

Backyard Ventures Join Forces with Libsyn's AdvertiseCast to Provide Podcast Creators with Programmatic 'Automatic Ads' Solution

PITTSBURGH, March 15, 2023 – [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, today announced a strategic deal between Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters, and [Backyard Ventures](#), a full-service partnerships business for creators. The collaboration is designed to ensure Backyard Ventures' roster of creators maximize the full potential of their content with the addition of Libsyn's Automatic Ads, a programmatic advertising solution.

Austin-based Backyard Ventures specializes in connecting its clients with premium brand partners. The company supports brand development and revenue generation across podcasts, social media, video, and newsletters, and represents such notable podcast creators as Ryan Holiday, A Little Bit Culty, Boss Babe Podcast, Chasing Excellence, and Granger Smith. The Libsyn partnership enables those creators to access the flexibility and speed of programmatic buying and build a revenue stream from their podcast with little to no additional effort.

Libsyn's Automatic Ads allow creators to monetize their podcast by dynamically inserting ads. The automatic ads solution lets creators to choose where they want their ads to run – pre-roll, mid-roll, or post-roll. Unlike live reads, Automatic Ads are just that – automatic – not a permanent part of a podcast. They are inserted in real-time and even allow creators to monetize their back catalog. For brands, Automatic Ads enables contextual relevance, buying efficiency, and dynamic insertion, allowing advertisers to reach high-value audiences with relevant messages.

Matt Cisneros, Founder of Backyard Ventures, said, “Since day one, Backyard Ventures has been fully focused on creating the most opportunities and revenue for our clients and this partnership with Libsyn further solidifies our efforts. Our roster of clients is the lifeline of this business and offering a programmatic partnership will only aid our efforts in offering premium service.”

“Backyard Ventures is a fast-growing independent entity with a strong leadership team that has a great eye for high quality shows. Our new pilot partnership is focused on developing effective monetization efforts for a select group of their podcast clients,” said Dave Hanley, Chief Revenue Officer, Libsyn's AdvertiseCast. “We're looking forward to pushing the boundaries of what programmatic podcast advertising is capable for both Backyard Ventures' burgeoning roster of creators and the brands that are leveraging podcasts as part of their marketing mix.”

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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