

Libsyn Experts Talk Podcasting Monetization and Measurement Insights and Opportunities at Podcast Movement Evolutions 2023

PITTSBURGH, March 8, 2023 – [Liberated Syndication Inc.](https://www.liberatedsyndication.com) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, today announced its sponsorship of and presence at [Podcast Movement Evolutions](#).

Company leaders, including **Dave Hanley**, Libsyn’s AdvertiseCast Chief Revenue Officer; **Trevr Smithlin**, Libsyn’s AdvertiseCast Chief Innovation Officer and Head of Publisher Relations; **Rob Walch**, Libsyn Vice President of Platform Partnerships and Podcast Hall of Fame inductee; **Dave Jackson**, Libsyn Head of Podcast Education, Podcast Hall of Fame inductee, and Founder of The School of Podcasting; **Marques Pfaff**, Libsyn’s AdvertiseCast Director of Ad Operations; **Bryan Green**, Libsyn’s AdvertiseCast Director of Audience Development and Host of The Commercial Break podcast; and **Reggie Risseuw**, Libsyn’s AdvertiseCast Operation Manager will take the stage for in-depth presentations and panels at the conference. Join these Libsyn luminaries as they share insights into everything from **podcast monetization and attribution strategies to podcast analytics and audience insights**.

Also, Libsyn is hosting a **Speaker & Sponsor Reception** on Wednesday, March 8 at 5:00 p.m. PT. All Podcast Movement Evolutions speakers and sponsors are welcome to attend.

| DATE + TIME | LOCATION | SESSION OVERVIEW | SPEAKERS |
|---------------------------|--------------------------------------|--|--|
| Wednesday, March 8 | | | |
| 11:00 - 11:45 a.m. | Industry Stage 2 (Pavilion 11) | How to tell if a Podcasts "Stats" are BS There are more and more reports of individuals and large companies fabricating the numbers of shows. Looking at ratings and reviews is worthless. And there is no central location for stats in podcasting. If you are looking to do a deal with a podcast, how do you know if the show's numbers are real? There are things you can look for and ask for that can put your mind at rest. This session will go over different signs to look for to see if someone is artificially raising their numbers. Stats fraud hurts the whole industry, and this session will help you from becoming a victim. | <ul style="list-style-type: none"> Rob Walch, Libsyn |
| 5:00 - 6:00 p.m. | Industry Stage - North (Pavilion 11) | Speaker & Sponsor Reception, presented by Libsyn With the help of our friends at Libsyn, we thank the speakers and sponsors for making Evolutions possible. Enjoy drink tickets on Libsyn, plus a great time with your fellow Evolutions delegates! | |
| Thursday, March 9 | | | |
| 1:00 - 1:45 p.m. | Podcaster Profit Stage (Pavilion 1) | Should I Make That Network Move? Libsyn's AdvertiseCast will host a roundtable discussion on the evolving ad network landscape, contract negotiations, traffic minimums, due diligence requirements, and overall expectations when looking for a new network. As the industry evolves and the economy changes, networks and creators are looking for meaningful long-term business relationships that focus on profits and stability. Join AdvertiseCast CRO Dave Hanley, CIO Trevr Smithlin, and a guest creator as they discuss all you need to know, answer your questions, and set expectations. | <ul style="list-style-type: none"> Bryan Green, Libsyn's AdvertiseCast Dave Hanley, Libsyn's AdvertiseCast Trevr Smithlin, Libsyn's AdvertiseCast |
| Friday, March 10 | | | |

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|---------------------------|--|--|--|
| <p>10:00 - 10:45 a.m.</p> | <p>Podcaster Profit Stage (Pavilion 1)</p> | <p>What's a Pixel? And What Do I Do With It When I Get It? This session will be focused on the evolution of attribution pixels in podcasting and the unique challenges faced by publishers with regards to implementation. (Note: This is not a technical overview of pixels, but rather a lay person's explanation of the key players and what they do.) Over the last 2-3 years, the attribution landscape has undergone a significant number of changes. What does that mean for the publishers? With a variety of new players entering the space, who should publishers be working with and what can they expect with regards to how advertisers are using pixels and the data they supply? In our experience, there's a wide range of understanding amongst publishers – some have yet to use pixels in any form or fashion, while others have been using them for years. With more and more advertisers requiring attribution as a mandatory component of any campaign, it's imperative for publishers to understand the basics.</p> | <ul style="list-style-type: none"> ▪ Reggie Risseeuw, Libsyn's AdvertiseCast ▪ Marques Pfaff, Libsyn's AdvertiseCast |
| <p>11:00 - 11:45 a.m.</p> | <p>Beginner Stage (Ballroom A)</p> | <p>Above Your Hosting Stats: 5 Additional Sources to Help You Understand Your Audience In this session, you will look at additional stats from Spotify, Google, Stitcher, Apple, and Google Analytics to help you understand what is working (and not) with your content. While your media host provides download, geographic, and app usage statistics, these resources allow you to see how far people listen, how many subscribe/follow, and more. Find out how to access and understand this magical data.</p> | <ul style="list-style-type: none"> ▪ Dave Jackson, Libsyn |

For more information on the Podcast Movement Evolutions, which is taking place at the Westgate Las Vegas Resort & Casino in Las Vegas, Nevada on March 7-10, 2023, please visit <https://evolutions.podcastmovement.com/>.

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading all-in-one podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio content. In 2022, the Company hosted over 75,000 shows and delivered over 8 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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