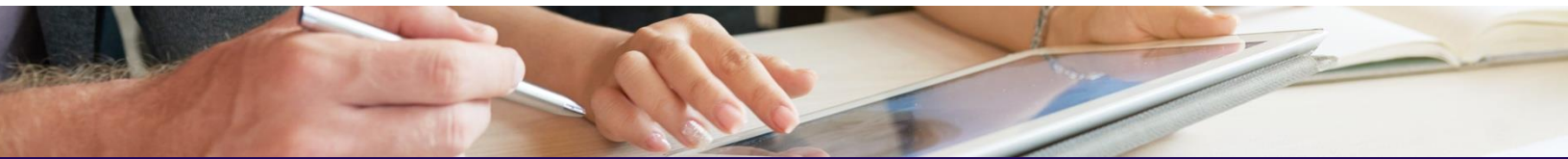


Driven By Triton's Reach Extension

A prominent U.S. publisher and Canada's leading podcast inventory provider have **significantly increased** their **advertising earnings**.



CHALLENGE

A U.S. publisher's client base directs its advertising efforts toward the U.S. market. Consequently, about 60% of its Canadian podcast inventory remains unsold each month, despite having programmatic strategies in place.

SOLUTIONS



Partnership with a Canadian leader in podcast advertising.



Canadian publisher sought to expand its portfolio with premium content.



Canadian publisher leverages programmatic and direct advertising to monetize Canadian audiences listening to U.S. publisher podcast content.

RESULTS

54%

54% decrease on U.S. publisher opportunities with unfilled ad impressions on Canadian podcast allocated to its partner.



U.S. publisher average STR gained 19 points going from a monthly average of 13% to a monthly average of 32% on Canadian podcast inventory.

82%

Revenue from Reach Extension amounts to over 82% of total revenue from August to November for both parties on inventory made available to partners.

SUMMARY

- ✓ **With a global ad inventory** and a predominantly U.S. - based client portfolio, there remains substantial untapped ad space for the American publisher in markets beyond the States, ripe for exploration.
- ✓ **American publisher** extends parts of its Canadian podcast ad inventory to its Canadian partner, a leader in the Canadian podcast advertising.
- ✓ **The Canadian podcast inventory** assigned to the Canadian partner witnessed a remarkable 19-point surge in its monthly average sellthrough-rate, unlocking profitable monetization and generating additional revenue for both parties.
- ✓ **Revenue from Reach Extension** accounts for over 80% of total revenue on the Canadian podcast inventory, between August and November 2024 for both publishers.

