

Libsyn Talks Podcast Listenership & Advertising Opportunities at the 2022 NAB Show

PITTSBURGH, April 22, 2022 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announced its showcase at the [2022 NAB Show](#). The Company’s **Rob Greenlee**, Vice President of Content and Partnerships and Podcast Hall of Fame inductee, will host an NAB Sip-and-Speak Series session on podcast advertising. Additionally, **Rob Walch**, Vice President of Platform Partnerships and Podcast Hall of Fame inductee, will be a part of an NAB Show Conference panel that delves into podcast listenership megatrends. And join Libsyn in the West Hall at **booth #W8327**, to learn more about the leading integrated podcasting engine that empowers creators to host, distribute, monetize, amplify, and measure their audio and video content.

Podcasting continues its meteoric rise in popularity with 73% of Americans ages 12 and up – an estimated 209 million people – reporting that they’ve listened to a podcast in the last month. That’s a 68% uptick from 2021, according to [The Infinite Dial® 2022 findings released by Edison Research](#). Audience composition is also becoming increasingly diverse, striking more of a balance in terms of gender (53% male, 46% female, 1% non-binary) and ethnicity with increases in Black (16%), Hispanic (16%), and Asian (3%) monthly listenership. Podcasts also represent one of the fastest growing channels within advertising. According to [Statista](#), podcast advertising spending is expected to increase steadily in the near future, with 2021 figures estimated at \$1.33 billion U.S. dollars. And by 2025, spending is expected to surpass \$2.7 billion dollars.

[Sip-and-Speak Series: Podcast Advertising Q&A](#)

Join Libsyn’s Rob Greenlee for an intimate and interactive discussion on podcast advertising. Get your questions answered and gain a better knowledge of what advertisers look for from podcast properties.

Date & Time: Sunday, April 24 | 1:45 - 2:15 p.m.

Location: LNU4 - NAB Networking Lounge, located in the Las Vegas Convention Center in North Hall

[Audio Megatrends: What the Biggest Shifts in Listening Mean for Broadcasters’ Future](#)

The American audio consumer has never had more listening options. In an environment where listeners have connected car systems, smartphones, and other digital platforms, combined with limitless content, broadcasters have more competition than ever. For this panel, Libsyn’s Rob Walch will join executives from BIA Advisory Services, Edison Research, and Audacy to provide a level-set of the current marketplace, an understanding of where listeners of all ages are spending their time, the ways in which broadcasters are adapting to these rapid listenership changes, and how they can prepare for the future.

Date & Time: Monday, April 25 | 12:35 - 1:35 p.m.

Location: N259-N261, located in the Las Vegas Convention Center in North Hall

Moreover, Rob Greenlee will record his [New Media Show](#) podcast live from the NAB Show LIVE stage alongside his co-host, Todd Cochrane, that features interviews with luminaries and insights on podcasting innovations and trends.

- **Topic:** Podcasting Market: Content and Distribution
Date & Time: Sunday, April 24 | 3:00 - 4:30 p.m.
Location: Las Vegas Convention Center Lobby, between the North and Central Hall
- **Topic:** Podcast Advertising: Subscriptions and International
Date & Time: Tuesday, April 26 | 3:00 - 4:30 p.m.
Location: Las Vegas Convention Center Lobby, between the North and Central Hall

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading ‘Podcasting As A Service’ platform that empowers creators to host, distribute, monetize, amplify, and measure their audio content. In 2020, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts around the world. Libsyn’s dynamic, open ecosystem is designed to meet the needs of the full spectrum of podcast creators and foster the effortless creation, development, monetization, and growth of their podcasts. Brands powered by the Company include podcast creation platform, [Libsyn Studio](#); podcast membership platform, Libsyn’s [Glow](#); web hosting platform, [Pair Networks](#); and Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

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