

Libsyn, MediaHub & Podscribe Take the Stage at IAB Ad Lab's "Day of Learning - Audio" Event

PITTSBURGH & NEW YORK, October 31, 2023 – Today, [Liberated Syndication Inc.](#) ("Libsyn"), the leading all-in-one podcasting platform for creators and advertisers, announced its presence at [IAB Ad Lab's "Day of Learning – Audio,"](#) an event designed to hear from leaders in the podcasting space and explore podcast advertising strategies to increase the effectiveness of advertiser media budgets.

Join Libsyn's AdvertiseCast, MediaHub, and Podscribe on November 2, 2023 at the virtual IAB event, whether virtually or in person by invitation, as we explore the sound of innovation in action across one of the most actively consumed channels in media: podcasts. The half-day event kicks off at 9:00 a.m. with an in-person networking breakfast, and then pivots at 9:30 a.m. to live and virtual sessions that aim to identify advancements in addressability, programmatic buying and selling, contextual targeting, and attribution and measurement that should be added to marketer's toolkits. Following the sessions, there will be a panel discussion scheduled from 12:00 to 12:30 p.m.

SESSION: Buying High-quality Long-tail: Leveraging Technology to Enhance Audience Targeting
Thursday, November 2, 2023 | 9:45 a.m. - 10:15 p.m. EDT | IAB Ad Lab

Podcasting's 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. In this session, we will discuss how many buyers miss the opportunity to buy high-quality long-tail podcasts. We will touch on the advantages of investing in this space – the heart of podcasting – for improved cut-through. We will delve into the importance of frequency capping and extending audience reach, as well as the latest technologies that are being leveraged to find the right shows for your audience.

Speakers:

- **Chris Bowlby**, Head of Brand Partnerships, Libsyn AdvertiseCast
- **Pete Birsinger**, CEO & Founder, Podscribe
- **Jacob Schwartz**, Associate Media Director, National Audio Investments, MediaHub

RSVP: To register for IAB Ad Lab's "Day of Learning - Audio" virtual event, please visit: <https://www.iab.com/events/day-of-learning-audio/>.

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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