SoundCloud Selects Triton Digital's a2x® for Monetization of Audio Advertising Inventory in the United States

Music Platform Expands Relationship with Triton Digital to Enable US Listening Audience to be Accessed Programmatically through a2x

Triton Digital®, a leading technology provider for the audio industry, and SoundCloud, the world's leading music and audio platform, announced today they have expanded their partnership to monetize SoundCloud's digital audio advertising inventory in the United States via Triton's programmatic audio advertising exchange, a2x®. The partnership enables programmatic buyers in the U.S. to execute targeted, at-scale buys across SoundCloud's dynamic listening audience - made up of the coveted millennial and Gen Z demographic, which represents 75 percent of SoundCloud's audience - via Triton's Open Marketplace. The addition of the U.S. market expands Triton and SoundCloud's existing partnership which covers Australia and Canada.

"We are pleased to expand our support of SoundCloud's global advertising strategy by adding its U.S. audience to the exchange," said John Rosso, President of Market Development at Triton Digital. "The 2016 Infinite Dial Study found that more than 155 million Americans ages 12+ listen to digital audio in a given month. With it's impressive reach and ability to target messages on the listener level, audio is quickly becoming an essential component of advertising strategies both in the US and beyond as it is an incredibly powerful and meaningful way to connect with listeners."

"Audio is a fast growing area of programmatic advertising, and we're excited to expand our partnership with Triton to add our premium audio inventory to the U.S. market," said Peter Diamond, SoundCloud's Head of Brand Partnerships, North America. "Triton's technology makes it easy for advertisers in the U.S. to access prime SoundCloud ad inventory in an automated fashion to connect with our unique, highly engaged audience."

a2x® enables the programmatic buying of targeted online and mobile audio ad inventory. The platform's automated, exchange-driven method of buying and selling ad impressions facilitates precise targeting, eliminating waste and resulting in the highest efficiency for advertisers.

About Triton Digital

Triton Digital's® (http://tritondigital.com) technology has connected audio supply to advertising demand since 2006, providing the technical backbone for the digital audio marketplace. The company's innovative technology enables both live and on-demand publishers to build audience and revenue globally. As a pioneer in the space, Triton Digital has made that audience available programmatically for the first time, maximizing audience buying efficiency for advertisers across the world.

ABOUT SOUNDCLOUD

As the world's largest music and audio platform, SoundCloud lets people discover and enjoy the greatest selection of music from the most diverse creator community on earth. Since launching in 2008, the platform has become renowned for its unique content and features, including the ability to share music and connect directly with artists, as well as unearth breakthrough tracks, raw demos, podcasts and more. This is made possible by an open platform that directly connects creators and their fans across the globe. Music and audio creators use SoundCloud to both share and monetise their content with a global audience, as well as receive detailed stats and feedback from the SoundCloud community. For more information, go to: SoundCloud.

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