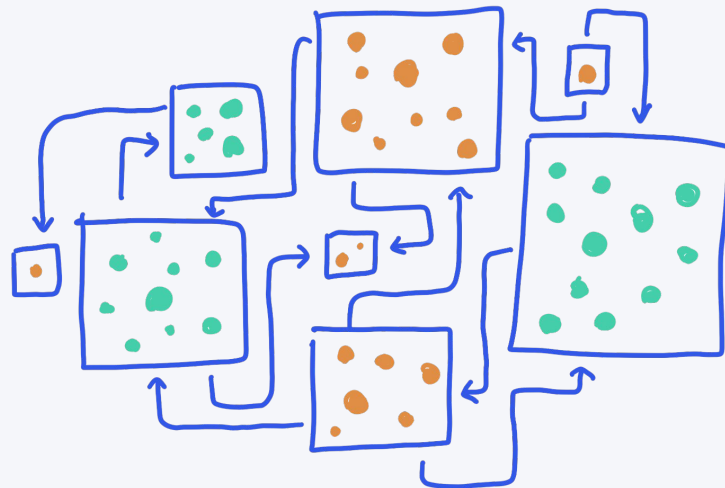


Expand your podcast network easily. Capture more ad dollars.



SoundStack Network Extension

SoundStack is the largest independent audio marketplace, **connecting brands to 170 million engaged, unique, & loyal listeners over 14,000 podcasts and 7,000 streams** globally, and more than **10+ billion ad opportunities**.

The SoundStack Marketplace is **audience-based**, meaning data defines the listener receiving the advertisement, rather than a particular show or publisher, enabling scale against a target audience regardless of content.

Traditional network extension

Expand the scale of your current network. Network extension pairs your premium inventory – which garners higher CPMs – with the **same target audience in SoundStack Marketplace at lower CPMs**. This decreases your overall pitch CPM while capturing a larger share of campaigns.

“Look alike” extension

Mirror the audience of a particular show. Our third party-partner analyzes the audience and content of top-performing podcasts to create **a network of shows in Marketplace that mirrors that unique audience**. This allows each podcast to have its own reach extension network. Use this strategy to sell smaller or more niche shows too!

SoundStack at-a-glance

- Fully independent “Audio-as-a-Service” company
- Technology for digital audio distribution, monetization, and insights in one place
- 15,000+ publisher partners, from the biggest shows to niche podcasts
- Serving everyone from individual creators up to the largest enterprises and value-added resellers

