

Libsyn Experts Talk Podcasting Growth and Monetization Insights and Opportunities at Podfest Expo 2023

PITTSBURGH, January 23, 2023 – [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, today announced its sponsorship of and presence at [Podfest Expo 2023](#). Company leaders, including **Rob Walch**, Libsyn Vice President of Platform Partnerships and Podcast Hall of Fame inductee; **Dave Jackson**, Head of Podcast Education, Podcast Hall of Fame inductee, and Founder of The School of Podcasting; **Yvette Menase**, Libsyn Principal Product Manager; and **Bryan Green**, Libsyn’s AdvertiseCast Director Of Audience Development and Host of The Commercial Break podcast, will take the stage for in-depth presentations and panels at the conference.

Join Libsyn luminaries as they share insights into everything from the state of podcasting and monetization strategies to driving discoverability and fueling audience growth.

| DATE + TIME | LOCATION | SESSION OVERVIEW | SPEAKERS |
|---------------------------|----------------------|--|--|
| Friday, January 27 | | | |
| 11:25 – 11:55 a.m. | Peninsula 7 | TOWN HALL - Monetizing Outside of Dynamic Ad Insertion (DAI) DAI allows podcasters to monetize their content by inserting an ad within a podcast episode – pre-roll (beginning), mid-roll (middle), or post-roll (end). But what are other forms of podcast monetization available to creators outside of DAI? Attend this session to learn more. | <ul style="list-style-type: none"> ▪ Glenn the Geek ▪ Hala Taha, YAP Media + YAP Media Network ▪ Bryan Green, Libsyn’s AdvertiseCast + The Commercial Break podcast |
| 12:00 - 1:00 p.m. | Expo Hall Main Stage | LUNCH 'N LEARN (requires ticket or VIP upgrade) - The State of Podcasting 2023 This session will dive deeper into the key metrics inside the podcasting space. Walch will bust some myths, give you a realistic look at the important numbers and data points, and explain why they matter. For example, there are not 4.7 million podcasts. Walch will also review viable ways to promote your podcast, realistic download goals for shows, and where most audiences are downloading podcasts from. | <ul style="list-style-type: none"> ▪ Rob Walch, Libsyn |
| 1:15 - 1:45 p.m. | Peninsula 3 | CREATOR: AUDIENCE GROWTH - Six Reasons Your Show Isn’t Growing You’ve launched your podcast and you’ve been consistent in publishing, but your show isn’t growing as hoped. In this session, Jackson will provide actionable steps (many of them free!) that will have your downloads going up. Don’t work harder, work smarter as it relates to your promotional efforts, and get your show GROWING! | <ul style="list-style-type: none"> ▪ Dave Jackson, Libsyn |



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| 4:15 - 4:45 p.m. | Expo Hall Main Stage | <p>PODCAST INDUSTRY PANEL</p> <p>This must-attend session will explore the growth and opportunities set to shape the podcast industry in 2023, giving you the chance to stay ahead of the curve, and position your show for success. This panel of experts will offer valuable insights on how to increase visibility and shareability to drive discovery, as well as discuss the latest trends and strategies for success in the world of audio content. Among the top takeaways to expect:</p> <ul style="list-style-type: none"> Discover the growth and opportunities set to shape the podcast industry in 2023 Learn how to increase visibility and shareability to drive discovery Get insights into the latest trends and strategies for success in audio content | <ul style="list-style-type: none"> Yvette Menase, Libsyn Rodger Cloud, Cloud Microphones Rob Greenlee, Podbean Jessica Kupferman, ShePodcasts Vinnie Potestivo, ihaveapodcast.com |
| Saturday, January 28 | | | |
| 2:00 - 2:30 p.m. | Peninsula 2 | <p>CREATOR: PANEL TRACK - Comedy Panel</p> <p>Yes, there are a lot of serious podcasts out there. Political podcasts. Historical deep-dives. Tech and science-driven content. But there's a whole market out there for audiences who just want to laugh – and we mean really laugh. This panel discussion features creators who are at the helm of comedy podcasts that will have you in stitches.</p> | <ul style="list-style-type: none"> Bryan Green, Libsyn's AdvertiseCast + The Commercial Break podcast Scott Edwards, Standup Comedy: Your Host & MC podcast Jeffrey Dwoskin, Live From Detroit: The Jeff Dwoskin Show podcast Alison Burns, 10K Dollar Day podcast Lulu Picart, 10K Dollar Day podcast |
| 3:30 - 4:00 p.m. | Peninsula 1 | <p>CREATOR: TECH TRACK - Partnering for Success: Tips and Strategies for Independent Podcasters</p> <p>As your podcast grows in popularity, you may consider partnering with other organizations or individuals to take your show to the next level. But where do you start? In this panel, consisting of some of the largest indie podcasters, we'll delve into the who, what, when, where, and why of finding partnerships for your podcast to allow you to focus on what you do best: creating. The discussion will cover topics such as identifying potential partners, pitching your show to them, and negotiating mutually beneficial agreements. Whether you're just starting to think about partnerships or you're well on your way to securing them, this panel will provide valuable insights and practical tips for taking your podcast to new heights.</p> | <ul style="list-style-type: none"> Bryan Green, Libsyn's AdvertiseCast + The Commercial Break podcast Katie Krimitsos, Women's Meditation Network Gary Arndt, Everything Everywhere Daily podcast David Segura, Glassbox Media |

For more information on the Podfest Expo, which is taking place at the Renaissance Orlando at SeaWorld® in Orlando, Florida on January 26-29, 2023, please visit <https://podfestexpo.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 2021, the Company hosted over 75,000 shows with 5.8 million podcast episodes and delivered over 6 billion downloads to listeners globally. Libsyn’s [AdvertiseCast](#) marketplace combines an industry-leading ad buying and management platform with full-service capabilities that make it easy for podcast advertisers to initiate and manage highly targeted and

measurable campaigns on over 3,000 shows. Based in Munich, Germany, Libsyn's [Julep Media](#) platform is the leading podcasting hosting platform and advertising marketplace in Europe. Libsyn also powers podcast membership platform, [Glow](#), and web hosting platform, [Pair Networks](#). Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

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Media Contacts:

Ray Yeung + Nancy Zakhary | ray@relev8.co + nancy@relev8.co

