

Libsyn Leaders Unveil Podcasting Insights & YouTube Strategies at Podfest Expo 2025

Celebrate Podcasting Pioneers at the 2025 Podcast Hall of Fame Induction Ceremony & Join Libsyn in the Exhibit Hall at Booth #45

DENVER, January 13, 2025 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading podcasting platform for creators and advertisers, announced its sponsorship of and presence at [Podfest Expo 2025](#), as well as the title sponsor of the 2025 Podcast Hall of Fame induction ceremony. Libsyn’s participation in this premier event for podcasters and digital creators underscores its commitment to supporting independent voices and celebrating those who have made significant contributions to the podcasting space.

Libsyn leaders, including **Rob Walch**, Libsyn’s Vice President of Enterprise & Platform Partnerships, and a Podcast Hall of Fame inductee; and **Brian Cottingham**, Libsyn’s Video Designer & Editor, will take the stage for in-depth presentations at the conference. These luminaries will share insights into the state of podcasting, including real data and strategies for podcast promotion, as well as practical tips for leveraging YouTube to enhance visibility for both video and audio-only podcast creators.

Podfest Expo, in collaboration with Libsyn, will also host the [2025 Podcast Hall of Fame induction ceremony](#). Now in its 7th year, the Hall of Fame honors some of the most influential voices in the podcasting industry, including **Lance Anderson, Chris Christensen, Twila Dang, George Hrab, Chris Krimitsos, Jessica Kupferman, Lou Mongello, Tim Street, Maria Thomas, Tom Webster, and Dave Mansueto**, co-founder of Libsyn. Dave’s vision helped shape the podcasting landscape, and his contributions have propelled Libsyn to proudly celebrate 20 years of innovation and leadership in the industry.

The induction ceremony, hosted by **John R. Miles**, award-winning author and host of the Passion Struck Podcast, will be held on Friday, January 17, 2025, from 7:00 to 9:00 p.m. ET in the main keynote event ballroom at the Renaissance Hotel at SeaWorld. Tickets are available for \$49 and can be purchased [here](#), and the event will be available on-demand [here](#) beginning Sunday, January 19.

Visit Libsyn at **booth #45** of the exhibit hall, to experience and learn more about the leading integrated podcasting engine that empowers creators to host, distribute, monetize, amplify, and measure their audio and video content.

DATE + TIME	LOCATION	SESSION OVERVIEW	SPEAKERS
Thursday, January 16			
3:15 – 3:45 p.m.	EXPO FLOOR	The importance of telling your story (panel)	Rob Walch
Friday, January 17			
12:00 - 1:00 p.m.	PENINSULA 4 (VIP & Lunch Passes Only)	The State of Podcasting 2025 This session will go over real numbers from inside the podcasting space. It will break down some myths and give you a realistic look at numbers and data. This session will go over viable ways to promote your podcast and what the real numbers are for downloads for most shows. Do you want to know where most people are downloading podcasts? Then this is the session for you!	Rob Walch
Saturday, January 18			
2:45 - 3:15 p.m.	PENINSULA 6	YouTube and Podcasting DEMYSTIFIED: Practical Strategies for Video and Audio-Only Podcasters. This session will lay out the current state of podcasting as it pertains to the inclusion of YouTube. It will feature tips and techniques for audio only and video podcasters to set up their YouTube accounts, gain familiarity with YouTube studio/analytics, and define best practices for gaining the most visibility within the platform.	Brian Cottingham



For more information on Podfest Expo 2025, which is taking place between January 16-19, 2025 at Renaissance Orlando at SeaWorld in Orlando, Florida, please visit podfestexpo.com.

About Liberated Syndication

Celebrating our 20th year in podcasting, Liberated Syndication Inc. ("Libsyn") is the leading podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio and video content. The Company hosts more than 70,000 shows and delivers over 2.5 billion downloads annually to listeners globally. [Libsyn Ads](#) offers industry-leading podcast advertising solutions, serving as a comprehensive ad buying and management offering for creators, advertisers, and agencies to initiate and manage highly targeted campaigns across thousands of shows. Visit libsyn.com or investor.libsyn.com for more information on the Company and the platforms that it powers.

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