



TRITON[®]
D I G I T A L

THE NEXT ERA OF AUDIO ADVERTISING

Agentic Buying. Programmatic Broadcast. Advanced Audience Targeting.

Triton Digital: Powering the Future of Audio

Create. Distribute. Measure. Monetize.

Triton Digital helps audio publishers, advertisers and technology platforms make audio more programmable, targetable, measurable and scalable.

Today: Three Trends Reshaping Audio

Agentic Advertising + AdCP

Programmatic Broadcast
Over the Air

Advanced Audience Targeting
with Demos+

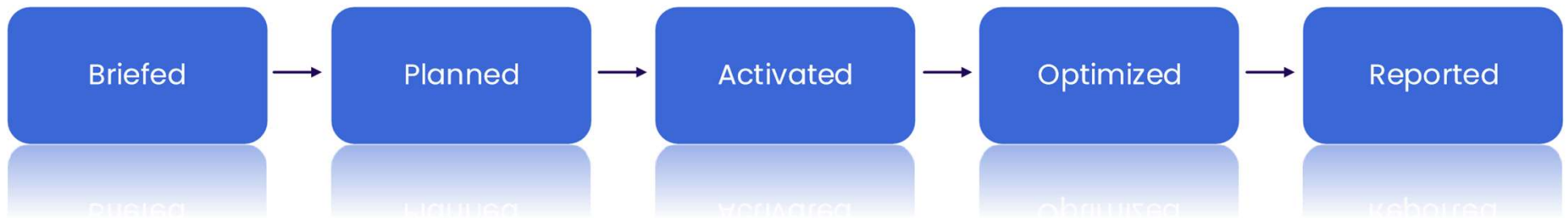
Trend 1

AGENTIC ADVERTISING + AdCP

Advertising Is Becoming **Agentic**

The Next Evolution of Programmatic Advertising Is Not Just Automated. It Is Intelligent.

AI agents are beginning to transform how campaigns are:



Technology does the work.

Instead of navigating multiple platforms and manually building campaigns, an advertiser can simply describe what they want.

"Reach sports fans in the U.S. during October, with a \$500K budget, optimized for incremental reach."

From Campaign Brief to Media Plan in Seconds

AI Handles the Complexity. Humans Retain Control.

The agent can generate:

- Recommended inventory
- Audience strategy
- Budget allocation
- Publishers/supply
- Frequency parameters
- Measurement approach
- Estimated reach and impressions
- Campaign activation

Human approval remains in the loop.

What should we work on?

"I want to reach 18–34-year-old sports fans across the U.S. with a \$500K budget. Prioritize incremental reach across podcast and broadcast audio and optimize toward completed listens."

+



AdCP: A Common Language for AI-Powered Advertising

AdCP = Agentic Advertising Infrastructure

AdCP creates a standardized way for AI agents and advertising systems to communicate. Instead of every AI agent needing a custom integration with every advertising platform:



This creates the potential for:

- Faster campaign activation
- Interoperability across platforms
- Automated media planning
- Automated buying
- Real-time optimization
- Standardized campaign workflows

Triton's opportunity:

Make audio inventory accessible to the next generation of AI-powered buyers.

What This Means for Audio

Audio Becomes Part of the Agentic Media Ecosystem.

An advertiser doesn't need to know:

- Which DSP to use
- Which publisher has the right inventory
- Which targeting segments to select
- How to build the campaign
- How to interpret every reporting layer

They simply define the business objective.

The technology translates the objective into an executable audio campaign.

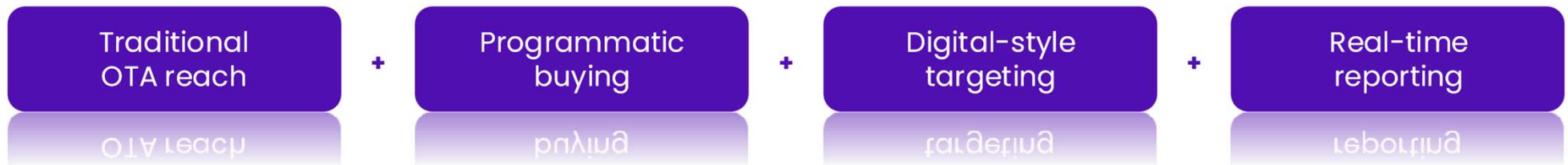
Trend 2

PROGRAMMATIC BROADCAST OVER THE AIR

Broadcast Is Going Programmatic

Broadcast Radio Has Massive Reach. Programmatic Brings the Buying Experience of Digital to That Reach.

The opportunity:



This allows advertisers to access broadcast inventory through the same buying ecosystem they already use for digital media.

How Programmatic OTA Works

Three Simple Steps



Bringing **Digital Economics** to Broadcast

What If OTA Inventory Could Benefit from the Same Programmatic Multiplier as Other Digital Media?

Programmatic can help broadcast:

- Access more buyers
- Increase demand
- Improve yield
- Automate transactions
- Introduce more sophisticated targeting
- Provide more consistent reporting

The opportunity isn't to replace broadcast.

It's to make broadcast easier to buy.



Triton Digital: Connecting Programmatic Buying to Broadcast

Triton Digital Brings Programmatic Technology to the Broadcast Ecosystem.

Advertisers can access broadcast audio through participating DSPs, while Triton connects the buying process to station inventory, payout and measurement.



Triton's role:

- Connects DSP demand with broadcast supply
- Enables programmatic activation of OTA inventory
- Manages the technology layer between buyers and broadcasters
- Provides campaign delivery and reporting
- Helps broadcasters access incremental programmatic demand

Triton makes broadcast audio accessible through the programmatic ecosystem.

Trend 3

DEMOS+

Purchase Intent

Demographics

Demos+: Smarter Audience Targeting for Audio

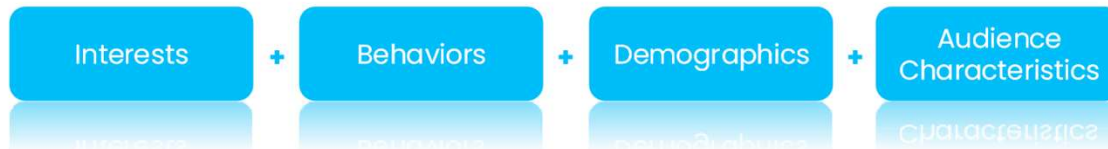
Audio Targeting Is Moving Beyond Basic Demographics.

Demos+ brings advanced audience targeting to Triton's programmatic ecosystem, helping advertisers reach listeners based on more meaningful audience characteristics.

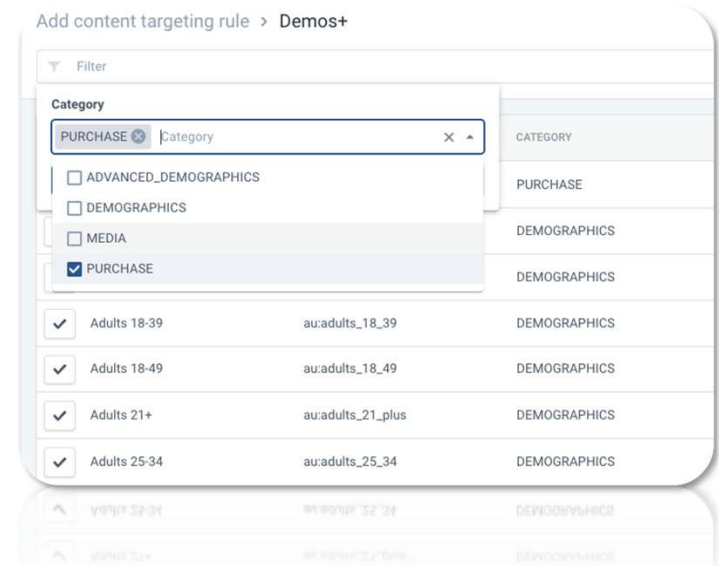
With Demos+, advertisers can move beyond:



to more sophisticated audience segments built around:



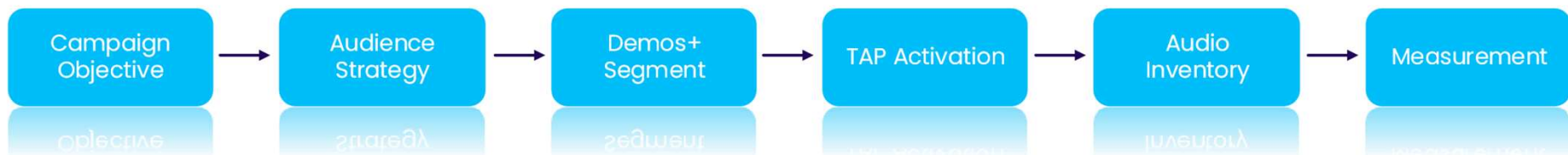
Powered by Triton Digital and integrated into TAP.



Demos+ + TAP: Turning Audience Intelligence Into **Activation**

Demos+ Becomes Actionable Through TAP.

Advertisers can take an audience strategy and activate it directly against available audio inventory.



For example, instead of simply targeting:

“Adults 25–54”

An advertiser can select a more specific audience based on behaviors, interests, demographics, and other relevant audience characteristics.

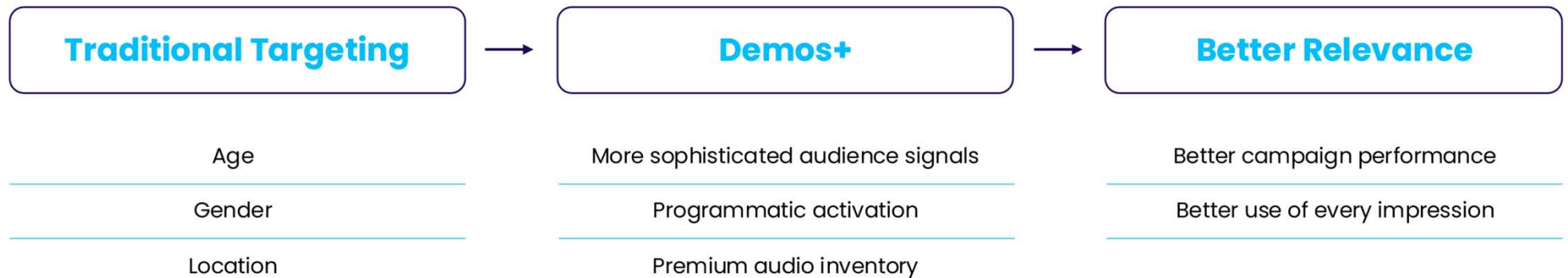
TAP turns that audience intelligence into an executable programmatic audio campaign.



Demos+ provides the audience intelligence. TAP turns it into action.

Demos+ + TAP: Turning Audience Intelligence Into **Activation**

From Demographics to Outcomes

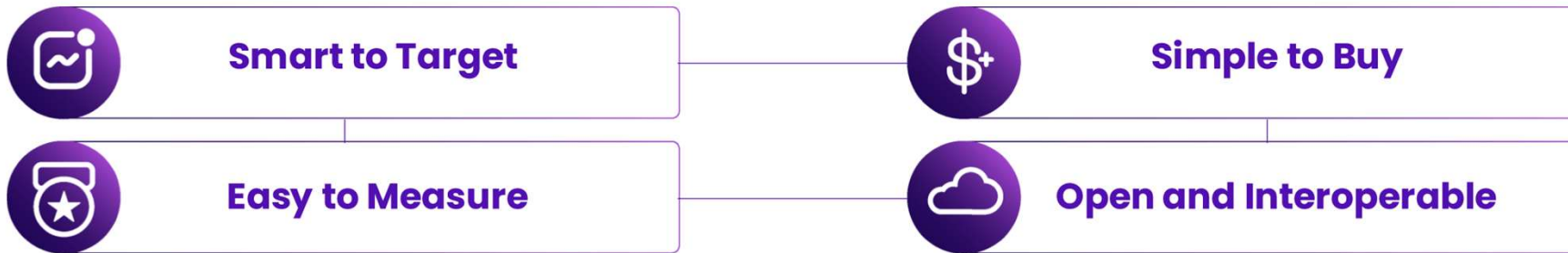


Takeaway

**AUDIO NEEDS TO MEET BIG
TECH ON ITS OWN TERMS**

Audio Needs to Meet Big Tech on Its Own Terms

The Future of Advertising Will Be:



Audio needs to deliver it too.

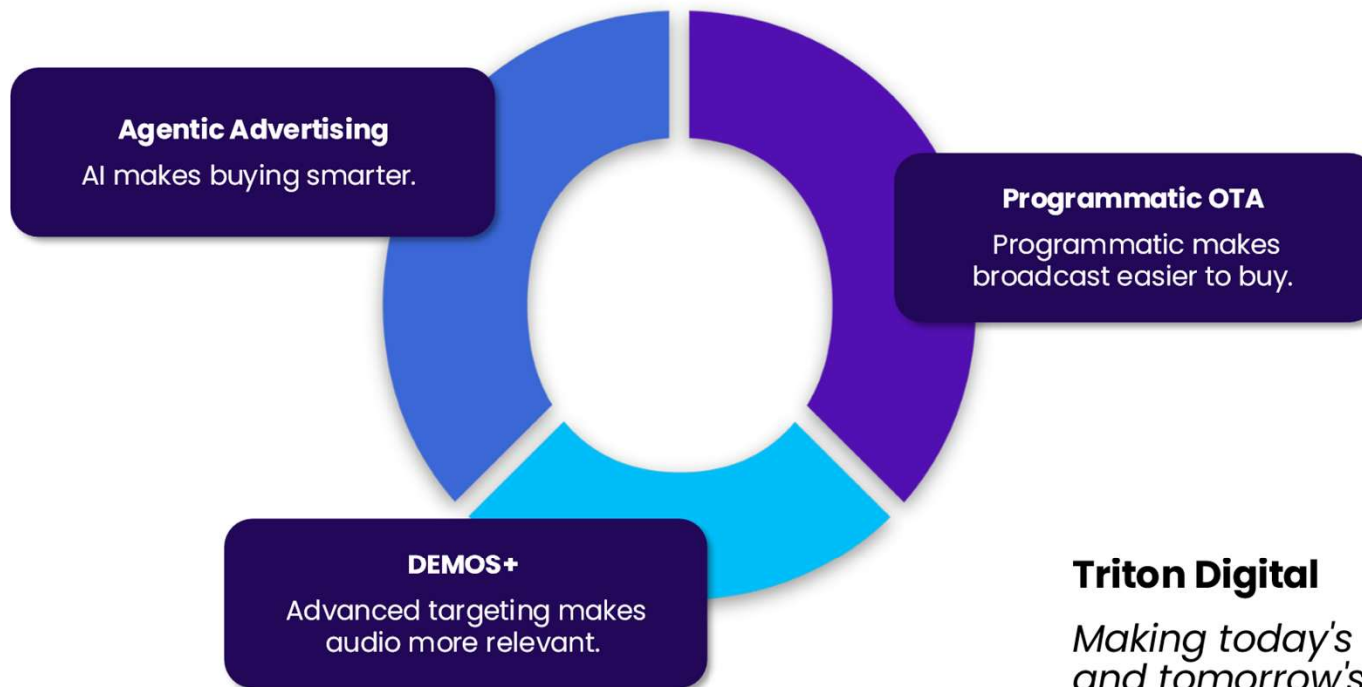
The role of companies like Triton is to make traditional and digital audio work within that same ecosystem.

We don't need to make audio more complicated.

We need to make it **easier to buy, target and measure.**

Three Trends. **One Direction.**

Together, They Move Audio Toward the Next Generation of Advertising.



Triton Digital

*Making today's audio better
and tomorrow's audio possible.*



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Q&A

WHERE IS AUDIO GOING NEXT?

TritonDigital.com