

PODSCRIBE



CONTEXTUAL TARGETING FOR PODCASTS

More than 67 million Americans listen to a podcast on a monthly basis, and Europe is seeing similar growth. The podcast advertising industry grew by nearly 40% last year, and the IAB has estimated it will exceed \$1 billion by 2021. However, advertisers have lacked a scalable way to reach podcast listeners, and often created campaigns on a podcast-by-podcast basis.

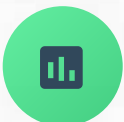
PodScribe solves these challenges by providing enhanced targeting and brand safety for podcast advertisers, and scalable monetization for publishers. The contextual targeting solution uses advanced speech-to-text transcription technology to offer insight into podcast content. It enables advertisers to target listeners by keywords, concepts, topics, and interests within podcasts, arming the industry with a better understanding of this unique market.

~ **1,500**
taxonomies

KEY BENEFITS



Enhanced Brand Safety



Insights into Podcast Content



Granular Targeting



Relevant Listening Experience



KEY CAPABILITIES

Content Analysis

PodScribe converts audio to text using best-in-breed content analysis to provide insight into podcast content, making it more transparent for advertisers.

Contextual Targeting

PodScribe enables advertisers to target by keywords, interests, topics, and concepts, enabling more granular and contextual targeting, based on better understanding of podcast content that was not previously known.

Brand Safety

To ensure brand safety, Adswizz has partnered with Comscore, whose sophisticated page-level analysis, combined with PodScribe's transcription capabilities, enables keyword targeting and avoidance and provides granular understanding of podcast content.

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