

Acast enters partnership with Magnite to expand programmatic podcast advertising

The collaboration brings Acast's 1 billion quarterly podcast listens to a wider array of demand sources, making its premium podcast advertising inventory more efficiently and extensively accessible globally.

Acast today announces a global partnership with Magnite (NASDAQ:MGNI), the world's largest independent sell-side advertising platform. This strategic collaboration will make Acast's extensive premium podcast inventory - encompassing more than 140,000 podcasts that generate more than 1 billion listens quarterly - available to advertisers via Magnite's infrastructure.

This partnership enhances the global accessibility of podcast advertising inventory, and directly addresses the increasing demand from media buyers for streamlined, unified access to audio advertising alongside digital video formats. By integrating Acast's podcast inventory into Magnite's platform, advertisers can now seamlessly plan and execute omnichannel campaigns across podcasts, Connected TV (CTV), and online video (OLV) from a single interface.

The collaboration leverages a multi-faceted programmatic approach, including Programmatic Guaranteed (PG) and Private Marketplace (PMP deals). This broader access is expected to drive enhanced campaign performance for brands, while simultaneously opening new demand sources and monetization opportunities for Acast's vast network of creators.

"We're seeing a significant shift as more advertisers strategically incorporate podcasts into their multichannel campaigns. Our partnership with Magnite is pivotal, enabling media buyers to seamlessly access our premium podcast inventory and precisely connect with highly engaged listeners, all while driving powerful new monetization avenues for our creators" says Greg Glenday, CEO at Acast.

For more information

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About Acast

Since 2014, Acast has been creating the world's most valuable podcast marketplace, building the technology which connects podcast creators, advertisers and listeners. Its marketplace spans over 140,000 podcasts, 3,300 advertisers and one billion quarterly listens. Crucially, those listens are monetized wherever they happen - across any podcasting app or other listening platform.

The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market (ACAST.ST). Certified Adviser is FNCA Sweden AB, info@FNCA.se.

About Magnite

We're Magnite (NASDAQ: MGNI), the world's largest independent sell-side advertising company. Publishers use our technology to monetize their content across all screens and formats including CTV, online video, display, and audio. The world's leading agencies and brands trust our platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month. Anchored in bustling New York City, sunny Los Angeles, mile high Denver, historic London, colorful Singapore, and down under in Sydney, Magnite has offices across North America, EMEA, LATAM, and APAC.

Attachments

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