

Programmatic Audio Advertising in 2020



Increasingly, publishers and advertisers around the world are leveraging programmatic to transact audio, and for good reason. This infographic provides insight into what happened in Triton's programmatic audio marketplace in 2020.

2020

341%

increase spending in programmatic audio

251%

increase in impressions (inventory consumed)

Average clearing price of inventory was up **26%**

2018 – 2019

214%

increase spending in programmatic audio

109%

increase in impressions (inventory consumed)

Average clearing price of inventory was up **49%**

New advertisers that used programmatic audio for the first time in 2020:



Top 10 spenders in programmatic audio in 2020:



Demand-Side Platform integrations added in the last year:



2020 Growth Driver | Open Marketplace Deals | Deal Types

Q1

65% open
35% private

Q2

59% open
41% private

Q3

62% open
38% private

Q4

76% open
24% private

New Marketplace Features and Capabilities:

Support for In-App inventory

Enhanced inventory exclusion rules

The ability to transact podcasts in both open and private marketplaces

Inclusion of granular podcast details in bid requests