

Fall 2020

Triton Digital

Emily Ott

Bowling Green State University, eott@bgsu.edu

Follow this and additional works at: <https://scholarworks.bgsu.edu/arf>

Recommended Citation

Ott, Emily, "Triton Digital" (2020). *Audience Research Firm Presentations*. 20.
<https://scholarworks.bgsu.edu/arf/20>

This Book is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Audience Research Firm Presentations by an authorized administrator of ScholarWorks@BGSU.

Triton Digital

Emily Ott

History and Ownership

- **Founded in 2006 by Neal Schore**
 - Still the current president and CEO
 - 25+ years of media marketing experience
- **Other important names:**
 - **Mark Rosenbaum, Chief Financial Officer**
 - 25+ years experience in business and corporate finance
 - **John Rosso, President and Market Development**
 - Experience in nearly every position in Triton Digital
 - Also worked for ABC Radio and Walt Disney

Products and Services Offered

- **Audio Streaming:**

- 100% Triton owned
- User dashboard reports on all aspects of stations and listenership
- Low-delay streaming
- Flexible delivery

- **Podcasting:**

- Secure Distribution
- Easy monetization
- Robust analytics

Products and Services Offered

- **Audio Advertising:**
 - Precise Targeting
 - Global Reach
 - Brand Safe
 - Trusted Tracking
 - Detailed Reports
- **Audience Measurement**
 - Real-time reporting
 - One-to-one measurement
 - Monthly rankers
 - Authentic Meeting Industry Insights

Countries and Markets Served

- **Main Offices:**

- London, UK
- Los Angeles, CA

- **Other Offices:**

- Madrid, Spain
- Melbourne and Sydney, Australia
- Miami, Florida
- Montreal, Canada
- New York, NY
- Paris, France
- South Africa
- Singapore

Clients Served

- **56 Listed**
 - iHeartMedia
 - CNN
 - Pandora
 - NPR
 - Warner Media
 - ESPN Radio

Mission Statement

“We are a global technology and services company committed to excellence, unparalleled service, and unrivaled expertise.”

- **Committed to excellence:**

- Teamwork
- accountability
- integrity

- **Unparalleled service:**

- Focused on helping you make sales with ease and a team member to lean on

- **Unrivaled expertise:**

- Helped pioneer innovative streaming, advertising, and audience measurement technology

Company Performance

- **BEC-Treo Radio:**

- “Triton Digital Recognizes the need to move fast with new approaches to doing business in this fast-evolving media landscape. We are proud to partner with Triton in being the first to offer programmatic audio services in Thailand by leveraging their world-renowned audio technology to meaningfully increase our reach and revenue.”

- **Cumulus Media:**

- "The Triton Podcast Reports are an important step in providing a snapshot of reliable, accurate, transparent, and objective measurement for partners at this critical time of explosive growth in audio via podcasting.”

Career Opportunities

- Two Jobs Open:
 - Applied Data Scientist (Canada)
 - Qualifications:
 - Bachelor's Degree in a STEM field
 - Two Years of experience applying Machine Learning algorithms
 - Knowledge of statistical analysis and machine learning algorithms
 - Well spoken and written in English and French
 - Front End Developer (Quebec)
 - Qualifications:
 - Understands Web technologies
 - Experience developing REST APIs
 - Well spoken and written in English

Resources:

<https://www.tritondigital.com>

<https://www.businesswire.com/news/home/20200722005711/en/BEC-Tero-Radio-Selects-Triton-Digital-for-Unrivaled-Delivery-and-Monetization-of-Streaming-Audio>

<https://www.businesswire.com/news/home/20191219005744/en/Triton-Digital-to-Provide-Comprehensive-Podcast-Reports-in-the-United-States>