

Acast named a leader as Podtrac ranks podcast sales networks in US

Acast AB (publ), the leading podcast platform and pioneer in the open ecosystem for podcasts, is proud to announce that the company notches second in the US podcast advertising market according to Podtrac's new Podcast Sales Network Ranking chart.

Podtrac's new Sales Network Ranking provides advertisers with free monthly access to Podtrac-verified reach and delivery information for top sales networks. The networks on the new ranking represent more than 38,000 podcasts and 500 million monthly downloads, providing important advertising options to the industry.

"Podtrac has created the industry standard for measurement at both the show and network levels in podcasting. Now Podtrac creates increased transparency and insight into the industry's players, which facilitates analysis and planning for ad buyers. I am of course pleased that this industry data also demonstrates that Acast is one of the leading players in the growing US market" says Ross Adams, CEO of Acast.

Read more about the new ranking on [Acast's blog](#).

The full [Podtrac Sales Network Ranking is available here](#).

Podtrac is the leader in podcast measurement, measuring more podcasts, publishers, networks, audience, streams and downloads than any other system, with more than 2.5 billion podcast streams and downloads measured per month across all podcast apps. Podtrac's metrics enable advertisers and podcast publishers to access the reach and delivery of top podcast publishers and sales networks across the shows they produce or represent to make better informed ad planning and content decisions. Podtrac's measurement system is certified by the IAB. More information is available at [Podtrac.com](#).

For more information

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About Acast

Acast is the world's largest independent podcast company. Founded in 2014, the company has pioneered the open podcast ecosystem ever since – making podcasts available on any listening platform. Acast provides a marketplace, helping podcasters find the right audience to monetize their content. When our podcasters make money, we make money. Today, Acast hosts nearly 66,000 podcasts, with more than 400 million listens every month. The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market. Certified Adviser is FNCA Sweden AB, info@fnca.se, +46 (0) 8528 00 399.

Attachments

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