

Libsyn, “Lore” Podcast, ABC News’ “Start Here” Podcast & The Trade Desk Reveal the Winning Podcast Advertising Playbook at Advertising Week New York 2023

PITTSBURGH, October 11, 2023 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, announced its presence at [Advertising Week New York 2023](#) (#AWNewYork23), a confab that brings together the brightest minds in marketing, advertising, media, and technology.

Join Libsyn, “Lore” Podcast, ABC News’ “Start Here” Podcast, and The Trade Desk on October 18, 2023, at 4:50 p.m. EDT on the Tech Lab stage for our “The Winning Podcast Advertising Playbook from Iconic Creators & Brands” session. This session aims to equip brands and agencies with insights to navigate the intricate world of podcast advertising – from programmatic to AI, addressing brand safety and suitability, the convergence of podcast audio and video, exploring new ad opportunities with a budding demographic of engaged young listeners, and more.

SESSION: The Winning Podcast Advertising Playbook from Iconic Creators & Brands
Wednesday, October 18, 2023 | 4:50 p.m. EDT | The Tech Lab

Podcasting has reached a pivotal moment. Its meteoric rise in popularity has attracted a diverse, younger audience, making it a premier destination for advertisers seeking intimate, captivating storytelling. This surge in engagement, powered by innovations like programmatic buying, is reshaping podcast advertising into a dynamic, measurable and valuable media channel. Amidst this explosive growth, the podcast advertising landscape remains highly complex and fragmented for brands and marketers to navigate.

Get ready for an engaging and enlightening session with award-winning, critically acclaimed podcasts, along with a top media-buying platform, to gain actionable insights on ways to simplify podcast advertising. We’ll dive into topics like inventory quality, big cross-publisher programmatic ad buying, targeting strategies and measurement approaches that drive performance outcomes. Don’t miss the opportunity to discover the one-two punch of programmatic plus host-read in the winning podcast advertising playbook!

Key Takeaways:

- **Unlock the Potential:** Explore the podcast advertising strategies that have propelled Libsyn AdvertiseCast’s exclusive creators to success.
- **Lessons Learned from Creators & Advertisers:** Gain firsthand insights from creators and advertisers on how they’re harnessing host-read, dynamic, auto, and even video ads to drive audience growth and deliver outstanding results for advertisers.
- **Navigate the Landscape:** Learn how to navigate the intricate and fragmented world of podcast advertising, equipping yourself with the knowledge to thrive in this dynamic medium.

Moderator:

- **Dave Hanley**, Chief Revenue Officer, Libsyn AdvertiseCast

Speakers:

- **Aaron Mahnke**, Creator & Producer, “Lore” Podcast
- **Brad Mielke**, Host/Managing Editor, “Start Here” Podcast, ABC News
- **Tomas Rodriguez**, Senior Director, Emerging Channels, The Trade Desk

For more information on Advertising Week New York 2023, which is taking place between October 16-19, 2023 at THE PENN DISTRICT, located at 100 West 33rd Street in New York City, please visit <https://advertisingweek.com/event/awnewyork-2023/>.

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.

#

Media Contacts: Ray Yeung + Nancy Zakhary | ray@relev8.co + nancy@relev8.co
Investor Contact: investor@libsyn.com
