

Radioline Selects Triton Digital's a2x® for Monetization of Digital Audio Advertising Inventory

Partnership Enables Radioline's Digital Audience to be Accessed Programmatically for the First Time

LOS ANGELES – MAY 2, 2016 – [Triton Digital®](#), a leading technology provider for the audio industry, today announced that the European leading radio and podcast aggregator, [Radioline](#), has joined [a2x®](#), Triton's premiere programmatic audio advertising exchange. This partnership enables the programmatic purchase of online digital audio inventory on Radioline's web site to start, with TV & mobile inventory becoming available this summer.

a2x enables the programmatic buying of targeted online and mobile audio inventory, enhancing the ability to manage, buy and sell third-party advertising campaigns. The platform's automated, exchange-driven method of buying and selling ad impressions facilitates rapid and precise transactions, resulting in the highest price for publishers and the greatest efficacy for advertisers.

"The programmatic audio marketplace is mature and very attractive to advertisers," said Benjamin Masse, Managing Director, Market Development and Strategy at Triton Digital. "We are thrilled to partner with Radioline to help them leverage this powerful medium. Their diverse and engaged audience will be a valuable addition to the exchange."

"We are pleased to partner with Triton Digital to leverage the ease and efficiency of programmatic buying to monetize our digital audio inventory," said Geoffroy Robin, CEO at Radioline. "The robust targeting and tracking capabilities of a2x will be incredibly valuable in reaching our monetization goals"

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 Radioline

Radioline, the leading European radio & podcast aggregator, allows listeners to find their favorites shows & tracks in a catalogue of 60,000 radio stations and podcasts from more than 130 countries. The service is built on a highly scalable, socially interactive platform and enables high fidelity content streaming, massive channel aggregation, intelligent recommendation, advanced content management, and universal access via any mobile device, online PC, connected TVs and in-car digital solutions. www.radioline.co

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