

Libsyn's Podcast Monetization Platform Glow Experiences 167% Revenue Growth Since Acquisition

PITTSBURGH, July 14, 2022 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announces that [Libsyn Glow](#), a podcast monetization platform that the Company [acquired in April 2021](#), has experienced a 167% revenue growth. The tremendous uptick underscores Libsyn’s mission to empower creators to reach their full potential, including the monetization of content through membership programs and listener-supported revenue.

Glow enables Libsyn podcasters, as well as those on other hosting sites, to benefit from a multitude of monetization options and tap into significant podcast subscription revenue streams. The digital platform, which offers ad-free, private feed podcast paywalls and subscription billing, makes it easy to start a paid membership program and offer exclusive content to podcast audiences. Podcasters also have the option to accept monetary support from listeners, using the same secure and seamless Glow payment system.

“Libsyn Glow’s growth trajectory demonstrates a strong desire from podcasters to monetize their content on their own terms and an increased willingness from audiences to pay for premium content from their favorite creators,” said Yvette Menase, Senior Product Manager, Libsyn. “Whether opting for a subscription model, an advertising-driven model, or a combination of both, Libsyn offers a robust, open platform for podcasters to grow their content business and community of listeners.”

“The NoSleep Podcast began offering its premium membership program known as the ‘Season Pass’ back in 2013. Those early days were a struggle with technology not quite suited to the burgeoning platform of paid podcast content. When we moved our Season Passes to the Glow system, the process became so much easier for us and our members. The feedback from our listeners has been overwhelmingly positive. We celebrate along with Glow and the team at Libsyn for providing such a robust and supportive platform,” said David Cummings, Host and Producer of The NoSleep Podcast, a multi-award-winning anthology podcast series of original horror stories.

“Glow’s customer service and support is incredible! They not only helped us get set up with donation support for our podcast, but also aided in the creation of a special private podcast feed for our Labs Narrative Podcasting course.” said Laura Joyce Davis, Host and Writer of the Shelter in Place podcast. “I’m continually amazed and impressed by how quickly they’ve responded whenever we needed anything. This is a great platform where you get support from real people who are committed to helping you succeed.” Shelter in Place is an award-winning narrative nonfiction podcast blending open-hearted personal essays and intimate interviews.

According to a [UTA study](#), 40 percent of U.S. consumers ages 13-54 directly pay creators for interactions and nearly half (49 percent) of those who’ve paid for creator economy services are spending at least \$25 a month to do so. Podcast creators are giving rise to the ‘passion economy,’ whereby creators are monetizing their individuality. And subscription models are bolstering the passion economy, enabling independent and established podcasters to scale their businesses and open new revenue streams. Subscriptions elevate the unique relationship a podcaster has with their audience and takes it to the next level by offering the creator a way to tighten the bond with their most engaged listeners, who in turn get exclusive or early-access to content.

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading ‘Podcasting As A Service’ platform that empowers creators to host, distribute, monetize, amplify, and measure their audio content. In 2020, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts around the world. Libsyn’s dynamic, open ecosystem is designed to meet the needs of the full spectrum of podcast creators and foster the effortless creation, development, monetization, and growth of their podcasts. Brands powered by the Company include podcast creation platform, [Libsyn Studio](#); podcast membership platform, Libsyn’s [Glow](#); web hosting platform, [Pair Networks](#); and Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

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