

## Libsyn's AdvertiseCast at the 2022 IAB Podcast Upfronts

**PITTSBURGH, May 9, 2022** – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announced its presence at the [2022 IAB Podcast Upfronts](#). Leaders from Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace, will take the virtual stage for two presentations. AdvertiseCast is an efficient one-stop-shop for brands to access high quality, brand safe, engaging podcast content at scale. The marketplace has a growing network of more than 2,500 shows, including over 210 exclusive podcasts, offering advertisers the unique opportunity to access highly sought-after podcast advertising inventory and empowering creators — both small and large — to monetize and grow their podcasts.

In the first presentation, AdvertiseCast will weigh in on advanced measurement approaches for improving brands and advertisers’ ability to understand and optimize campaign performance through attribution. The second presentation offers an insider look at the latest developments with the Libsyn AdvertiseCast Marketplace, including new innovations, its burgeoning roster of diverse creators, and the powerful ways that brands can align themselves through content and integrations.

### More Scale, Better Brand Safety and Less Friction

Thursday, May 12, 2022 | 12:25 – 12:45 p.m. ET

The Libsyn AdvertiseCast Marketplace is the industry’s first and largest of its kind, allowing brands and agencies to tap into the power of podcast advertising at scale. This year, AdvertiseCast is announcing some exciting new developments, including the acquisition of PAR (Podcast Ad Reps), which adds even more inventory to its already robust marketplace. In addition, AdvertiseCast is announcing some new brand safety initiatives, agency integrations, and new product offerings.

#### Speakers:

- **Dave Hanley**, Founder and Chief Revenue Officer, **AdvertiseCast**
- **Anthony Savelli**, Senior Vice President of Sales, **AdvertiseCast**
- **David Ehrlich**, Director of Publisher Success, **AdvertiseCast**
- Featuring **Filup Molina**, Founder, **New Rockstars**; **Jessica Clemons**, Host, **The BreakRoom**; and **Erik Voss**, Host, **Inside Marvel**; **WookieLeaks: A Star Wars Aftershow** and more

### Full Funnel Campaign Performance with Attribution and Brand Lift

Tuesday, May 10, 2022 | 2:25 – 2:35 p.m. ET

In this informative session, Korri Kolesa (CRO, Veritonic) discusses how attribution and brand lift data have become the indispensable barometer for understanding how your audio is resonating, how your campaigns are performing, and how to further your ROI. She is also joined by Chris Bowlby of Libsyn’s AdvertiseCast for a discussion around the role that campaign performance data plays in helping brands scale campaigns, podcasters make money, and more. This session is a must-see for anyone that is utilizing and measuring audio.

#### Speakers:

- **Chris Bowlby**, Head of Brand Partnerships, **AdvertiseCast**
- **Korri Kolesa**, Chief Revenue Officer, **Veritonic**

For more information on the IAB Podcast Upfront, which is taking place virtually on May 10-12, 2022, please visit [www.IAB.com](http://www.IAB.com).

### 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](http://libsyn.com) or [investor.libsyn.com](http://investor.libsyn.com) for more company information.

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