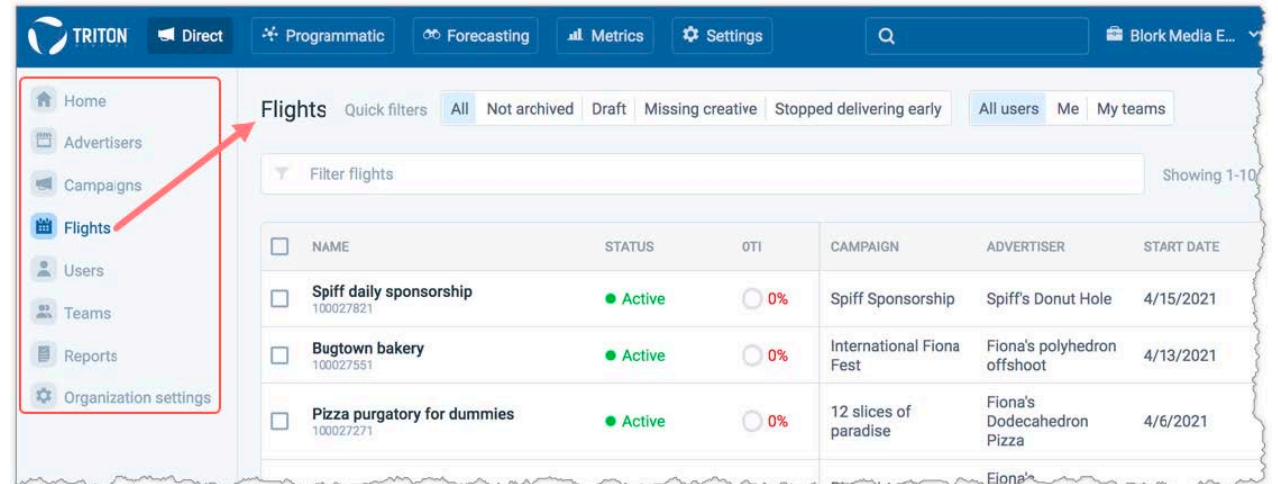
Project Innovation

With dynamic ad insertion from Triton Digital, SPH has been able to promote newly launched titles on current popular programs for audience sharing.



Project Innovation

The entire workflow is reliable and runs in the background, requiring minimal intervention once set up.



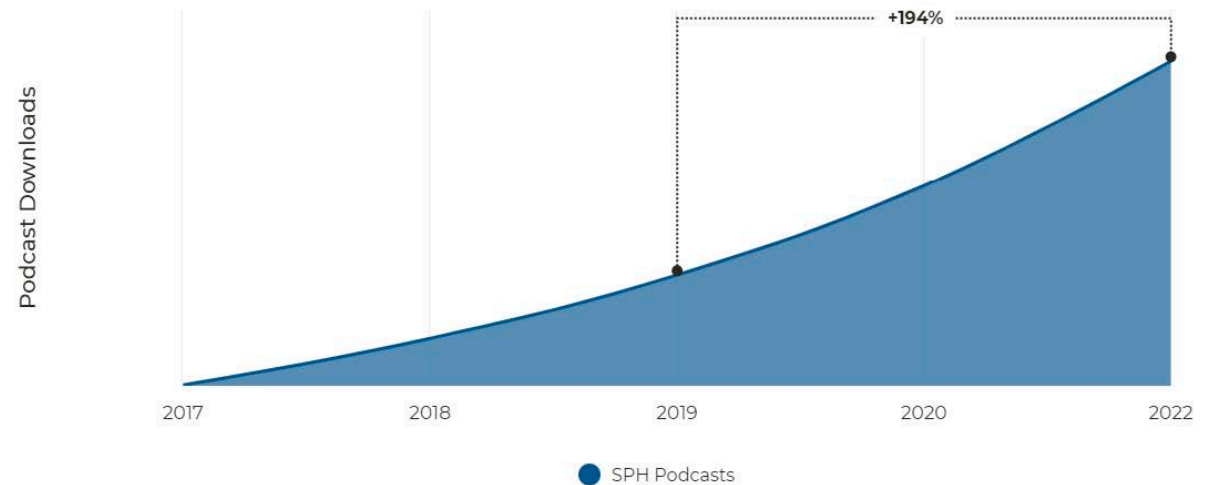
The screenshot shows the TRITON software interface. The left sidebar contains a menu with items: Home, Advertisers, Campaigns, Flights, Users, Teams, Reports, and Organization settings. The 'Flights' item is highlighted with a red box and a red arrow points to the 'Flights' header in the main content area. The main content area displays a table of flight data with columns for Name, Status, OTI, Campaign, Advertiser, and Start Date. The table contains three rows of data.


NAME	STATUS	OTI	CAMPAIGN	ADVERTISER	START DATE
<input type="checkbox"/> Spiff daily sponsorship 100027821	● Active	○ 0%	Spiff Sponsorship	Spiff's Donut Hole	4/15/2021
<input type="checkbox"/> Bugtown bakery 100027551	● Active	○ 0%	International Fiona Fest	Fiona's polyhedron offshoot	4/13/2021
<input type="checkbox"/> Pizza purgatory for dummies 100027271	● Active	○ 0%	12 slices of paradise	Fiona's Dodecahedron Pizza	4/6/2021

Project Impact/Output

- SPH's podcasts are a hit among Singaporeans and the global audience.
- SPH Radio has experienced a 194% growth between 2019 and 2022.

Podcasts Growth Year on Year





By harnessing the power of Triton's Omny Studio solution, presented through an intuitive user interface, SPH has been able to effectively accomplish their objectives of audience building and advertising.

Project Impact/Output

SPH Media's Testimonial

"Ideas can't go anywhere without the support of technology. The partnership with Triton Digital's Omny Studio has been invaluable, providing a seamless workflow that allows us to focus on delivering exceptional content while maximizing audience growth and advertising opportunities. The team supported my journey of exploration. We are thrilled with the remarkable results and the triple increase in audience witnessed during our recent promotional campaign. We remain committed to experimenting and pushing boundaries, and our partnership will undoubtedly play a pivotal role in shaping the future of our digital content strategies."

Chen Chao
Digital Product Strategist, Digital audio
SPH Radio





THANK YOU.

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