

Triton Digital's Simon Lee on Removing the Barriers for Digital Audio Buying in APAC



Simon Lee
Audio Marketplace
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at Triton Digital

In our latest VoxPop recorded at ATS Singapore 2024, Simon Lee, audio marketplace operations director at Triton Digital, joins ExchangeWire to discuss key challenges facing digital audio in APAC, and the strengths of the format in the privacy-first future.

In this VoxPop, Lee details:

- Preconceptions and challenges of digital audio buying in the APAC region
- Audio measurement and supply
- How audio can evolve beyond brand awareness
- The strength of audio in the privacy-first future



“The whole value of audio is that it is contextual in nature,
so it really signals audience intent.”

Simon Lee

Audio Marketplace Operations Director, Triton Digital

