

Libsyn Celebrates One Year Anniversary of AdvertiseCast Acquisition & Unveils May 2022 Podcast Advertising Rates

PITTSBURGH, June 1, 2022 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, celebrates the one year anniversary of its acquisition of the industry’s premier podcast advertising marketplace, [AdvertiseCast](#). Libsyn also released its May 2022 Podcast Advertising Rates, including highest CPM categories.

Libsyn acquired AdvertiseCast on June 4, 2021. Since the acquisition, AdvertiseCast has accelerated Libsyn’s advertising growth trajectory. The AdvertiseCast tech stack has enabled the business to grow both rapidly and profitably. With the addition of [Podcast Ad Reps](#) (PAR) earlier this year, advertising now represents a significant revenue stream for the business. AdvertiseCast reported \$12 million in revenue in calendar year 2020 and exceeded the earn-out target of \$18M in revenue in calendar year 2021.

With its growing network of podcasts, the AdvertiseCast marketplace empowers creators to monetize their audio and video content and offers advertisers the unique opportunity to access highly sought-after podcast advertising inventory. As of May 2022, the marketplace includes more than 2,900 shows, with over 210 exclusive podcasts, and more than 740 active advertisers over the last 12 months. Total show count on AdvertiseCast has increased 15% in the first quarter of 2022 and the number of exclusive shows has experienced a 92% year-over-year uptick.

“Libsyn’s AdvertiseCast is celebrating a pivotal milestone – and with industry forecasts pointing to significant podcast advertising growth ahead, we’re paving the way in rolling out new innovations and robust insights — and with greater transparency for our advertisers,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast. “New capabilities in podcast advertising makes the medium even more compelling for brands of all sizes to harness the power of podcasting in connecting with diverse listeners and driving measurable outcomes.”

Per the [PwC / IAB U.S. Podcast Advertising Revenue Report](#), podcast advertising revenues is forecasted to exceed \$2B in 2022 and almost triple by 2024 to over \$4B. To meet the growing advertiser demand, Libsyn’s AdvertiseCast is continually investing in its platform and tools to empower brands to effectively target and reach a burgeoning and coveted podcast audience.

The AdvertiseCast April 2022 Podcast Advertising Rates

The following rates, which are denoted as cost per thousand or CPM, are published monthly by Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. The Company released the figures to empower the two communities to readily monitor market pricing and provide greater insight into podcasting advertising as a monetization vehicle. The data is derived from actual sales data across AdvertiseCast’s network of more than 2,900-plus shows, including over 210 exclusive podcasts.

For May 2022, the **average CPM rate** was \$23.77 for a 60-second ad spot.

The **three highest CPM categories** in May based on delivered advertising were:

- Business: \$28
- Technology: \$26
- Kids and Family: \$26

Historical monthly CPM rates can be found on AdvertiseCast’s website at: www.advertisecast.com/podcast-advertising-rates.

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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