

TRITON DIGITAL'S PROGRAMMATIC MARKETPLACE CONTEXTUAL TARGETING LIST

Contextual targeting refers to steering the station or podcast based on the format. With this type of targeting, you can reach anyone listening to that specific genre.

Below, you will find a list of Triton Digital's stations and podcast interests, which you can use to refine our contextual target audio ads.

Interests List	Segment	Station/Show Format
Beauty, Shopping & Fashion	Beauty & Wellness Fashion Fashion	Beauty Design Style & Fashion
Business and Industry	Advertising and Marketing Business New Listeners Business and Finance Listeners Business and Finance Listeners Business and Management Business News Listeners Business News Listeners Business News Listeners Business News Listeners Personal Finance	Marketing and Advertising Business News Radio Business Accounting & Finance Business and Finance Executive Leadership & Management Business Government Business Non-Profit Organizations Small and Medium-sized Business Auto Insurance
Education and Employment	Education Education Education Education Education Education Employment Employment	College Radio Education Educational Content Educational Radio Homework and Study Language Learning Careers Human Resources

Interests List	Segment	Station/Show Format
Entertainment	Alternative Music Lovers	Adult Album Alternative
	Alternative Music Lovers	Alternative Music
	Alternative Rock Music Fans	Alternative Rock
	Animation TV Lovers	Animation TV
	Blues Music Lovers	Blues
	Books Lovers	Books and Literature
	Books Lovers	Poetry
	Children Book Lovers	Children’s Literature
	Children Music Lovers	Children’s Music
	Classical Music Lovers	Classical Music
	Classical Rock Music Lovers	Classic Rock
	Comedy Fans	Comedy Events
	Comedy Fans	Comedy (Music and Audio)
	Country Music Lovers	Country Music
	Documentary and Non-fiction Fans	Antiquing and Antiques
	Documentary and Non-fiction Fans	Biographies
	Documentary and Non-fiction Fans	Documentary Movies
	Drama Movies Fans	Drama Movies
	Electronic Music Lovers	Dance and Electronic Music
	Folk Music Lovers	Songwriters/Folk
	Game Lovers	Casual Games
	Game Lovers	Games and Puzzles
	Game Lovers	Puzzle Video Games
	Gospel Music Lovers	Gospel Music
	Hard Rock Music Lovers	Hard Rock
	Hip Hop Music Lovers	Hip Hop Music
	Jazz Music Lovers	Jazz
	Music Lovers	Adult Contemporary Music
Music Lovers	Classic Hits	
Music Lovers	Contemporary Hits/Pop/Top 40	
Music Lovers	Inspirational/New Age Music	
Music Lovers	Music and Audio	
Music Lovers	Oldies/Adult Standards	
Music Lovers	R&B/Soul/Funk	

Interests List	Segment	Station/Show Format
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Entertainment

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| Music Lovers | | Soft AC Music |
| Music Lovers | | Urban AC Music |
| Music Lovers | | Urban Contemporary Music |
| Music Lovers | | Variety (Music and Audio) |
| Music Lovers | | World/International Music |
| Mystery fiction Lovers | | Crime |
| Mystery fiction Lovers | | Crime and Mystery Movies |
| Reggae Music Lovers | | Reggae |
| Rock Music Fans | | Album-oriented Rock |
| Rock Music Lovers | | Rock Music |
| Sci-Fi and Fantasy Fans | | Fiction |
| Sci-Fi and Fantasy Fans | | Science Fiction Movies |
| Soft Rock Music Lovers | | Soft Rock |
| Sports Video Game Fans | | Sports Video Games |
| Talk Shows | | Talk Radio |
| TV and Movie Lovers | | Movies |
| TV and Movie Lovers | | Soundtracks, TV and Showtunes |
| TV and Movie Lovers | | Television |
| Video Game Fans | | Action Video Games |
| Video Game Fans | | Fantasy Sports |
| Video Game Fans | | MMOs |
| Video Game Fans | | Role-Playing Video Games |
| Video Game Fans | | Simulation Video Games |
| Video Game Fans | | Strategy Video Games |
| Video Game Fans | | Video Gaming |

Family and Relationships

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| Parenting | | Adoption and Fostering |
| Parenting | | Daycare and Pre-School |
| Parenting | | Family and Relationships |
| Parenting | | Parenting |
| Parenting | | Parenting Children Aged 4-11 |
| Parenting | | Special Needs Kids |

Interests List	Segment	Station/Show Format
Food and Drink	Food & Health Foodies	Nutrition Food & Drink
Health	Self-care Health Listeners Self-care Health Listeners Self-care Health Listeners Self-care Health Listeners Self-care Health Listeners Self-care Health Listeners	Alternative Medicine Healthy Living Medical Health Mental Health Sexual Health Women's Health
Lifestyles and Hobbies	Art and Design Art and Design Do-It-Yourselfers Lifestyles and Hobbies Lifestyles and Hobbies Live Events Outdoor Enthusiasts Pet Lovers Travel Travel	Arts and Crafts Fine Art Home & Garden Hobbies & Interests Pop Culture Events and Attractions Parks & Nature Pets Travel Travel Locations
News	Local News Listeners News Listeners News Listeners News Listeners News Listeners	Public Radio National News News News Radio News/Talk Radio
Politics and Social Issues	Community Issues Community Issues Environmentalism Political News Listeners Political News Listeners	General Social Social Environment News and Politics Politics

Interests List	Segment	Station/Show Format
Politics and Social Issues	Religion Religion Religion Religion Religion Religion Religion Religion	Buddhism Christianity Hinduism Islam Judaism Religion & Spirituality Religious (Music and Audio) Spirituality
Science	Science Enthusiasts Science Enthusiasts Science Enthusiasts Science Enthusiasts Science Enthusiasts Science Enthusiasts	Science Enthusiasts Chemistry Geology Physics Science Space and Astronomy
Sports and Fitness	American Football Fans Baseball Fans Basketball Fans Cricket Fans Fight and Wrestling Fans Golf Fans Health and Fitness Buffs Health and Fitness Buffs Hockey Fans Ice Hockey Fans Rugby Fans Running Enthusiasts Soccer Fans Sports Fans Sports Fans Swimming Enthusiasts Table Tennis Fans	American Football Baseball Basketball Cricket Wrestling Golf Fitness and Exercise Outdoor Activities Field Hockey Ice Hockey Rugby Running and Jogging Soccer Sports Sports Radio Swimming Table Tennis

Interests List	Segment	Station/Show Format
Sports and Fitness	Tennis Fans Volleyball Fans	Tennis Volleyball
Technology	Enthusiast Computing Technophiles	Technology & Computing Technology Industry
Vehicles and Transportation	Motor Vehicles Enthusiasts Motor Vehicles Enthusiasts	Technology & Computing Aviation Industry



For more information, please contact the Market Ops team at:
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