

Programmatic Podcast Advertising in Japan with Lenovo and Nippon Broadcasting System

Triton Digital partnered with Lenovo and Nippon Broadcasting System (NBS) to launch a programmatic podcast advertising solution in Japan.

The initiative enabled dynamic and personalized ad insertion across premium podcast inventory and advanced scalable audio advertising in one of Asia Pacific’s most diverse podcast markets.

CHALLENGE

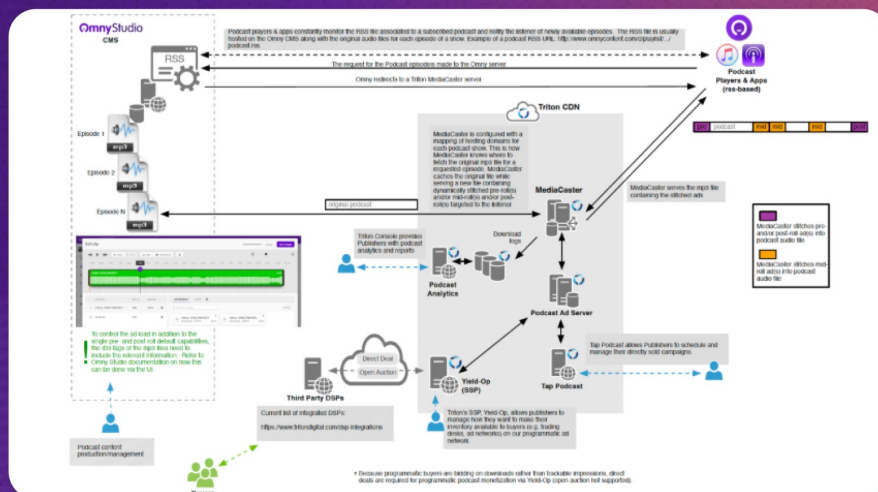
The goal was to enable precise audience targeting and scalable delivery within a fragmented podcast ecosystem while maintaining a seamless listener experience.

Traditional podcast advertising in Japan lacked the flexibility and data-driven precision required by global advertisers seeking to optimize reach and relevance across distinct audience segments.

CAMPAIGN OBJECTIVE

Lenovo aimed to engage IT decision-makers within large enterprises while expanding reach and improving campaign performance.

The strategy focused on premium podcast environments across news, business, comedy, politics, and entertainment to ensure strong contextual alignment with relevant audiences.



SOLUTION

- ✓ **Triton Digital deployed programmatic ad insertion technology across a broad network of NBS podcast titles.** This enabled real-time delivery of targeted audio creatives at scale while maintaining a seamless listening experience and improving efficiency for advertisers.
- ✓ **Multilingual creative execution supports campaign effectiveness.** Lenovo delivered messaging in both English and Japanese, ensuring culturally relevant communication and stronger engagement across audience segments in Japan.
- ✓ **Advanced targeting capabilities were central to delivery.** These included demographic targeting, postcode-level segmentation, and program-level contextual targeting to ensure precise ad placement based on both content and listener attributes.

CAMPAIGN EXECUTION

The campaign ran in **multiple phases**. It launched in September, followed by a second wave aligned with the November to December retail period, including Black Friday, and a third wave beginning in February. Across all phases, the campaign delivered consistent performance growth and increasing revenue, reflecting strong advertiser confidence in programmatic podcast solutions.



RESULTS

The campaign reached approximately **1.3 million unique podcast listeners across Japan.**

It demonstrated the effectiveness of combining premium podcast content with programmatic delivery and advanced targeting to drive scale and performance.



KEY ACHIEVEMENTS

The campaign delivered personalized programmatic audio advertising across Nippon Broadcasting System's podcast inventory, reaching approximately **1.3 million unique listeners in Japan.**

It Enabled:

- ✓ **Multilingual dynamic ad insertion** in English and Japanese, supporting culturally relevant messaging across diverse audience segments.
- ✓ It also implemented **advanced targeting across demographic, postcode, and program-level segmentation**, improving precision and efficiency in campaign delivery.



CONCLUSION

This collaboration demonstrates how Triton Digital enables **scalable, data-driven podcast advertising solutions** that connect premium content with precise targeting and measurable outcomes for advertisers and publishers.

"This Lenovo campaign is extremely encouraging for us. As we continue to expand globally, increasing visibility among audiences and advertisers is a key priority."

Shin Hamahara, Head of Digital Business, Nippon Broadcasting System