

Acast Releases Largest Self-Serve Inventory of Host-Read Sponsorships on Podcasts for Media Buyers

Expansion of Acast's self-serve podcast advertising platform enables advertisers to browse and buy host-read sponsorships across the entire Acast Marketplace.

Today Acast announced the launch of host-read sponsorships on its self-serve podcast advertising platform. Now, advertisers can book sponsorship campaigns read by podcast hosts themselves across the entire Acast Marketplace using the self-serve platform. Previously the platform only allowed media buyers to book pre-recorded podcast ad campaigns.

"We have experienced significant success with our self-serve platform since its Q4 2022 launch. With the addition of host-read sponsorships on the platform, we can further optimize our vast inventory of 100,000 shows. By automating the ad-buying process, we create higher cost efficiency, favorable conditions for revenue growth at Acast and more opportunities for advertisers to engage with high value podcast audiences." said Ross Adams, CEO at Acast.

The news marks Acast as the largest podcast network to offer an option for self-service browsing of podcast sponsorships. Additionally, it enables advertisers to use the self-serve platform to buy sponsorships from the biggest titles in podcasting including *WTF with Marc Maron*, *Shagged*, *Married*, *Annoyed*, *The Higher Ground Network*, and more.

Traditionally, podcast sponsorships have been bought manually through an ad sales representative or through the podcaster directly. Acast's self-serve advertising platform introduces automation into the discovery and buying processes to help media buyers make more efficient and accurate investments in podcasting. Advertisers using the platform will experience unparalleled transparency into each buy that will enable them to make the most informed, data-driven decisions based on pricing, audience insights, and more.

Since [launching in November of last year](#), Acast's self-serve podcast advertising platform has grown to service organizations of various sizes and industries, from small and medium sized businesses, to household brand names, to major agencies, and even to podcasters themselves. In the first few months of launch, more than 150 brands booked campaigns and nearly 40% of advertisers booked repeat campaigns.

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 100,000 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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