



Empowering audio on SoundStack

April 2026

SoundStack At-a-Glance



Hosting &
Delivery



Advertising &
Monetization



Insights &
Reporting

- **Last remaining Independent** and full stack tech-agnostic platform
- **87** FT team members
- **14,000+** publisher partners (individual podcasters, enterprises, value-added resellers, etc.)
- **Inc 5000** fastest-growing co. five years in a row
- **IAB and TAG Certified**
- **Self funded and profitable** with 40%+ annual growth, surpassing the Rule of 40 for three consecutive years.



Evolution of SoundStack

June 2012

Created esPlayer HTML5 for radio

Aug 2016

Acquired Live365.com assets

Jan 2018

Created Media Creek, Inc.

April 2022

Rebranded as SoundStack

Jan 2024

Acquired ChristianNetCast

April 2025

Acquired Sonnant

May 2010

Founded as "EmpireStreaming - The Empire That Serves You"

Aug 2014

Partnered with AdsWizz for Monetization

May 2017

Relaunched Live365 web service

April 2021

Acquired Audio Catapult, Inc.

Feb 2023

First podcasts delivered via Dynamic Audio

Jan 2025

Launched SoundStack Monetize (SSP)

July 2025

Ad Server Launch



Pillars

1. Evolution of SoundStack
2. Streaming
3. Podcasting
4. Insights
5. Monetize
 - a. SSP
 - b. Ad Server
 - c. Marketplace
6. Sonnant
7. Live365

 SoundStack LIVE 365

Streaming

Audio Infrastructure for the Internet

- New York, NY
- Dallas, TX
- Pittsburgh, PA
- Miami, FL
- Los Angeles, CA
- Amsterdam, NL
- Tokyo, JP
- São Paulo, BR
- Toronto, ON
- Sydney, AU
- London, UK
- Frankfurt, DE



Live Audio Streaming



Reliable

Audio publishers around the world depend on SoundStack to deliver audio to their users when they need it most.

With Engine, you can automatically configure failover scenarios to maintain your audience.



Ease of use

Manage your infrastructure on SoundStack Engine through our control panel or RESTful **API**, all at your fingertips.



Cost effective

SoundStack Engine is built on automation and simplicity, supported by a fully owned and operated server infrastructure.

This reduces overhead and enables us to pass cost savings directly to our customers.

SoundStack's Global CDN is Different

- Protocol and ad tech agnostic
- Full orchestration layer for publishers to configure and manage distribution at the edge
- We control the network and our own infrastructure (AS40501), built exclusively for audio delivery

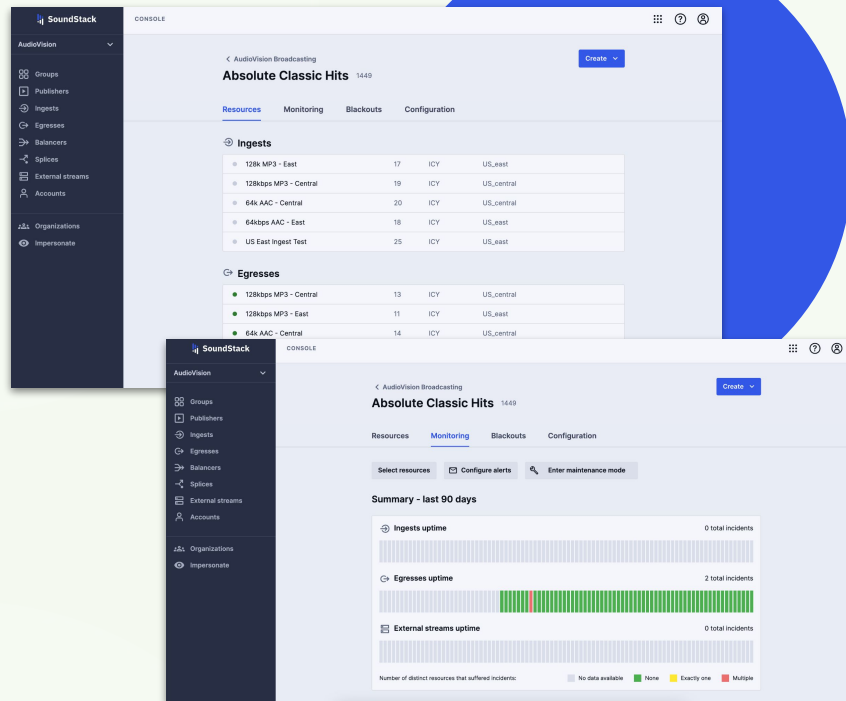
How you benefit

- Full control of inbound and outbound routes
- Headroom to scale, dedicated hardware available
- Integrate third-party services—we're friendly!



Live Audio Streaming

- Automatically balance listener traffic
- Monitor your streams and set up alerts
- Schedule blackouts
- Choose your own ad server or SSP
- Content distribution configurations are automatic, reducing human error



Stream Monitoring

- Up/down, Metadata, and Silence detection
- Real-time + Historical data
- Identify problems locations
- Alert by Email, API

Alerts

Enable uptime alerts

Consider down after 1 minute

10 min 30 min 1 hr

Enable metadata alerts

Consider stale after 0 minutes

5 min 1 hour 6 hours

Enable silence alerts

Consider alarm after 1 min

Alert Recipients

example@email.com

Do not disturb

Note that we are using...

Cancel



Robust APIs

API REFERENCE

Q Search...

- Publisher Groups >
- Publishers >
- Ingests >
- Egresses >
- Resource Monitoring >
- Monitoring service Healthcheck >
- External Streams >
- Blackouts >
- Blackout Rule Groups >

AudioEngine API (1.0.0)

Download OpenAPI specification: [Download](#)

Publisher Groups

Operations with Publisher Groups

List publisher_groups

List publisher_groups

AUTHORIZATIONS: > *ApiKeyAuth*

QUERY PARAMETERS

filter[organization]	string	Filter by organization ID, allows multiple values split by
filter[id]	integer	Filter by publisher group ID, allows multiple values split by
filter[audioredirect_participational]	boolean	

Response samples

200

Content type: application/json

```
{
  "data": [
    + { - }
  ],
}
```

OpenAPI Standard

- Create and modify streaming resources
- Monitoring API access



Coming Soon: New Streaming and Monitoring Interface

LIVE 365 Live365

Overview

Groups

Publishers

Ingests

Egresses

Splices

External streams

Account

Streams Overview

See a breakdown of all you revenue and important revenue sources

All publishers

Right now

Ask SoundStack AI

Active streams

Currently broadcasting live

124 All healthy

Live listeners

Concurrent sessions right now

3,854 +7.9%

Ingests and Egresses

Intake and output streams

3 All connected

Blackouts

Stream periods of silence

2 Scheduled

Splices

Recordings from live streams

3 Scheduled

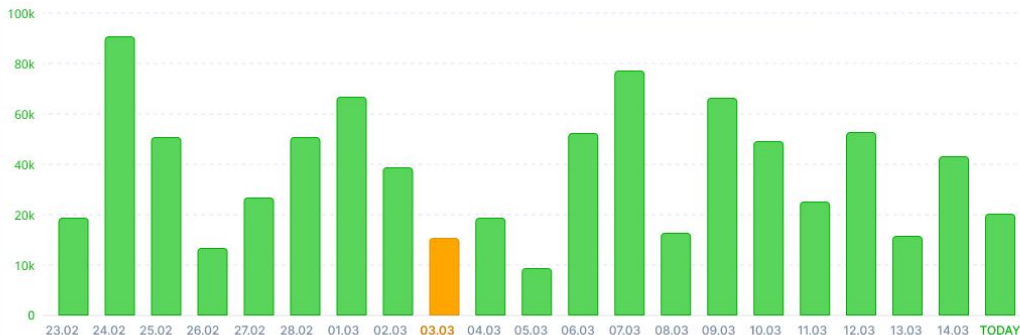
Total listeners

See a full overview of how many listeners all your streams had per day and also if anything needed your attention on each day

Use these metrics to see up-time, errors or bugs, and click on each day to find out more details



Most listeners on
15th March - 103.843 listeners



Real-time monitor

Live - All systems are healthy

Tue, 3rd of March at 02:37:44 AM

Load exceeded 96%

#241 - AAC mono 24000 48k

2.821 affected listeners

View details

Tue, 3rd of March at 11:04:58 AM

Connection timeout

#155 - Pulse EDM West

17.033 affected listeners

Podcasting

Podcast Publishing

- Simple publishing workflows for modern broadcasters and podcast networks
- Built in monetization capabilities without sitting on two separate stacks
- Distribution to 3rd parties and O&O player integration

The screenshot shows the SoundStack interface for the 'Relative Fiction' podcast. The left sidebar contains navigation options: Content, Feeds, Analytics, Audit Trail, Organizations, and Users. The main content area displays the podcast's details, including a cover image, the title 'Relative Fiction', and the show ID 'RMgC2e'. Below this is a table of episodes with columns for Episode, Episode ID, Publish Date, and Status. The episodes listed are:

Episode	Episode ID	Publish Date	Status
Chapter 6: Nesting Doll	PWgK2P	May 10, 2021, 5:30:00 AM	Published
Chapter 5: Ghost Dad	GBRvwG	May 3, 2021, 5:30:00 AM	Published
Chapter 4: Lost & Found	PWgZ2P	Apr 26, 2021, 5:30:00 AM	Published
Intermission: Hiding a Book Launch From Your Mom	GBdye1	Apr 19, 2021, 5:30:00 AM	Published
Chapter 3: This Charming Man	mb4LAP	Apr 12, 2021, 5:30:32 AM	Published
Chapter 2: Dead Dads Club	mYJgM1	Apr 5, 2021, 5:30:00 AM	Published
Chapter 1: Calling Dr. Laura	mEeE2m	Mar 29, 2021, 5:28:39 AM	Published

The screenshot shows the SoundStack Audio Editor interface. It features a waveform visualization of an audio track with two red vertical lines indicating ad spots. The timeline is marked from 00:00:00 to 01:10:00. A table on the right lists the ad events:

Event	Start	Duration
\$	00:06.97	-
\$	00:46.81	-

At the bottom of the interface, there are controls for PreRoll, PostRoll, Add Marker, and Add Replacement, along with Cancel and Save buttons.



Capture More Audience

Capture rules

Trigger

- Start/stop on date/time
- Start/stop on metadata
- Start on metadata, stop after d

Start

November 15, 3:00 PM



Stop

November 15, 4:00 PM



Repeat

- Never
- Daily
- Weekly

Destination

Publishing destination

Select...



SoundStack Podcaster

- With SoundStack Engine, you can "splice" a live stream straight to your podcast CMS
- Supported destinations include SoundStack Podcaster, as well as third-party options: Simplecast, AWS S3, and Art19
- Capture rules offer flexibility around when recordings are triggered, either by metadata, duration, or date and time
- Automate the naming and publishing of your recorded episodes



Podcast Monetization

Audience

Publishers *

Fishing With My Kids

Positions *

- Pre-roll
- Mid-roll
- Post-roll (podcast only)

Select at least 1 position.

Devices *

- Mobile

Audio Monetization

- Enable monetization for this show**

Allow episodes in this show to be monetized via dynamic audio ads.

- Enable audio pre-roll ads on new episodes by default**

Enable pre-roll by default for any newly published episodes under this show.

- Enable audio post-roll ads on new episodes by default**

Enable post-roll by default for any newly published episodes under this show.

- Add multiple ads**

Allow multiple ads per ad marker for published episodes under this show.

- Manage multiple direct sales campaigns across multiple shows
- Target by ad zone position, geographic location, and time of day
- Keep creatives fresh and maximize revenue with ad replacement for your back catalogue



Syndication & Players

The screenshot shows the Soundstack interface for the 102.9 KBLX Podcast. At the top left is the podcast logo. To its right, the title "102.9 KBLX Podcast" is displayed with a "PROGRAM" tag. Below the title are buttons for "Show RSS" and "Show Page", and a blue "Upload episode" button. Further down, the "Show ID: 2050" and "AW ID: kjotNOD" are listed. A navigation bar contains links for "Episodes", "Edit", "Share" (which is underlined), "Analytics", "Settings", "Users", and "Destinations".

The main content area is split into two columns. The left column, titled "Embedded Player", features a large audio player for the "Finesse Mitchell Interview" episode. The player includes a play button, a progress bar showing 00:00:00 / 00:15:40, and a download icon. Below the player is a list of episodes:

- Finesse Mitchell Interview** (15:40) - Freska & Rudy interview comedian Finesse Mitchell, comin... Nov 20, 2025
- Tiffany Haddish** (13:35) - Freska & Rudy interview Tiffany Haddish about her "Funny &... Aug 6, 2025
- Common** (10:42)

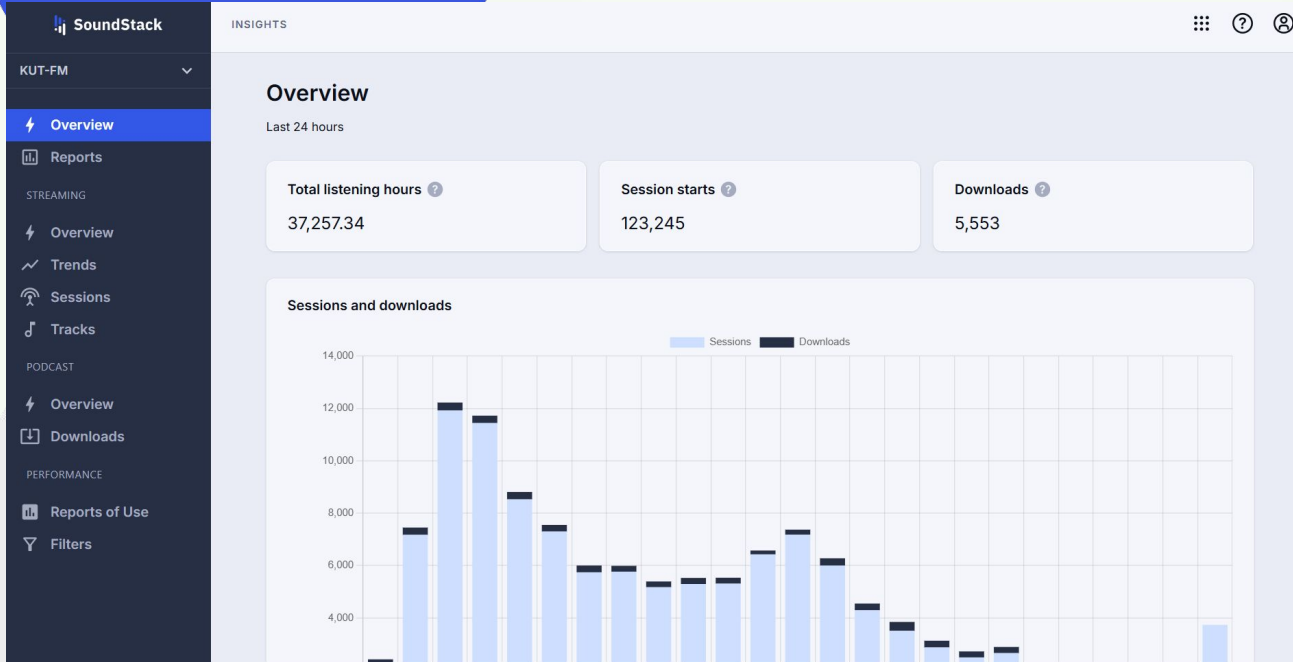
The right column, titled "Quick Links", provides the "Player URL" (<https://embed.audiocdn.com/?feed=aHR0cH...>) and the "IFrame Embed Source Code" (`<iframe src="https://embed.audiocdn.com/?fe`). A "Copy to clipboard" button is located at the bottom of this section.

- Easily distribute content via customizable player
- RSS syndication to any number of destinations



Insights

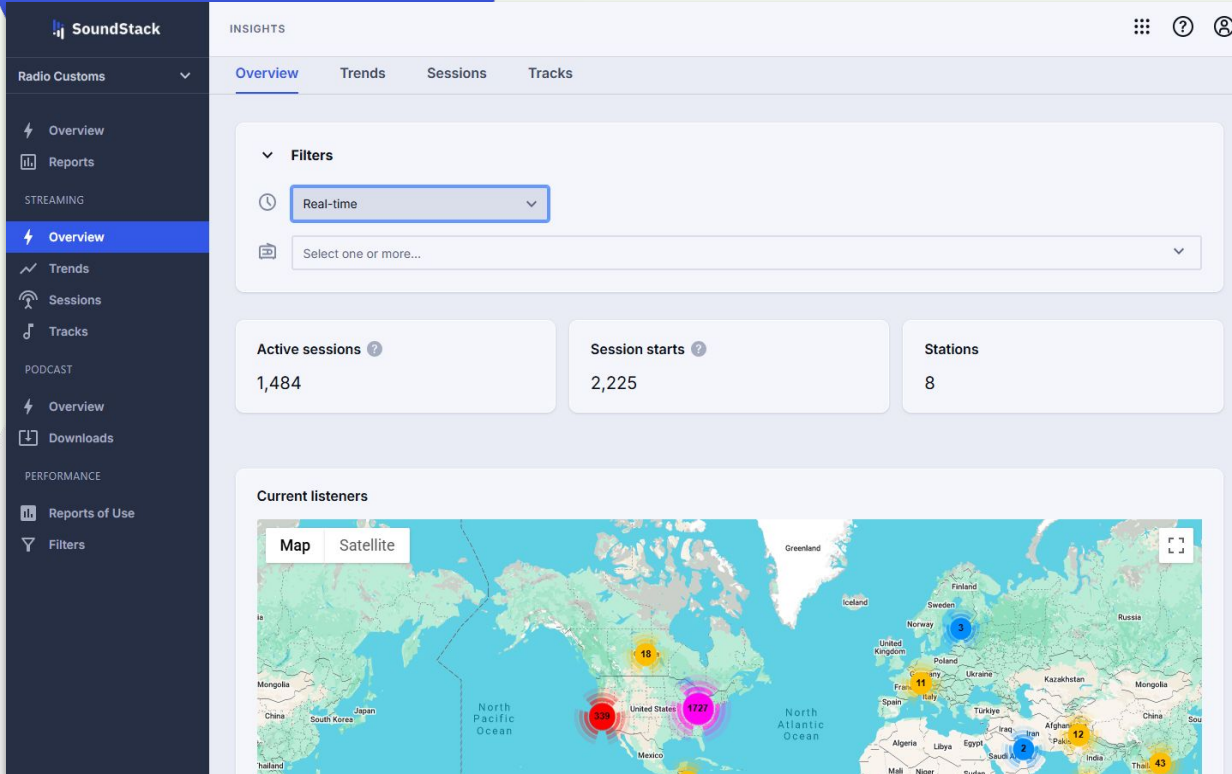
SoundStack Insights



- Streaming & Podcasting
- Audience Trends
- Advertiser/Revenue overlay coming soon



Insights: Realtime Data



- Realtime listener map
- Filter by time range and publisher



Syndication & Players

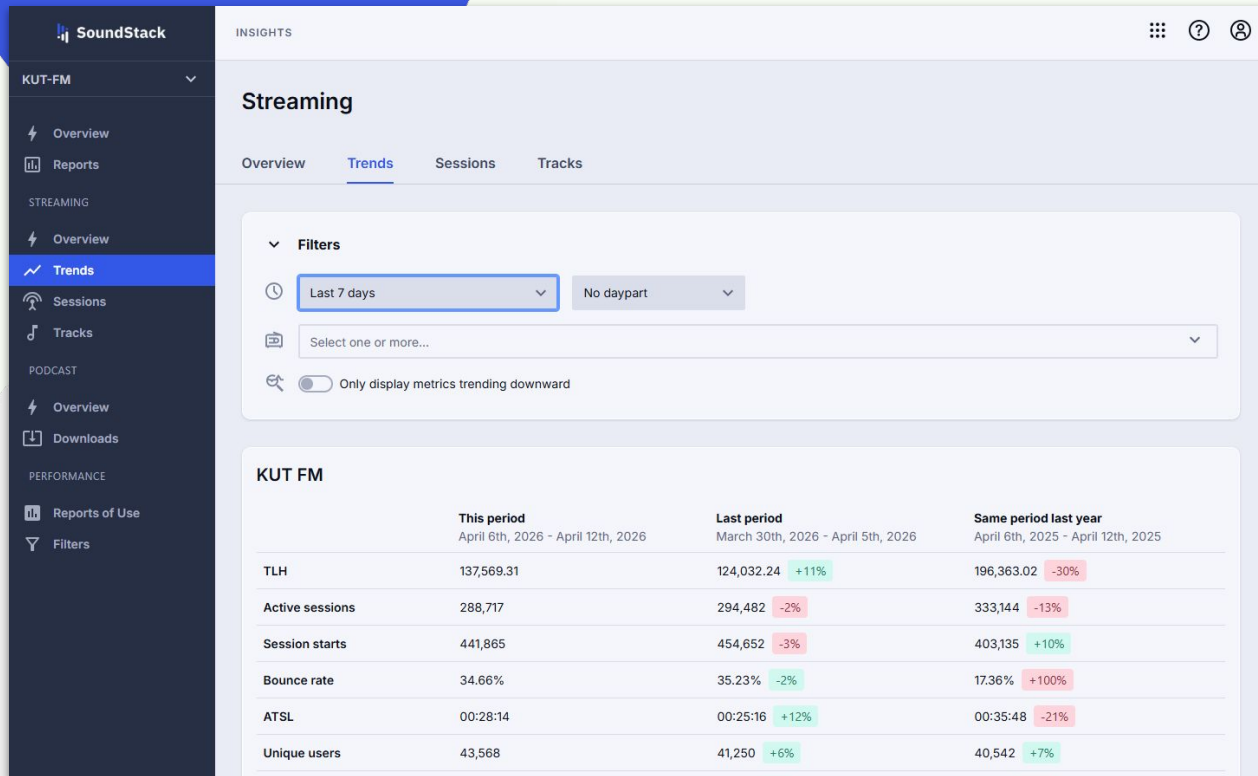
The screenshot displays the SoundStack Insights dashboard for KUT-FM. The left sidebar contains navigation options: Overview, Reports, Streaming (Overview, Trends, Sessions, Tracks), Podcast (Overview, Downloads), and Performance (Reports of Use, Filters). The main content area is titled 'Streaming' and has tabs for Overview, Trends, Sessions (selected), and Tracks. A 'Filters' section includes: 'Last 7 days' (calendar icon), 'No daypart', a 'Select one or more...' dropdown, 'By country' (selected), and 'No time grouping'. Below the filters is a table titled 'Historical sessions by country' with an 'Export to CSV' button. The table lists countries and their session metrics.

Country	TLH	AS	SS	SP	ATSL	BR	UU	%
us United States	214,599.04	369,367	584,477	2,379	00:34:18	36.80%	62,232	93.64%
de Germany	2,146.79	1,808	34,966	11	01:09:47	94.83%	258	0.94%
ca Canada	1,837.14	1,717	4,619	21	01:03:02	62.83%	700	0.80%
mx Mexico	779.57	1,298	1,985	24	00:35:26	34.61%	296	0.34%
gb United Kingdom	670.1	1,106	3,256	18	00:35:58	66.03%	401	0.29%
ng Nigeria	201.15	760	1,348	8	00:15:32	43.62%	272	0.09%

- Detailed radio reporting including industry standard metrics like
 - TLH
 - ATSL
 - Uniques
 - and more



Audience Trends



- No more messy CSV or Excel exports to manually analyze audience data
- Selectable time period
 - Week over week
 - Month over month
 - Custom
- Analyze individual stations



Monetize

Creating Revenue for Audio Publishers



Ad tech platform agnostic

Regardless of where you host your streams or podcasts, enable your content with programmatic advertising opportunities.



Demand agnostic

Fill as many available impressions with the highest quality and diversity of advertisers possible.



Independent, open marketplace

SoundStack Marketplace is not owned by a large media company, so we are **bias-free**, letting true economics dictate price and fill.



Publishers paid on time

Consistent revenue reporting and payment procedures so you know how much you will be paid and when.

Controlling Programmatic Creatives: *Ad Control*



Search Tools

Find programmatic ads that have aired on stream using simple omni-search



Review

Transcript, categories, keywords, language and more



Simplified Workflows

Rules engine enables publishers to approve or deny creative based on additive rules









Publishers have **CONTROL**

Ability to manually review, approve or deny ads across all inventory or per zone

VSM







-  Overview
-  Reports
-  Forecasts
-  Inventory
-  Request Modifiers
-  Settings

DIRECT

-  Campaigns
-  Advertisers

PROGRAMMATIC

-  Marketplace
-  Deals
-  Demand
-  Ad Control

Ad Control

Filter by a zone

Z1



Last 30 days

[Ads](#) [Settings](#)

Creative ID and Name

Status

b4856060b27b4afb889868fe3d0ffe5e - Example Ad

Family and Relationships [and 3 more](#) Rejected

2cb5f086a48c45e8ba34d28844a978a1 - Example Ad

Medical Health>Diseases and Conditions>Reproductive Health>Pregnancy [and 4 more](#) Rejected

61d2aea59d334f5ea14d9da63bd87691 - Example Ad

Medical Health [and 6 more](#) Rejected

33ce27e8ddfb4b3bbaa235ceb056c90d - Example Ad




Family and Relationships [and 4 more](#) Approved

992924b1de0244bd84b90ea6d1511971 - Example Ad



Medical Health>Diseases and Conditions [and 4 more](#) Rejected

8ad2cb5f37fb491b943882c74ce34358 - Example Ad



Medical Health [and 7 more](#) Pending

VSM ▼ Overview Reports Forecasts Inventory Request Modifiers Settings

DIRECT

 Campaigns Advertisers

PROGRAMMATIC

 Marketplace Deals Demand Ad Control

Ad Control

Ads

Settings

Creative ID and Name

b4856060b27b4afb889868fe3d0ffe5e - Example Ad

Family and Relationships [and 3 more](#)

2cb5f086a48c45e8ba34d28844a978a1 - Example Ad

Medical Health>Diseases and Conditions>Reproductive Health>Pregnancy [and 4 more](#)

61d2aea59d334f5ea14d9da63bd87691 - Example Ad

Medical Health [and 6 more](#)

33ce27e8ddfb4b3bbaa235ceb056c90d - Example Ad

Family and Relationships [and 4 more](#)

992924b1de0244bd84b90ea6d1511971 - Example Ad

Medical Health>Diseases and Conditions [and 4 more](#)

8ad2cb5f37fb491b943882c74ce34358 - Example Ad

Medical Health [and 7 more](#)

bc72522e62d0475280f638d578654cbc - Example Ad

Sensitive Topics>Death, Injury, or Military Conflict [and 1 more](#)

0e486398dc7d4f32a5d5ce4ca4528836 - Example Ad



b4856060b27b4afb889868fe3d0ffe5e - Example Ad

Created at March 26, 2026 at 2:22 AM 🚫 Rejected

Audio file



b4856060b27b4afb889868fe3d0ffe5e

0:00 / 0:30

[← Previous](#)🚫 Rejected[Next →](#)

Transcript and keywords


Transcript

I'll be here to hear what's on your mind. As an adult, kids want to know you're listening to them, but they also want to listen to you. When it comes to alcohol, they want to know your expectations and how and why to avoid underage drinking. Talking early and often about it in everyday conversations reinforces your message and keeps lines of communication open. For more information, visit [underagerdrinking.samhsa.gov](#). I'll be by your

Keywords

underage drinking 1

Additional ad information

Advertiser	Unknown
Provider	105
 SoundStack AI detected language	English
Advertiser declared language	N/A

Monetization for Modern Publishers



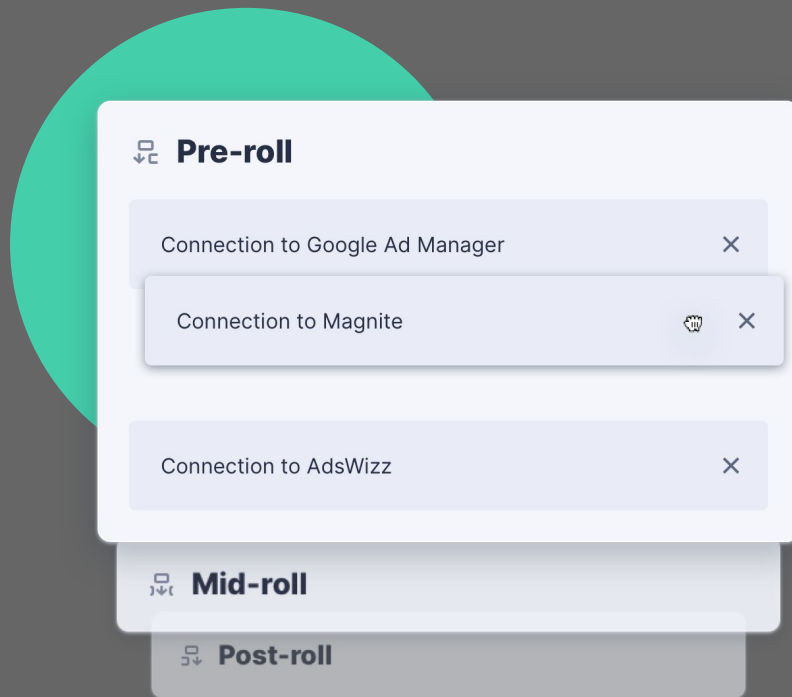
SoundStack Monetize

- Direct ad serving
- Programmatic enablement
- Inventory representation through SoundStack Marketplace
- Consolidated ad reporting
- Inventory Forecasting
- Ad Control



SSP: Connect Inventory to Demand

- All demand (direct and programmatic) flows through SoundStack's centralized SSP to optimize revenue
- Define inventory into Zones which are uniquely attributed and separately targetable
- Link inventory to multiple SSPs, DSP's and ad servers at the same time with SoundStack Connectors
- Create Deals to prioritize demand or create competition for impressions
- Curate the programmatic ad experience with Ad Control



Ad Server: Traffic ads for Direct Deals

- Set up advertisers and their ad campaigns to target any of your inventory
- Choose from Standard, Share of Voice, or Promo campaigns
- Configure each campaign with the desired budget, schedule, geo-targeting, device targeting, and ad positioning
- Create Draft campaigns for efficiency while waiting for advertiser creatives
- Automatically allocate impressions across multiple ads in a campaign, each with its own creative, flight, and targeting
- View performance on individual campaigns or run custom reports

Budget

CPM * CPM Currency USD

Performance type * Impression

Performance goal * Impressions Impressions + 1000 × CPM **\$ 50**

Performance pacing

Fast
Impressions will play as quickly as possible.

Smooth
Impressions will be evenly spread across the campaign's duration.

Ads

Add one or more ads to this campaign. Each ad can contain one creative.

Name Start date End date

Creative Goal Custom Performance goal Impressions Targeting

Marketplace

SoundStack Marketplace At-a-Glance



25K

Podcasts

7k

Live Streaming
Stations



60+

Demand
partners & DSPs



170MM

Monthly
uniques



10.0B

Monthly
opportunities



Quality Unique Inventory for Demand Partners

Unique supply

As the full stack tech behind the publisher, we are the closest to the supply chain.

Highly addressable

Allowing advertisers to reach their target audience through partners such as ID5

Brand safe & contextual targeting

Partnered with Barometer and numbertwelve to provide brand safe & contextual audience targeting at scale

Highly transactable at scale

Publishers on SoundStack's **full stack** mean quicker transactions with fewer hops

Transparent supply path

Ads.txt implemented for supply partners and accurate up-to-date publisher list for buyers

GDPR & CCPA compliant

Allowing for privacy acceptance and permissions



SoundStack Marketplace in the US

PODCAST 5,786,717,004			STREAMING 3,321,090,710		
FEMALE 2,662,529,371	18-24	16.70%	FEMALE 1,615,967,900	18-24	9.76%
	25-34	26.59%		25-34	12.90%
	35-44	21.21%		35-44	16.29%
	45-54	23.51%		45-54	31.84%
MALE 3,118,628,607	55-64	8.24%	MALE 1,700,240,070	55-64	12.59%
	65+	3.16%		65+	13.30%



What is Reach Extension?

Reach Extension expands a podcast network to capture more ad dollars

Traditional network extension

Pair your premium inventory (higher CPMs) with the **same target audience in SoundStack Marketplace (lower CPMs)**. Decrease your overall pitch CPM – capture a larger share of campaigns.

“Keyword Targeting” extension

Mirror the audience of a particular show. We create a look-alike network of top-performing shows in Marketplace based on that unique audience – a reach extension network for every podcast.



Sonnant

Maximize Value of Your Audio and Video

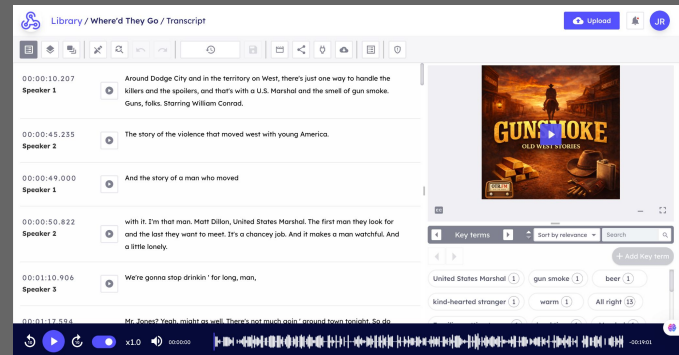
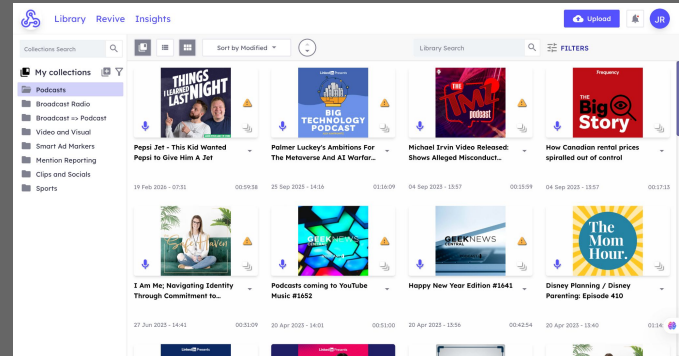
Intelligence engine powered by Sonnant

- Proprietary trained LLM that transforms audio/video into structured data
- Understands content at the word and topic level
- Makes audio/video searchable and actionable
- Enables smarter monetization and targeting
- Powers insights across the platform



Intelligence Engine Powered by Sonnant

- **Smart ad markers:** Automatically identify and insert optimal ad break positions
- **Back catalog monetization:** Update or replace legacy ads across existing content at scale
- **Automated clipping:** Generate clips and highlights instantly for distribution
- **Content creation workflows:** Turn existing audio/video into new, reusable assets
- **Cross-content search:** Find moments across audio and video using context
- **Unified asset management:** Organize and manage all content in one place



Live365

Live365 Powers Modern Internet Radio

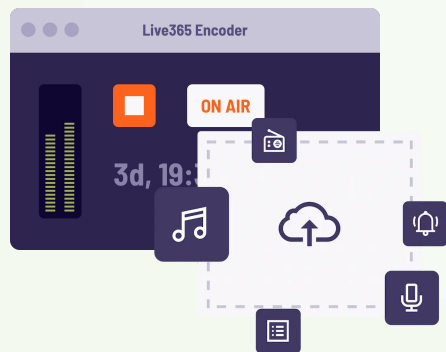
Powering over 5,000 stations with an integrated,
cloud-based workflow

- Leading fully licensed independent broadcaster tool for both organizations and radio groups
- Built-in licensing
- Distribution across Live365 app, Alexa, web players, and other platforms
- Professional automation, streaming and station management



A SoundStack Company





Launch & Immediate Scale

Every ad-enabled station is ready for programmatic demand from day one, giving SoundStack scalable audio supply the moment a stream goes live.



Automated Operations

Professional clockwheel automation, built-in ad break triggers, and SoundStack infrastructure help broadcasters run reliably with less manual work.



Actionable Analytics

SoundStack Insights gives broadcasters a clearer view of listener behavior and geography so they can improve programming and prove value to advertisers and sponsors.





Thank you!

