



**TRINITY
AUDIO**



Let your content **be heard**

Our Mission

To audiofy the www, and empower content creators to build smart AI audio experiences for their readers, increase their readership, and capitalize on the experience



Publishers and brands rocking AI audio experiences with Trinity Audio



Why AI Audio?

- Increases user engagement and improve readership.
- New monetization channel - advertising and subscriptions.
- Accessibility aspect.
- No production hassle and costs.



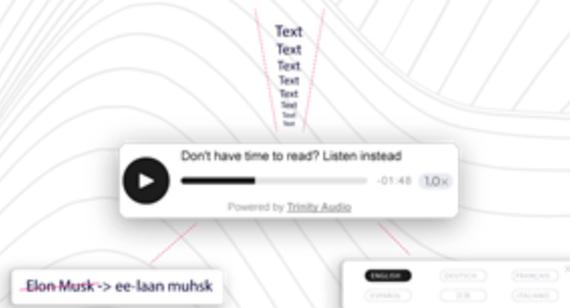
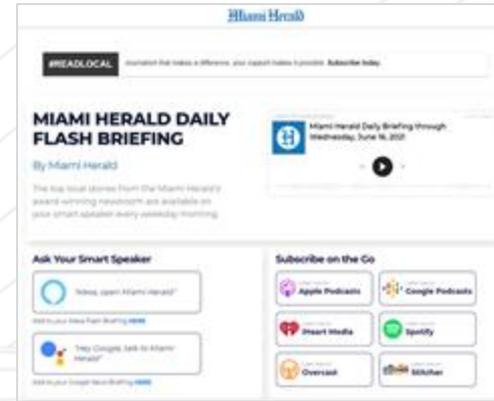
The Trinity Audio Player - your gateway to the audio experience

- Easy one-time integration
- Seamless
- High quality voices
- Scalable



Fine-tune every aspect of the listening experience to perfection

- CMS - Convert and curate audio content.
- Edit to make sure your voice is heard exactly as you envisioned with Lexicons.
- Distribute in leading platforms - Spotify, Google and Apple podcast.
- Smart speakers integration.
- Create audio channels, and AI radio stations.



Capitalize on your new audio stream



Audio Content Increases Audience Loyalty and Revenue

Loyal readers generate 80% of digital revenue

90% of Trinity Audio users are loyal readers.

Audio solution added to a website has two effects on revenue:



of casual readers turn into loyal, which increases the revenue by

8.1%



increase in loyal readers' engagement that increases revenue by

4-6%

An overall

Revenue increase of

12-14%

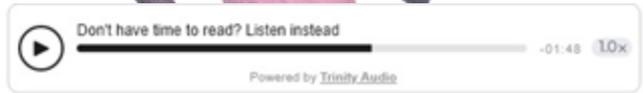


Trinity Audio Advertising Revenue Suite

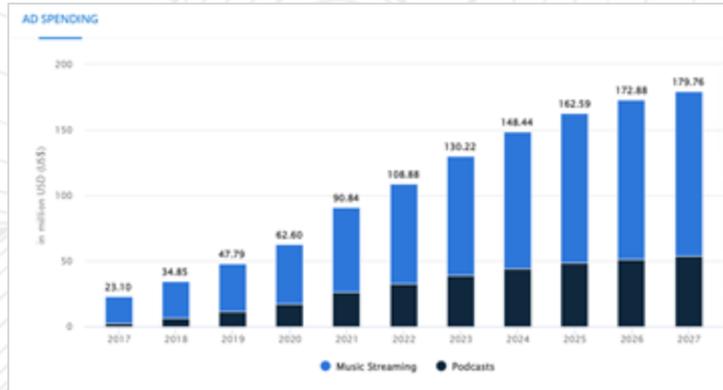
Audio Ads

Reach highly targeted and unique listeners with audio advertising.

- Programmatic audio ads
- Direct ads
- Sponsorships AI ads



Audio ads spending in France - 108.88(m) in 2022



Global Ad spending in Digital Audio Advertising is projected to reach **US\$7.65bn** in 2022

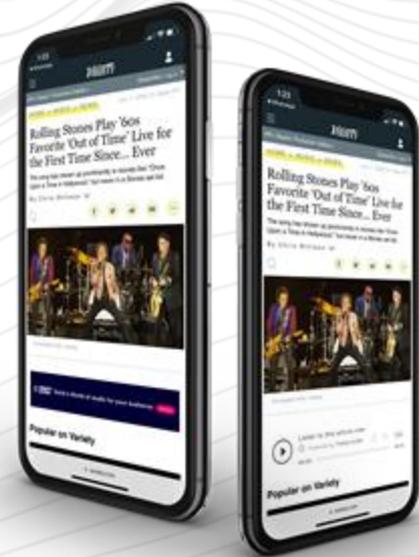


Leveraging website real estate to generate more revenue



Branded Player

Display Ad Audio Player



Turn users into Subscribers

Increase **value proposition**
using audio content,
and attract more subscribers



The screenshot shows a news article on the LA VANGUARDIA website. The article is titled "Victoria Belim: 'Ucrania lucha con tanto valor para no volver al miedo y la paranoia de la URSS'" and is categorized under "LITERATURA". The author is identified as JUNTO BARRANCO MADRID. The article includes a photo of Victoria Belim and a video player with a "Suscríbete para escuchar" button. A sidebar on the right features a graphic with the text "82 steps of CRO program to increase conversion rates".

LA VANGUARDIA

Cultura

Directo Guerra Ucrania - Rusia, en directo | Últimas noticias del conflicto | Carlos Alcaraz - Nishikita | Partido de

LITERATURA

Victoria Belim: "Ucrania lucha con tanto valor para no volver al miedo y la paranoia de la URSS"

- La escritora publica la novela fuertemente autobiográfica 'Mi Ucrania', un reencuentro con el país que dejó a los 15 años
- Guerra Ucrania - Rusia, en directo

La escritora ucraniana Victoria Belim en Madrid (Junto Barranco)

JUNTO BARRANCO MADRID

Escuchar este artículo ahora

Suscríbete para escuchar

Victoria Belim nació en una de las ciudades que estos días atacan los drones rusos, Poltava, en 1978. Pasó sus primeros 15 años en Ucrania en una familia que hablaba ruso, pero tras el derumbe de la URSS marcharía con ellos al crisol por

Conversion Rate Store

82 steps of CRO program to increase conversion rates



Merci



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