

Liberated Syndication & AdvertiseCast Present the 2021 X Fronts

Pittsburgh, PA – October 25, 2021 - Liberated Syndication Inc. (LSYN) (“Libsyn” or “the Company”), the industry’s leading podcast hosting platform and advertising marketplace, will present along with AdvertiseCast the 2021 X Fronts to be held on October 28, 2021. The X Fronts are produced by work x work, a leading creative agency working at the nexus of culture, sound, and branding.

Following its debut in 2020, the X Fronts will once again represent the power of the independent podcasting movement. This year’s event will feature more than 15 of the industry’s most innovative, independent networks. Bringing together large and small publishers with the most important advertisers and media buyers in the industry will shine a light on podcast content that can reach niche audiences that media buyers want to target. The full day of virtual presentations will highlight new shows, seasons and rising stars in podcasting.

Libsyn, along with its recently acquired advertising marketplace AdvertiseCast, will join over 60 other market leaders at the virtual event, including Lemonada Media, Qcode, Studio71, Talkhouse, Wonder Media Network, Loud Speakers Network, Osiris, Fable & Folly, DCP Entertainment, OSSA Collective, Pleasure Podcasts, Sonar Network, Betches Media, and Headgum, among others. The conference will deliver six fast-paced hours of programming featuring industry insights, and trend sessions in a lightning round format.

The day’s programming list includes:

- Content presentations from leading independent podcast networks including AdvertiseCast, QCODE, Lemonada Media, Gumball, Studio71, Betches and more.
- Keynote trend session on advertising to niche audiences.
- Talkhouse leads a conversation on music podcasting with Open Mike Eagle, Adia Victoria and Aquarium Drunkard.
- Interviews with Indie Podcasting Pioneers including Jordan Harbinger and Jeffrey Cranor.
- Debunking audio advertising "truths" with Bryan Barletta of Sounds Profitable.
- Julián Castro, Touré, Erica Mandy, Juleyka Lantigua-Williams and 60 other talented podcasters on their latest projects.
- Hosted by Damona Hoffman of Dates & Mates.

Dave Hanley, Chief Revenue Officer of AdvertiseCast, said, “The team at AdvertiseCast and Libsyn consider it an honor to be the presenting partners of this year’s X Fronts. The event presents a unique opportunity for publishers to showcase their latest shows and brand partnership opportunities to the industry’s leading advertisers. The spirit of the X Fronts is fully aligned with our goal of furthering the independent podcast ecosystem while bringing transparency to the podcast advertising market.”

“The undercurrent of podcasting is powered by the independent spirit,” said Scott Newman, founder and creative director of work x work. “We all have the power to tell our own stories, to build





communities around our ideas and to bring voice to quiet corners of our culture. Work x work stands united with the voices shaping our culture.”

The X Fronts is also presented in partnership with Acast (<https://acast.com/en>), RedCircle (<https://redcircle.com/>), Simplecast (<https://simplecast.com/>) and Triton (<https://www.tritondigital.com/>).

To register for free for The X Fronts, which will take place from 10am - 4pm ET, visit <https://www.thexfronts.com/register>.

About work x work

work x work is a full-service creative agency amplifying the world's leading brands through storytelling, design, and experiences. We believe in the power of authenticity, which is why we help organizations develop their true voice and story. We also own and operate podcasting's premier cultural event, On Air Fest.

About Liberated Syndication

Liberated Syndication Inc. (“Libsyn”) is a world leading podcast hosting platform and advertising marketplace that has been providing publishers with hosting, distribution and monetization services since 2004. Libsyn hosts over 5.8 million media files from more than 75,000 podcasts and delivered over 6 billion downloads in 2020. Podcast producers choose Libsyn to measure their audience via IAB V2 certified stats, deliver popular audio and video episodes, distribute their content through smartphone apps (iOS and Android), and monetize via premium subscription services and advertising. The Company also owns Auxbus, Glow, Pair Networks, and AdvertiseCast, the industry's leading podcast advertising marketplace connecting advertisers to podcasters.

Brands powered by Libsyn help all creators podcast better by providing innovative tools for creation, hosting, growth, and monetization. Visit Libsyn on the web at www.libsyn.com; Auxbus at www.auxbus.com; AdvertiseCast at www.advertisecast.com; and Pair Networks at www.pair.com. Investors can visit the Company at the “Investor Relations” section of Libsyn's website at <https://investor.libsyn.com>.

Liberated Syndication is headquartered in Pittsburgh with a world-class team and global reach.

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