



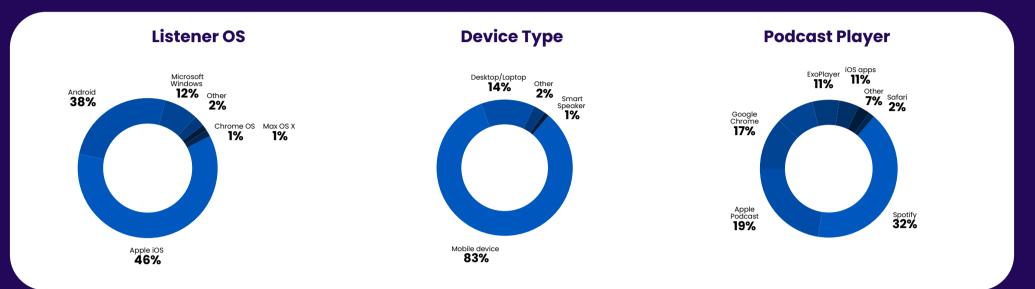
2025 MALAYSIA INVENTORY HIGHLIGHTS

Engage with Malaysia's vibrant digital audio scene through Triton Digital's programmatic marketplace. Partner with leading DSPs to elevate your brand's presence, reaching mobile audiences in a captivating, screenless environment. Ensure your message is heard anytime, **anywhere.**

Digital Audio Advertising Growth



Podcast Consumption - % of Total Downloads

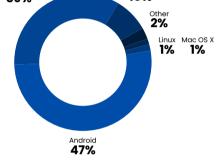


Streaming Consumption - % of Total TLH



Device Type

41%



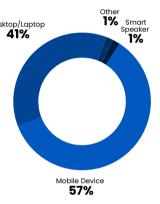
QLO

ELEVEN

Uniform

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ZURICH



Audio Listening Trends



Bloomberg

Pocket FM

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Monthly Avails



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Analysis is based on the networks measured in Malaysia by Triton Podcast Metrics and Triton Webcast Metrics from January-December 2024