

# Acast introduces Interchangeable Ad Slots to increase marketplace capacity and sellability of inventory

**Acast has pioneered a new method for ad delivery - Interchangeable Ad Slots - which increases the capacity of Acast Marketplace and the sellability of inventory. This innovative solution for ad delivery automation increases Acast marketplace capacity by more than 10 percent.**

Previously, podcast ad slots were reserved for only one type of advertising message - a sponsor read from the podcast host themselves or pre-recorded ads from different brands.

Interchangeable Ad Slots allow Acast to automatically detect if a sponsor read slot has not been sold on a show, and instantly override the setting to deliver an ad in its place instead. This increases the inventory available to advertisers and ensures fewer ad slots go unsold.

Acast has been trialing Interchangeable Ad Slots with a group of creators for some time and will now roll it out across its network. These early tests have seen the feature increase the capacity of Acast's marketplace by more than 10 percent.

"We're continually exploring product enhancements to increase the value proposition of our marketplace to advertisers and, in turn, earnings potential for our podcast creators. Interchangeable Ad Slots allow us to pursue our mission of building the most valuable podcasting marketplace in a scalable, automated way" says Ross Adams, CEO of Acast.

## For more information

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Emily Villatte, CFO and Deputy CEO, Acast  
Tel: +46 76 525 0142  
E-mail: [emily.villatte@acast.com](mailto:emily.villatte@acast.com)

Ross Adams, CEO, Acast  
E-mail: [ross@acast.com](mailto:ross@acast.com)

## Investor Relations:

Annika Billberg  
Tel: +46 70 267 97 91  
E-mail: [annika.billberg@acast.com](mailto:annika.billberg@acast.com)

Patrick Elo  
Tel: +46 70 427 25 45  
E-mail: [patrick.elo@acast.com](mailto:patrick.elo@acast.com)

## About Acast

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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 92,000 podcasts, 2,300 advertisers and 400 million monthly 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).

## Attachments

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