

10+ billion monthly opportunities with loyal audio listeners for your advertisers.



 SoundStack Marketplace



25K &

Podcasts & Live Streaming Stations



60+

Demand partners & DSPs



170MM

Monthly uniques



10+B

Monthly opportunities

1 A massive global audience

Over **10 billion global audio ad opportunities** in the Marketplace - **60% podcast** and **40% streaming**.
Top 10 markets include: US, UK, Canada, Germany, Mexico, Brazil, France, India, Australia & Japan.

2 More relevant ads = great consumers

Buying across our programmatic marketplace **based on listener** (behavior, demographics), instead of a particular show or publisher, means you're always delivering the right ad to the right consumers at massive scale, no matter what they're listening to.

3 Better ROI with less effort

With publisher partners sitting directly on the SoundStack platform, your demand partners have a **direct path** to the ears that really matter to them. And technology like **dynamic ad insertion (DAI)** gives advertisers more opportunity to reach them.

SoundStack Marketplace is an independent, global audio marketplace connecting advertisers to 25,000+ podcasts and 7,000+ live streaming stations across 60+ demand partners.

With many publishers hosted directly on SoundStack's CDN, the Marketplace provides shorter supply paths, greater transparency, and more efficient programmatic access to premium audio audiences.

Top 5 Performing Apple Categories

1. News	1.05B
2. Society & Culture	1B
3. True Crime	600M
4. Comedy	550M
5. Education	345M

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