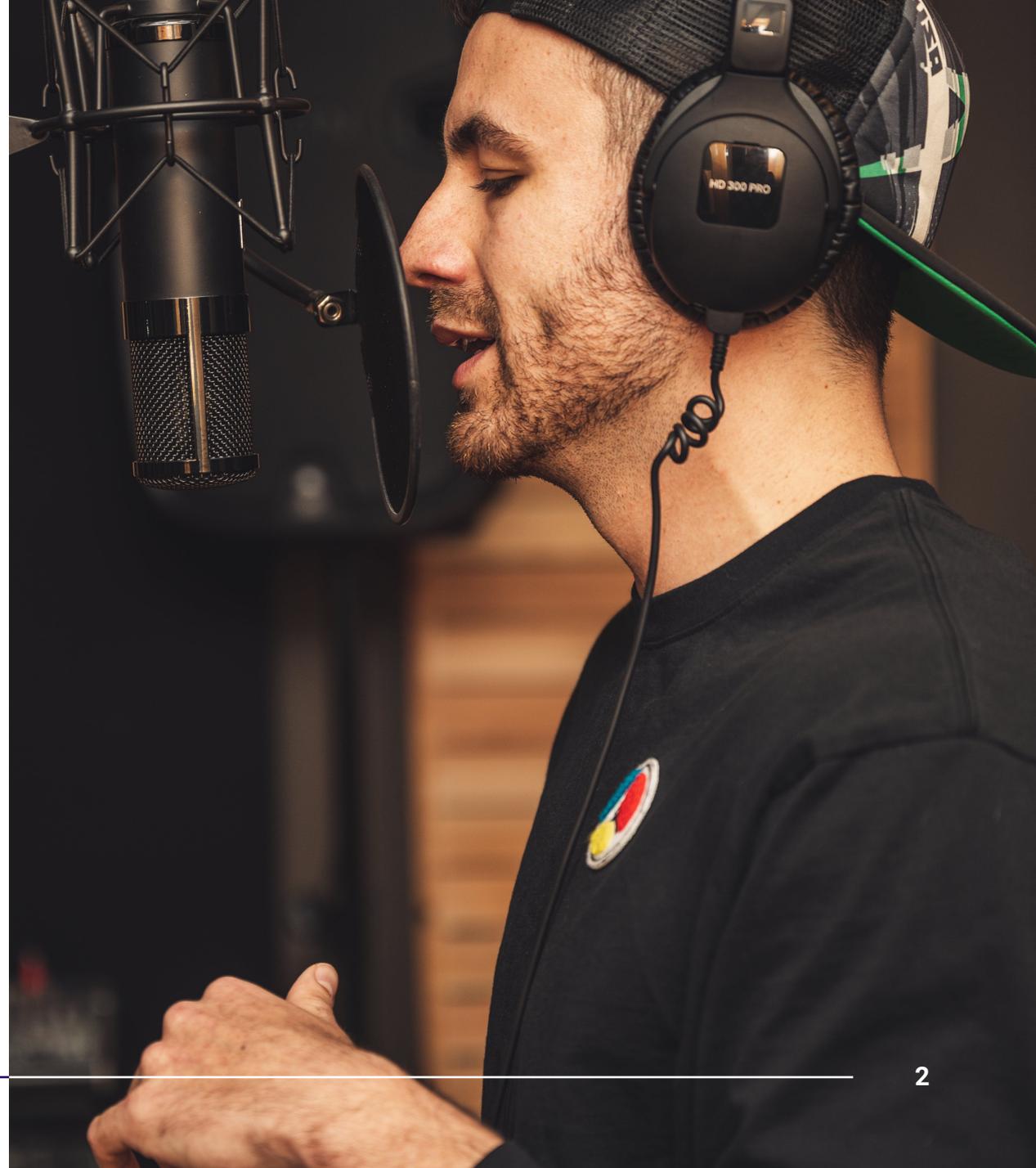




**ARN Partners  
with Triton Digital  
to Enhance, Measure,  
and Personalise Listener  
Streaming Experience.**

# Project Background

- From October 2022 to May 2023, leading radio broadcast and on-demand audio company ARN embarked on an important project to migrate its live audio streaming content delivery to Triton Digital's platform.
- ARN made the strategic decision to partner with Triton Digital as their streaming technology provider to host content delivery, measurement, and advertising capabilities on a single full-featured stack that is designed for audio, along with dedicated enterprise level support.





ARN is one of Australia's leading audio companies, popular for its radio brands such as KIIS Network, Pure Gold, CADA, and iHeartRadio.

Their rich and compelling content is live and local with on air personalities, spanning multiple formats, and covering all of Australia.

Over recent years, ARN has invested more resources and attention on their digital streaming operations as audiences shift their listening from terrestrial to their digital platform called iHeartRadio.

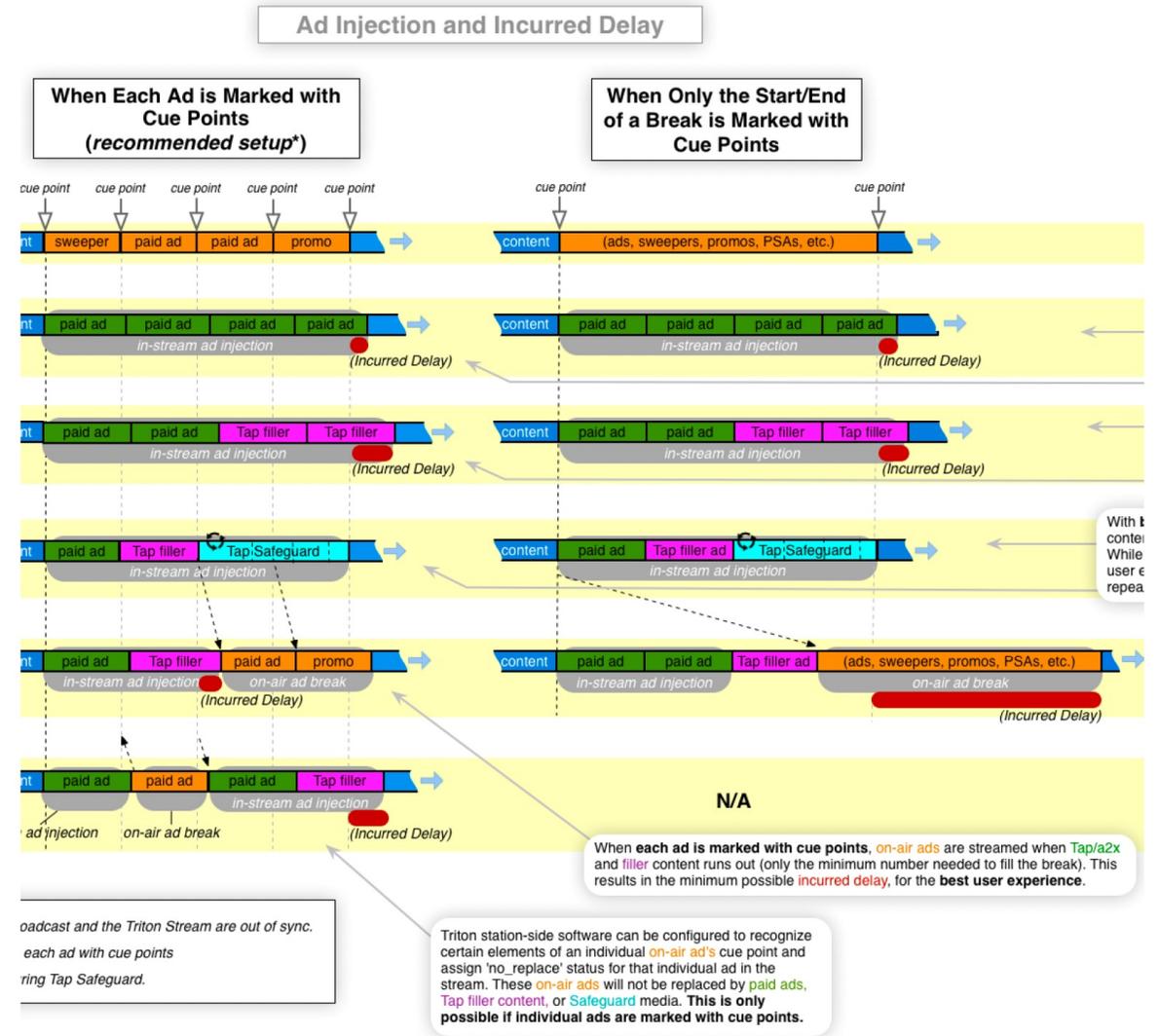
## Who Is ARN?

# Project Uniqueness

- Project teams meticulously planned the migration process to ensure a smooth transition without causing any disruptions to daily operations and the overall listener experience.
- The project addressed legacy issues such as digital ads intruding/bleeding into songs and talk sets as well as consolidating multiple systems for reporting.

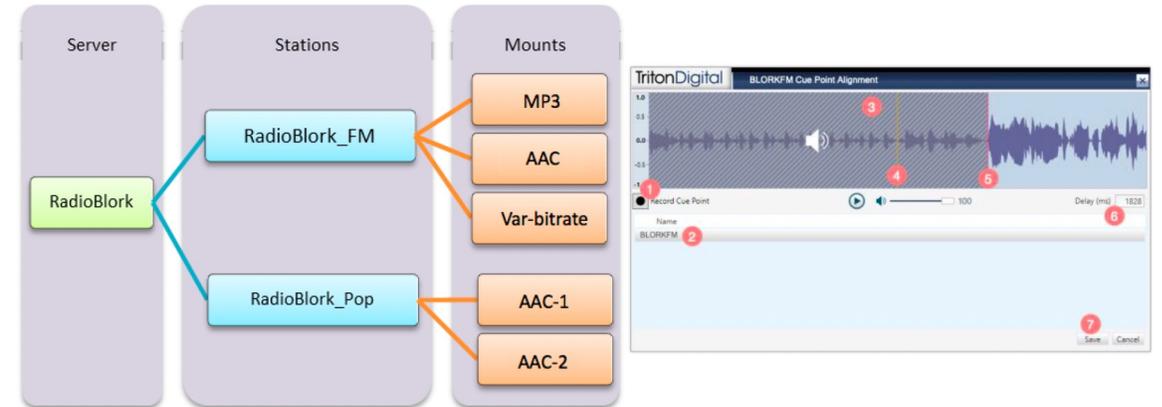
# Project Uniqueness

The improved metadata solution has resolved previous issues of misaligned and limited ad insertion, unlocking advertising and revenue capabilities that were previously unavailable for ARN.



# Project Innovation

- In December 2022, the ARN team installed Triton's Station Manager software on virtual machines to encode their national, regional, and digital stations.
- The software encompasses all the necessary components to capture metadata, visual cuepoint alignment tool, and encode audio into various formats like MP3 and AAC as well as securely transport it to the Triton CDN for public distribution.



The screenshot shows the 'Server Components' interface for 'Station Manager'. It displays a table of streaming devices with the following data:

Track	Codec	Device Name	Media Format	Bitrate	Status	View
0	MP3	Audioscience ASI5111	44.1KHz Stereo	64 Kbps	Capturing, Started, Connected, Streaming	[Progress Bar]
0	HEAACV1	Audioscience ASI5111	44.1KHz Stereo	64 Kbps	Capturing, Started, Connected, Streaming	[Progress Bar]

Red circles highlight specific UI elements: 1. 'Devices' dropdown, 2. 'RADIOBLOK\_FM\_MP3' device name, 3. 'RADIOBLOK\_FM\_MP3' device name, 4. 'ADVANCED' button, and 5. 'View' button.

# Project Innovation

The Station Manager software's RAS Adaptor component offered an advantage by allowing flexible metadata injection using Triton's proprietary STWcue language.

The screenshot displays the 'Server Components' configuration window for the RAS Adaptor (version 4.1.4). The interface is divided into two sections: WP-S1 and WP-S2. Each section contains a sequence of components represented by icons in a flowchart. Red circles with numbers 1 and 2 highlight the 'Time' component in the WP-S1 sequence.

**Server Components**  
Station Manager 4.1.2 | Media Proxy 4.3.3 | Media Encoder 4.3.7 | **RAS Adapter 4.1.4** | Media Injector 4.2.5

**WP-S1**

- TCP Server
- Separator
- Now Playing
- Break
- End Break
- Time (highlighted with red circle 1)
- Trigger Drop
- Trigger Drop
- HTTP

**WP-S2**

- TCP Server
- Reg Exp
- BlockWest
- Drop
- Replace
- Trim
- HTTP

ADVANCED

Raw Stream | RAS Messages | Logs

Date Received	Input Message	Parsed Message	Result
---------------	---------------	----------------	--------

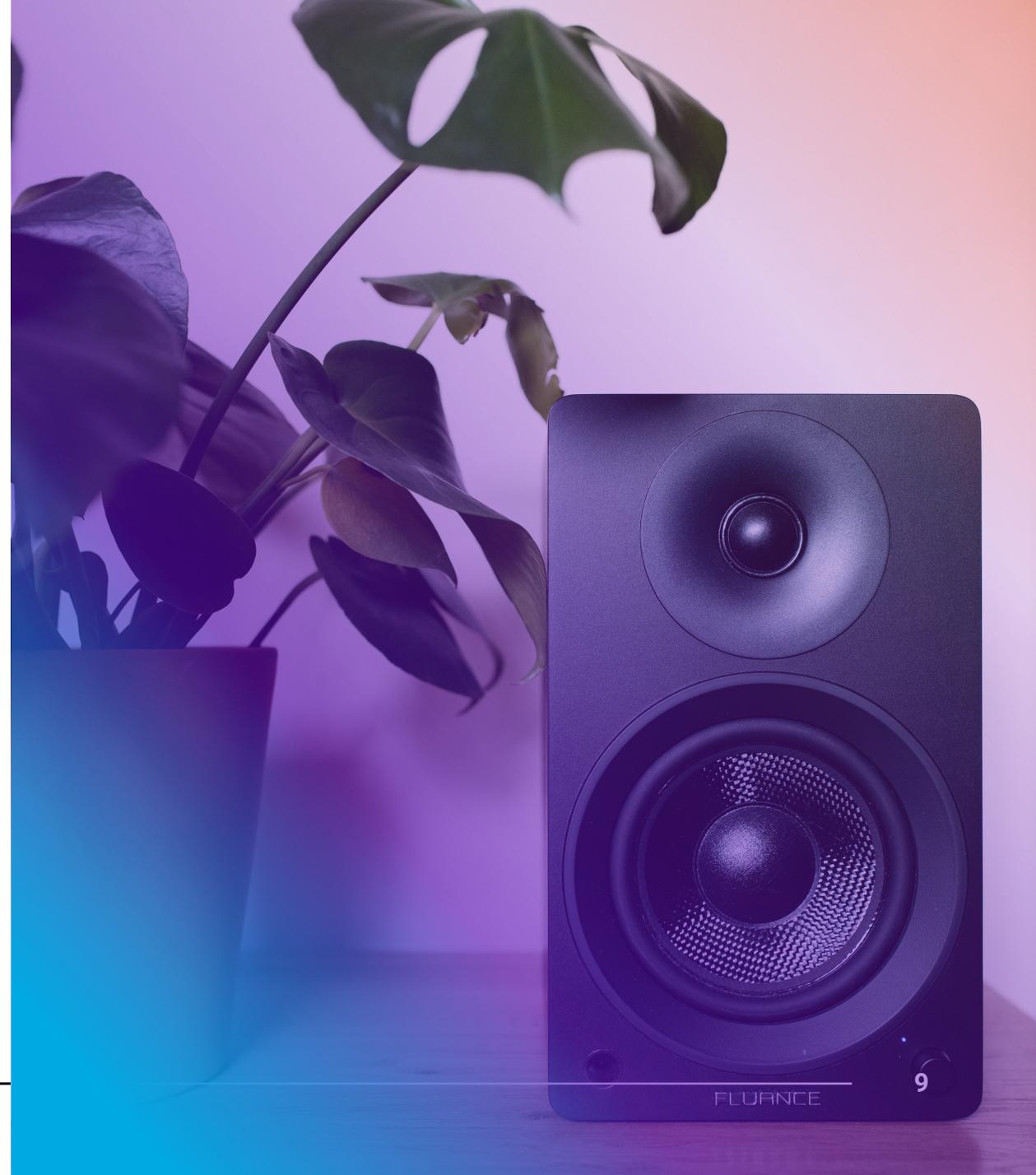
The ARN team developed a middle layer metadata processor to route and translate multiple data streams to the assigned Station Manager.

As a result, ARN achieved reliable and adaptable metadata streams that Triton can utilize for targeted spot ad replacement.

# Project Innovation

# Project Impact/Output

- ARN listeners are now able to enjoy and experience high quality, pristine audio streams with accurate metadata and volume normalization, resulting in an enhanced listening experience.
- Currently, ARN's digital listenership continues to see significant growth, with a doubling of Session Starts and Total Listening Hours month after month.



# Project Impact/Output

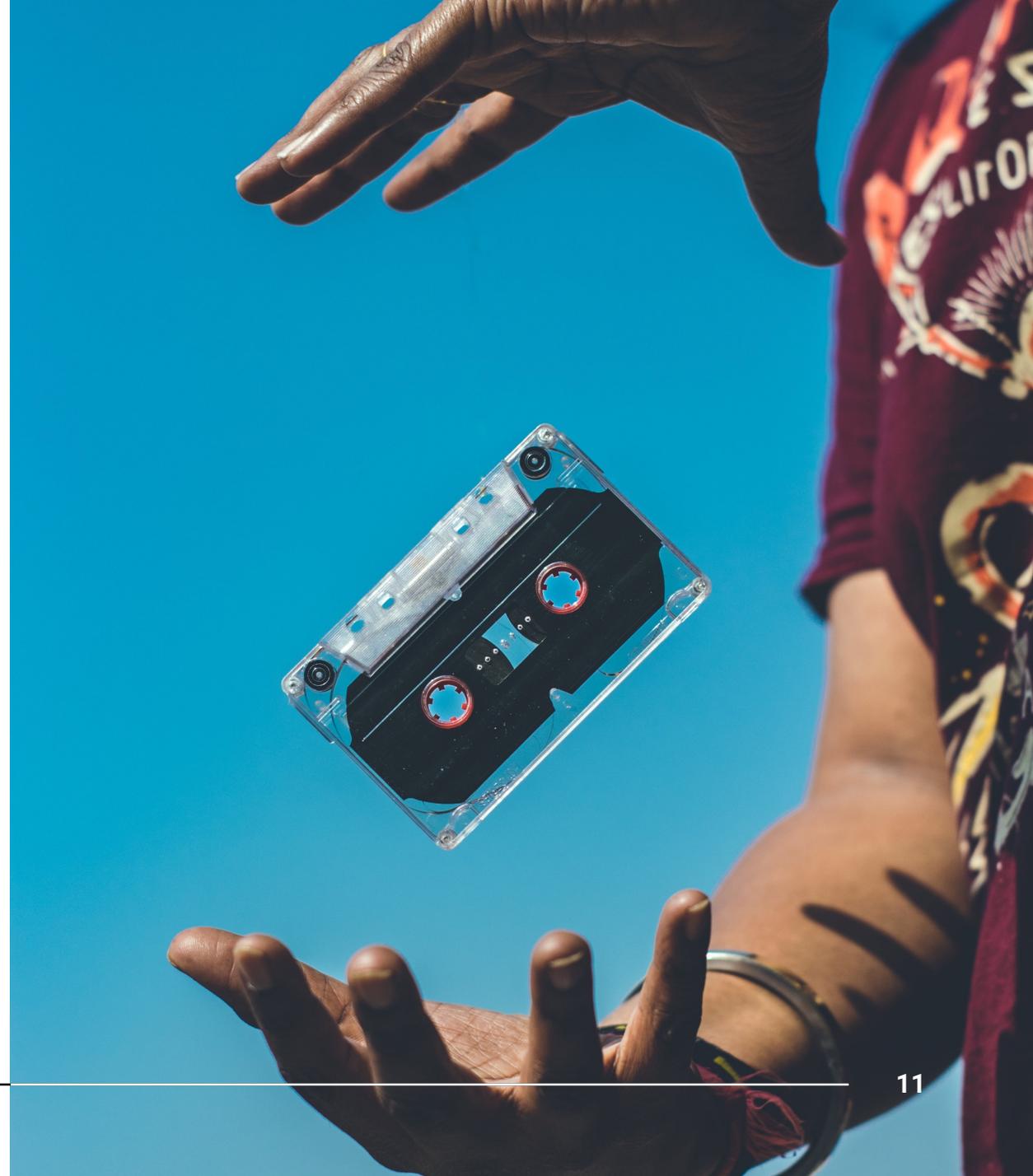
- ARN has been able to leverage Triton's cutting edge technology while moving their entire audio streaming operations into a single platform for simplified reporting, management, and support.
- The project's success has served as a reference point, highlighting the effective synergy between technology and people.



# ARN Testimonial

*"We are thrilled to partner with Triton Digital as our streaming technology provider. As one of Australia's leading audio companies, we understand the importance of investing in our digital streaming operations to meet the evolving needs of our audience. Our listeners now enjoy a superior audio experience with personalized, relevant ads. The improved meta data solution has also unlocked new advertising and revenue opportunities, thanks to Triton Digital."*

**Daniel Ennis**  
**Digital Broadcast Manager**  
**Australian Radio Network**





**THANK YOU.**

[www.TritonDigital.com](http://www.TritonDigital.com)

<https://arn.com.au/>