

UNLEASHING THE GLOBAL PROGRAMMATIC AUDIO MARKETPLACE

IAB CONNECT 2016 – DIGITAL REVOLUTION: THE CONNECTED

Presented by:

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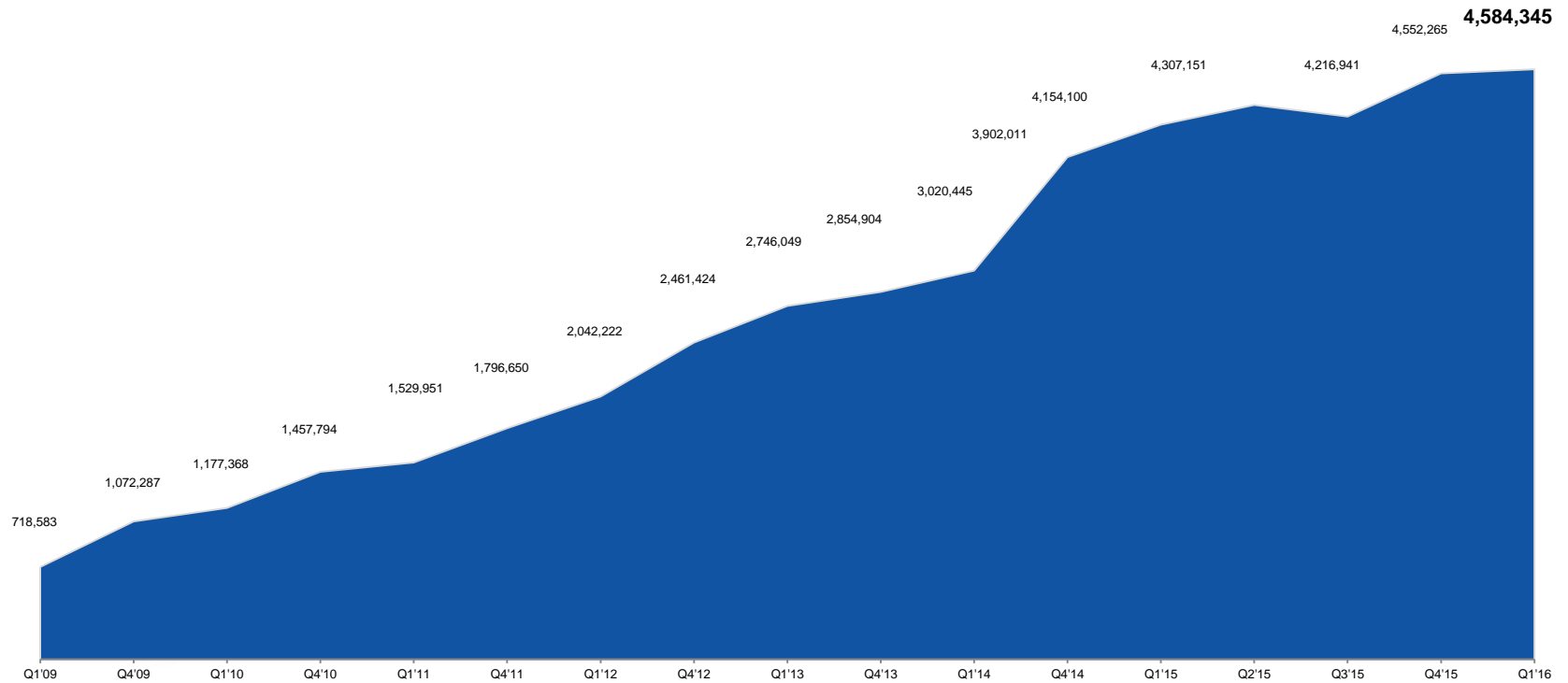
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ONLINE AUDIO OPPORTUNITY

The platform to build a thriving marketplace

Audience is Booming

WEBCAST METRICS REPORTS 538% INCREASE IN TOTAL DOMESTIC LISTENING IN PAST 7 YEARS ¹

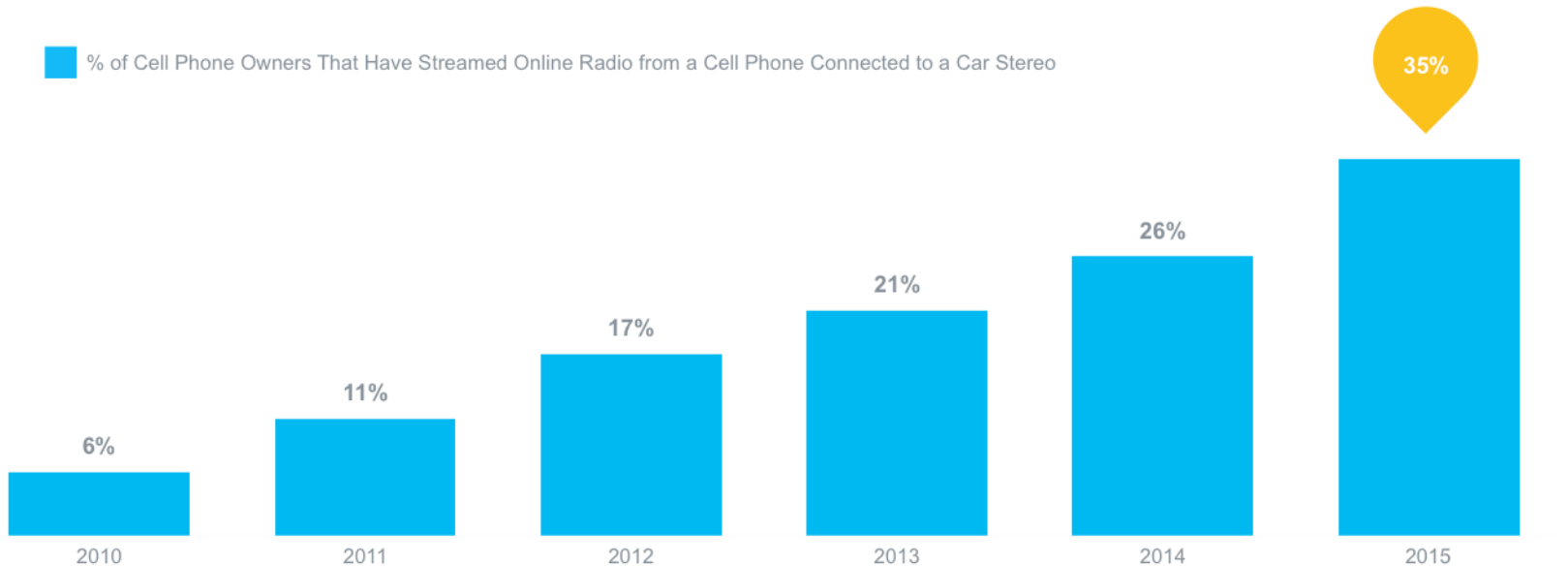


Sources: 1:Webcast Metrics (M-F 6A-7P, Q1'09 thru Feb'15) & 2:Edison Research

Average Active Sessions (AAS) is the average number of streams of one minute or more active within a time period. AAS is calculated by "Total Listening Hours (TLH) divided by hours in the reported time period." TLH is defined as the total number of hours that the station/publisher has streamed during sessions with duration of at least one minute in total within the reported time period.

Increased Time Spent Listening

STREAMING IN-CAR HAS INCREASED 9% YEAR-OVER-YEAR



Online radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Base: Total Population 12+

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Digital Audio Benefits

THE BEST OF DIGITAL & BROADCAST RADIO COMBINED

- ✓ Targeted and measured at listener level (1st & 3rd party data)
- ✓ Mood targeting inferred on content format
- ✓ Present across a range of devices and native to mobile
- ✓ Complemented with visual material
- ✓ No ad blocking and fraud-free
- ✓ 100% audience attention
- ✓ Recall factor: lifts cross channel campaigns
- ✓ Skewed towards highly sought after demos

IAB DAAST 1.0 & OpenRTB 2.4

STANDARDS EXIST

DAAST was released Oct '14

Similar to VAST, but for Audio. DAAST consolidates all required creative and define recipe to track delivery

OpenRTB 2.4 was released Mar '16

Audio object supported – this will accelerated support from DSPs

Toolbox

AdTrek by Triton Digital: Add digital audio support to any video DSP

Digital Audio Requirements

- Content and stream of quality with reasonable ad payload
- Addressable and traceable audience through “smart players”
- Inventory at scale (pre- and mid-rolls), webradios, podcasts
- Automation of processes, including standard compliance (DAAST, OpenRTB, OpenDirect, TAG)

Publishers Needs

IN TERMS OF TECHNOLOGY:

- Streaming infrastructure that supports live spot replacement and on-demand stitching
- Digital measurement - from forecasting to affidavits and attribution
- Smart players supporting cookies, mobile adID, and audience platform (Audio DMP)
- Yield optimization across demand-sources (Audio SSP), including support of non-guaranteed (OpenRTB) and guaranteed (OpenDirect) programmatic deals

Advertisers Needs

IN TERMS OF TECHNOLOGY:

- Access to supply, whether using DFP, Tap, AdsWizz, WideOrbit, etc.
- Increasing addressable audience using accepted transactional mechanism (i.e. cookies and DeviceID).
- Proper interoperability with DSPs, DMPs, and attribution vendors.
- Digital measurement (from forecasting to affidavits and attribution)
- Support of non-guaranteed (OpenRTB) and guaranteed (OpenDirect) programmatic deals

The Vision

1. Programmatic audio will become more and more sophisticated:
 - Monetizable data segments including lookalike models
 - Forecasting across all sources
 - Prediction of performance and measurement of attribution
2. The number of platforms/access points will increase
3. Friction will be removed and audio data will circulate across
4. It will be costly for publishers to keep up with technology – outsourcing will be critical



TRITON PRODUCTS OVERVIEW

The Industry Leading Technology for Digital Audio

Tap Overview

Core Features

Creative Manager

Audio Trafficker

Forecast & Affidavit Engine

Media Buying API

Variations

Tap Live: Dynamically inject ads within a live stream to allow the replacement of ads that run on AM/FM signals

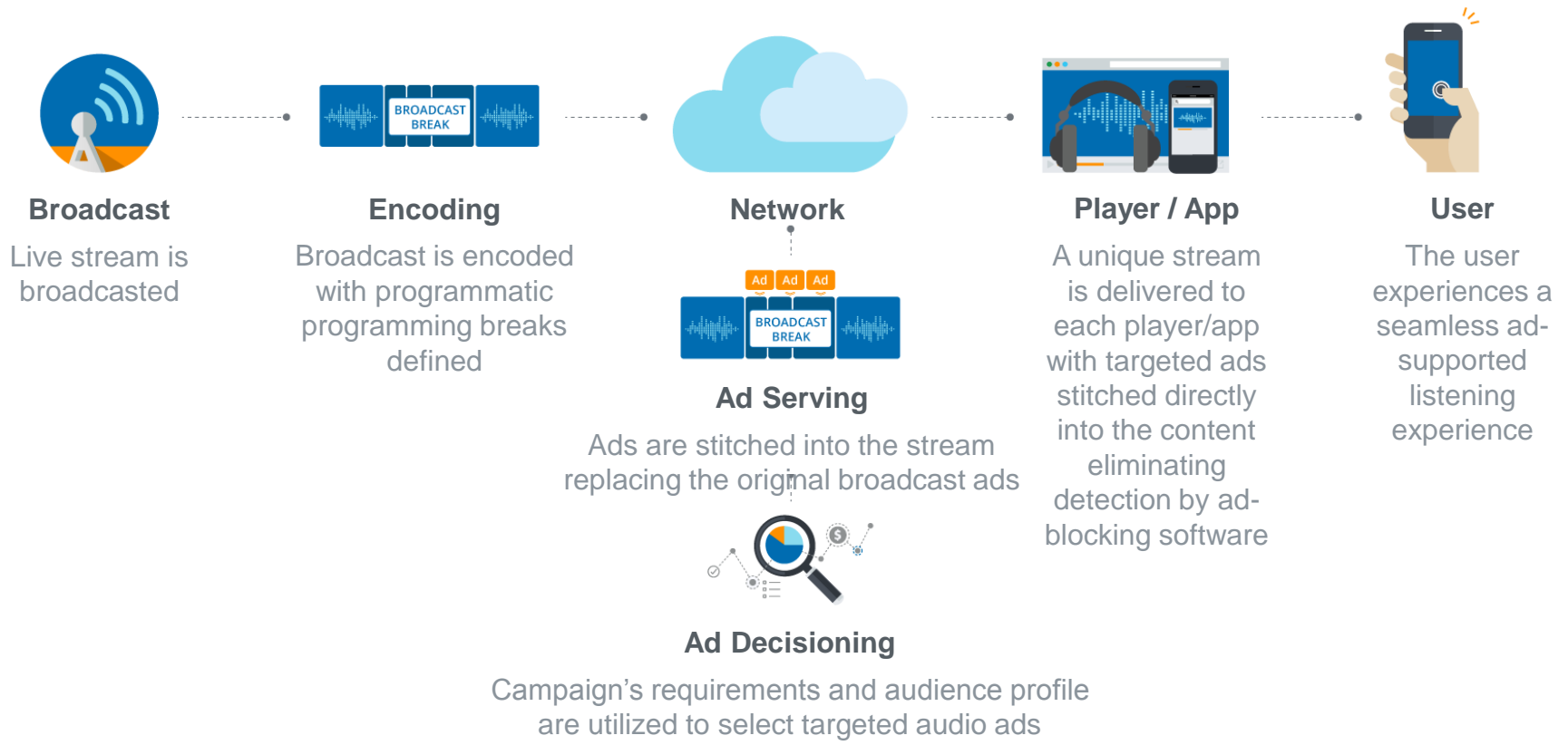
Tap OnDemand: Pre-roll and in-stream ad stitching for online music services and web radios

Tap Podcast: Pre, mid, and post-roll audio ad stitching directly into episodes or audio files

Streaming Overview

UPSTREAM

DOWNSTREAM



Measurement Overview

Webcast Metrics National

- ✓ Digital Metrics
- ✓ Standard Geographies



Webcast Metrics Local

- ✓ Radio Equivalent Metrics
- ✓ Radio Trading Zones
- ✓ Agency Stewardship Integration



Measurement Overview

- **Comparable to Broadcast Estimates:** Geo/population, metrics, timing, utility
- **Disanonymizing the Listener:** Geo and demo
- **Data Collection:** Listener tracking (SDK, audited API), server log processing
- **One-to-One Measurement:** No projections, panels, or surveys
- **Quality Control:** “Non-human traffic” filtered, one minute rule
- **Accredited by Media Rating Council:** Commissioned by US Congress and funded by buyers/sellers to guarantee valid, reliable, effective metrics

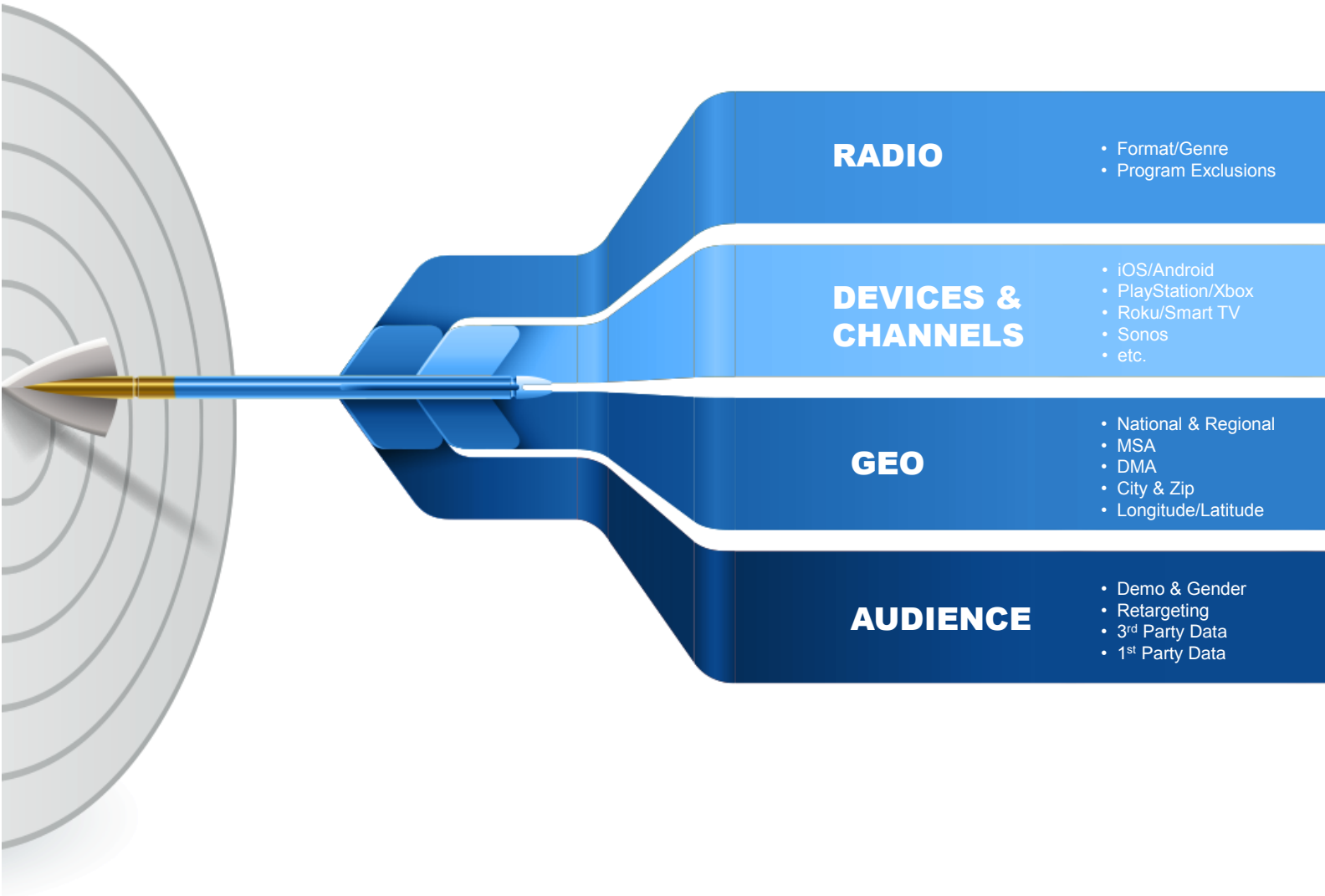
a2x Overview

- **Brand Safe:** Over 100+ premium licensed publishers worldwide such as Spotify, CBS, MLB At Bat, ESPN and Entercom.
- **Multi-Channel:** Web, phone, tablet, players
- **Native Ad Environment:** Integrated audio in premium content
- **Efficient:** Latest in efficient and effective audio procurement
- **Powerful Success Metrics:** Post-exposure page views, conversion tracking, brand lift studies and more
- **IAB Certified:** Compliant with IAB's DAAST ensuring a standard set of specs for audio ad delivery, execution, and reporting

Available via self-serve or Triton Digital managed service solution



Deep Level of Targeting



Campaign Tracking

3rd Party Audio Tracking

(DCM, Sizmek, Atlas, Vindico, AdTech & more)

Triton recommends 1x1 tracker on audio and separate set of display trackers; run a 3rd party banner that will wrap creative and tracking into one package.

Audience Validation

(Nielsen DAR, Comscore vCE)

Exposure Attribution

(Lotame, BlueKai, eXelate, Convertro, Adometry, Floodlight)

Brand Studies

(Millward Brown Dynamic Logic, Nielsen Vizu)



Exposure Attribution – It Works

FINANCIAL SECTOR



4.1x Lift in Awareness

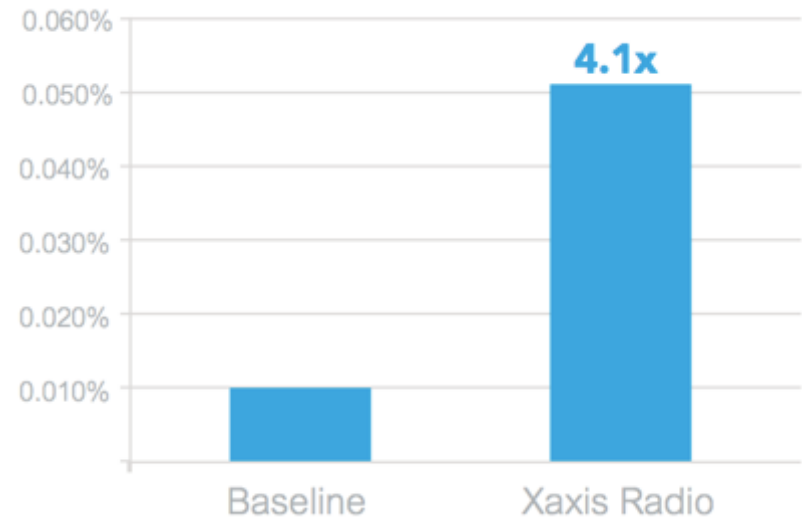
Objective

General awareness for a new Consumer Credit Card launch as well as drive deeper engagement beyond the landing page. KPIs included application to card or request for contact.

Results

While Xaxis Radio had a predictably low CTR (0.02%), users navigated to the Advertiser's site as a result of strong ad recall and quality targeting

Note: Baseline = video+display before audio was added to campaign



Key Takeaways

- Online programmatic audio has been a reality in the US since 2013
- Can be traded as easily as programmatic display or video
- Brand safe publishers and premium inventories
- No ad blocking and fraud-free campaigns
- Standards exists: DAAST, soon OpenRTB 2.4
- Addressable and traceable audience through “smart players” for targeting and attribution need to scale in Europe
- Digital measurement is needed (from forecasting to affidavits and attribution)
- Programmatic audio will become more and more sophisticated: rely on existing technologies