TRITON
DIGITAL

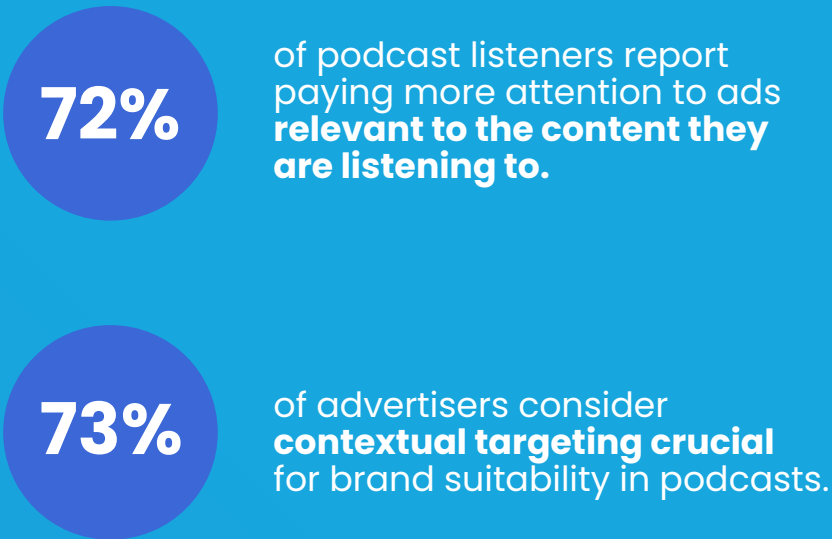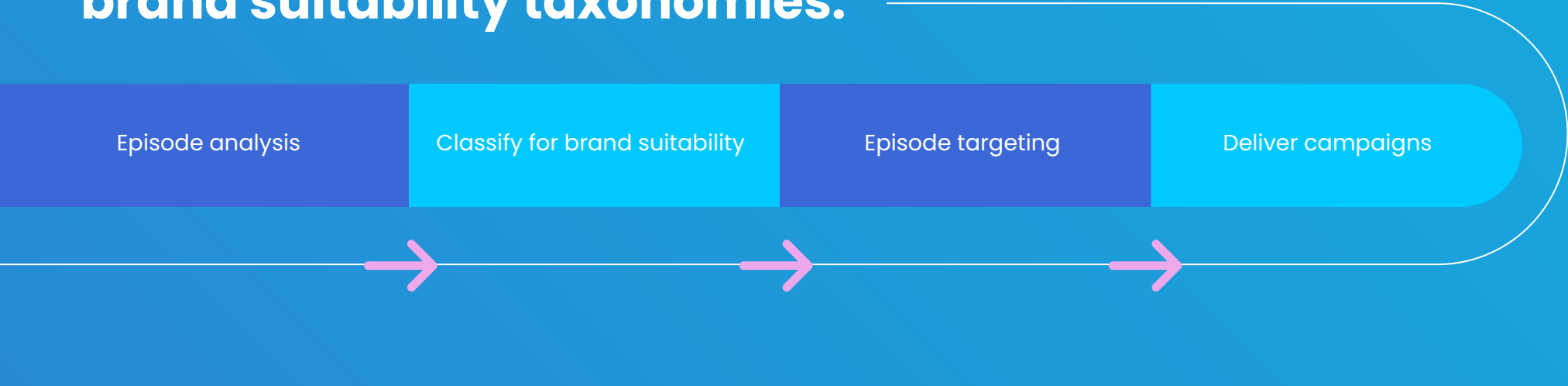**Let Your Brand Be Heard.**
Let Your Brand Be Heard.
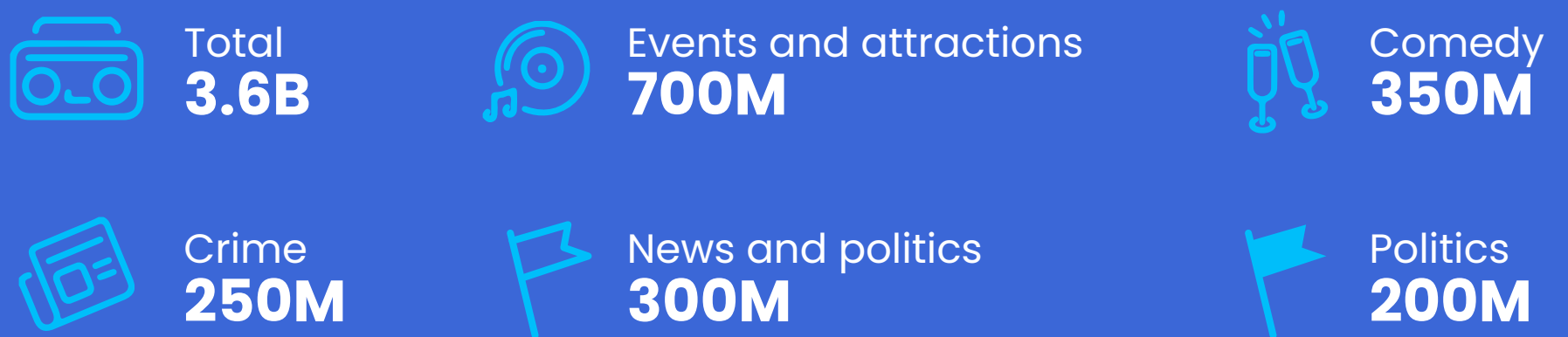Let Your Brand Be Heard.

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

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

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

Episode analysis	Classify for brand suitability	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

Scale from broad categories to hyper-specific niches

Traditional Genre Targeting

117 Apple Categories

10
Health & fitness shows (by genre)

500
Targetable episodes

Sounder's Contextual Targeting

705 IAB Categories

1000
Episodes that discuss health & fitness

1000
Targetable episodes

iHeart MEDIA   Spreaker★   arn   NZME.   nova

Audioboom   URBAN ONE   GRUPO ACIR   MamaMia   ALL THINGS COMEDY

Looking to advertise on brand-suitable podcasts through Triton's programmatic audio marketplace?
Contact us at marketops@tritondigital.com.