

## Unlocking Podcast Advertising, Audience Targeting & Video Insights: Hear from Libsyn Experts at Podcast Movement Evolutions 2025

**March 26, 2025** – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading podcasting platform for creators and advertisers, announced its sponsorship of and presence at [Podcast Movement Evolutions 2025](#). Attendees can visit **booth #202** in the exhibit hall to explore what’s new with Libsyn and learn how it empowers creators and advertisers with cutting-edge tools for podcasting success. As the industry pioneer with deep-rooted expertise in podcast hosting, monetization, and analytics, Libsyn will also present a powerhouse lineup of expert-led sessions on the latest trends shaping the industry, from audience targeting and video podcasting to international expansion and advertising innovation.

Attendees can connect with Libsyn luminaries and thought leaders, including **Anthony Savelli** (EVP, Sales), **Stephen Pickens** (EVP, Sales), **Stephen Perlstein** (SVP, Publishing), **Rob Walch** (Podcast Hall of Fame inductee & VP, Podcaster Relations), **Brooke Collins** (National Sales Director), **Karen White** (Ad Operations Director), **Bob Kane** (Country Director, Canada), **Brian Cottington** (Video Designer & Editor), and **Mathew Passy** (LibsynPro Customer Care Specialist).

They will lead discussions on key topics such as uncovering the truth behind podcast advertising, mastering audience targeting in digital audio and streaming, harnessing the power of video podcast monetization, cracking the code on YouTube analytics to drive podcast growth, and understanding the growing podcast market in Canada. Each session will offer actionable insights designed to help podcasters and advertisers maximize their reach and revenue.

DATE + TIME	LOCATION	SESSION OVERVIEW	SPEAKERS
<b>Tuesday, April 1, 2025</b>			
1:45 - 2:15 p.m.	Podcaster: Profit Stage (inside Expo)	<a href="#">Uncensored - Podcast Advertising Questions You're Too Afraid to Ask Buyers</a>	<ul style="list-style-type: none"> <li>- Anthony Savelli, EVP, Sales, Libsyn</li> <li>- Stephen Pickens, EVP, Sales, Libsyn</li> <li>- Bart Roselli, SVP, Growth, Veritone One</li> <li>- Taylor Bradbury, Media Director, Ad Results Media</li> <li>- Adam McNeil, SVP, Client Services, Adopter Media</li> </ul>
1:45 - 2:15 p.m.	Industry Stage: W175 (Bottom level)	<a href="#">Audience Targeting Campaigns, Podcast vs Streaming</a>	<ul style="list-style-type: none"> <li>- Brooke Collins, National Sales Director, Libsyn</li> <li>- Karen White, Director, Ad Operations, Libsyn</li> </ul>
2:00 - 2:30 p.m.	Video Village (in Foyer)	<a href="#">Unlocking YouTube Analytics for Podcast Success</a>	<ul style="list-style-type: none"> <li>- Stephen Perlstein, SVP, Libsyn</li> </ul>
2:30 - 3:00 p.m.	Industry Stage: W175 (Bottom level)	<a href="#">Skate To Where the Puck Is Going To Be: Don't Miss Out on Canada</a>	<ul style="list-style-type: none"> <li>- Bob Kane, Country Director, Canada, Libsyn Ads</li> <li>- Paul Riismandel, President, Signal Hill Insights</li> <li>- Sarah Burke, Founder / Executive Producer / Host, Women in Media Network</li> <li>- Heather Gordon, Managing Director, Canada, Acast</li> <li>- Karyn Pugliese, Co-Host, Auntie Up!</li> </ul>
<b>Wednesday, April 2, 2025</b>			
11:45 a.m. - 12:15 p.m.	Podcaster: Grow Stage (inside Expo)	<a href="#">Podcast Analytics That Matter: What to Track and Why</a>	<ul style="list-style-type: none"> <li>- Rob Walch, VP, Podcaster Relations, Libsyn</li> </ul>
11:45 a.m. - 12:15 p.m.	Video Village (in Foyer)	<a href="#">YouTube, Ads, and Beyond: The Rise of Video Podcast Dollars</a>	<ul style="list-style-type: none"> <li>- Anthony Savelli, EVP, Sales, Libsyn</li> <li>- Stephen Pickens, EVP, Sales, Libsyn</li> </ul>

3:15 - 3:45 p.m.	Podcaster: Create Stage (inside Expo)	<a href="#">Studio On A Budget</a>	- Mathew Passy, LibsynPro Customer Care Specialist, Libsyn
<b>Thursday, April 3, 2025</b>			
10:30 - 11:00 a.m.	Video Village (in Foyer)	<a href="#">Video Podcasting on a Budget: Quality Content Without Breaking the Bank</a>	- Brian Cottington, Video Designer & Editor, Libsyn

For more information on Podcast Movement Evolutions 2025, which is taking place between March 31-April 3, 2025 at the Hyatt Regency McCormick Place in Chicago, Illinois, please visit <https://evolutions.podcastmovement.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](https://libsyn.com) or [investor.libsyn.com](https://investor.libsyn.com) for more information on the Company and the platforms that it powers.

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