

## Libsyn's AdvertiseCast Signs New Exclusive Ad Partnership with Big IP Media

**PITTSBURGH, October 31, 2023** – [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, announces an exclusive advertising agreement between Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters, and podcast studio [Big IP Media](#) for four popular reality-TV podcasts:

- [No Filter with Zack Peter](#) is a reality-TV stalwart that recently expanded from three to four episodes a week. The show has featured guests from *Vanderpump Rules*, *Real Housewives of New Jersey* and *Selling the OC*. Host Zack Peter has appeared on Bravo shows and is the first voice you hear in the trailer for the upcoming season of *Real Housewives of Beverly Hills*.
- [Daily Dose of Dana](#) has had a meteoric rise since launching in early 2023, spending time in the top 10 on both Apple Podcasts' and Spotify's film and TV charts. Host Dana Bowling covers up-to-the-minute reality TV and celebrity news five days a week on the podcast, and her devoted pack of Dosers are sprawled across Apple Podcasts, Spotify, YouTube, TikTok and Facebook.
- [BravBros](#), which launched in 2022 and recently celebrated its 100th episode, has become a favorite podcast among Bravo talent like *Real Housewives of Beverly Hills*' Sutton Stracke and *Vanderpump Rules*' Kristen Doute. Hosts Steel Russell and Sean “Shooter” Morrison bring their uniquely male perspective to covering Bravo originals with deadpan, often blunt humor.
- [Pop Apologists](#), which recently celebrated 3 million downloads, has found a cult following among 23-34-year-old women. Sisters Lauren Atkinson and Chanler Bledsoe delight listeners with antics from their daily lives and Ph.D.-level analysis of Bravo shows and celebrity gossip. The show punches well above its weight on Patreon with 15% of their audience — 5x the industry standard — paying for weekly bonus episodes.

**Rick Selah**, SVP of Content Partnerships at Libsyn's AdvertiseCast, said: “Big IP Media is becoming a powerhouse in film and TV coverage. I know a lot of what they have in development, and we're excited about the company's growth trajectory.”

**Scott Porch**, founder of Big IP Media added: “Reality TV is a huge and growing part of the podcast ecosystem, and I'm ecstatic to be in that space with dynamic, personable hosts who know the territory.”

Libsyn's AdvertiseCast is the exclusive provider of podcast advertising for Big IP Media's *The John Campea Show*, *Dan Murrell Podcast*, *Happy Sad Confused*, *Star Wars Explained*, and *Sean Chandler Explains Movies* as part of a two-year output deal that began in June 2023. The partnership leverages AdvertiseCast's host-read and Automatic Ads solutions.

Big IP Media has grown steadily since launching in 2020, helping numerous YouTube channels expand into the podcast space and gain access to major podcast advertisers like Athletic Greens and Hello Fresh. The studio plans to announce a handful of new projects in the coming months.

Libsyn's AdvertiseCast empowers brands to effectively target and reach a fast-growing podcast audience and helps creators monetize their audio and video content across podcast platforms and YouTube. The marketplace combines an industry-leading ad-buying and management platform with full-service capabilities that makes it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns, while providing maximum return for creators.

For more information or to advertise on Big IP Media podcasts, please reach out to [sales@advertisecast.com](mailto:sales@advertisecast.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.

#### **About Big IP Media**

Big IP Media is a content studio that helps creators develop, distribute, promote, and monetize their content across YouTube and podcast platforms. Founder Scott Porch is an attorney and journalist who formerly reported on the TV business for the New York Times, Decider and Fast Company. Big IP has a podcast output deal with Libsyn's AdvertiseCast and is represented by attorney Lee Goldberg of Frankfurt Kurnit Klein & Selz.

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