

## Collections+ Enables 24% More Acast Podcast Creators to Earn Ad Revenue

**AI-powered targeting capability expands monetization opportunities for Acast podcasters with half of brand-produced audio advertising revenue using Collections+ in the first half 2024.**

Podchaser today announced that its AI-powered Collections+ targeting capability has enabled an additional 24% of Acast podcast creators to monetize their content in its first year of operation. These results were achieved through the enhanced targeting verticals available to advertisers within Collections+ that improve the discoverability of podcast audiences that fit their campaign needs.

Last year, Podchaser launched Collections+ to improve podcast targeting capabilities after discovering that the majority of podcast advertisers were actually missing their target audiences. Podchaser and Magellan AI data shows that in 2023, 44% of US podcast advertising investments went to the top 500 shows. However, these shows only accounted for 12% of monthly reach, which means advertisers missed the opportunity to target a significant share of the addressable podcast audiences.

Since its launch, Collections+ has more than doubled the number of verticals the average show appears in, adding over 4,000 shows to sales verticals and creating additional revenue opportunities for podcasters. This added scale for advertisers led to half of pre-produced audio advertising buys using Collections+ in the first half of 2024.

"These developments underscore the strategic importance of the Podchaser acquisition in 2022. As we think about the future of targeting solutions in a data-driven world increasingly focused on privacy, Collections+ allows us to be at the forefront of industry change, providing consistency and confidence to planners and buyers in achieving their advertising goals," said Acast's CEO Ross Adams. "By increasing the discoverability of podcasts among advertisers and enabling 24% more creators to earn ad revenue, we're helping to create a more sustainable podcast ecosystem. An audience-first approach to podcast buying is essential, and Collections+ has been instrumental in connecting more advertisers with highly engaged audiences."

## For more information

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## 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 over 125,000 podcasts, 2,700 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](mailto:info@fnca.se)

## Attachments

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