

Triton Digital integrates with Google DV360

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This week the leading global audio technology and services provider Triton Digital announced the integration with Google's Display & Video 360



The highly anticipated integration will have tremendous impact on the local audio industry's growth, whereby advertisers are now able to buy digital audio advertising inventory across some of South Africa's top podcasts and livestream broadcasts.

The integration of Triton's audio SSP and programmatic marketplace with Display & Video 360 has created the South Africa's largest transparent programmatic marketplace.

In the global [announcement](#) Benjamin Masse, Managing Director, Market Development and Strategy at Triton Digital, explains that the integration will greatly assist in "enabling publishers to deliver a smooth, high-quality listening experience to their audience by leveraging server-side audio ad insertion and native ad placement to provide a high return to their advertising partners."

Many advertisers and agencies in South Africa have consolidated their ad tech resources, using Google's ad tech stack to deploy and manage campaigns. Historically, buyers using DV360 were unable to access podcast and livestream audio ad inventory. The integration has enabled the transaction between programmatic buyers and audio publishers.

Gehard Morkel, Trading Director at Nettrade Programmatic, comments, "This evolution provides us with an exciting opportunity to give our clients access to large audiences in Africa who are actively consuming online audio. For the first time in our market, we have programmatic access to placements within high-quality streaming radio and podcast environments, something we're incredibly excited by."

The integration enables buyers using DV360 to create private marketplace deals (PMPs) and deliver audio ads in the form of pre-rolls, mid-rolls and post-rolls across a range of audio channels, including local broadcast stations [Kfm](#), [Cape Talk](#), [702](#) and [947](#).

Discover the Difference of Digital Audio

- Creates a powerful connection with engaged audiences.
- Doesn't fight for attention (1:1 Brand to Listener experience).
- Brand Safe – through the 365 Digital.
- 100% viewable (impressions counted at end of ad).
- 100% human (robotic activity [spiders/bots] filtered out).
- Data rich - reach unique listeners through accurate audience targeting based on format: genre, geography, device as well as Cookie & Mobile Ad ID.
- IAB DAAST Compliant.

About 365 Digital and Triton Partnership

365 Digital leverages the industry's leading programmatic audio marketplace, a2x®, to promote the benefits and efficacy of the digital audio channel, and to enable publishers and advertisers throughout South Africa to execute non-skippable audio buys across the engaged digital audiences of podcasts, broadcast radio streams, online games, sports, and online music services.

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365 Digital



Over the past 24-years the company has represented the largest global platforms throughout Africa and has served thousands of global and local advertisers, empowering them to reach their business objectives.

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