

Libsyn Expands into Canada to Meet Growing 'Podcasting As A Service' Demand

Appoints Industry Veteran, Bob Kane as Regional Manager

*Signs Exclusive Partnerships with Canadian Sportscaster
Bob McCown's Podcast & The Sonar Network*

PITTSBURGH, August 18, 2022 – **Liberated Syndication Inc.** ("Libsyn"), the leading 'Podcasting As A Service' platform, today announced it has launched podcast advertising services in Canada as part of the Company's continued expansion. Building on its investments in innovative platform and tools for creators across the entire podcasting journey, Libsyn has also appointed seasoned expert and podcast ad sales veteran, Bob Kane, as Country Manager to lead its growth in the Canadian podcasting market.

Additionally, Libsyn's AdvertiseCast, the industry's premier podcast advertising marketplace, has signed iconic Canadian Sportscaster Bob McCown's Podcast and Canada's largest independent comedy podcast company, The Sonar Network, to exclusive deals. These new exclusives add to other AdvertiseCast titles available in Canada like BiggerPockets Media Network, Darknet Diaries, Dr. Phil's Phil In the Blanks, and The Optimal Living Daily Network, among others – in total delivering nearly 23 million Canadian downloads per month. To date, AdvertiseCast represents more than 240 exclusive podcasts and the marketplace includes a broader network of 3,000 shows. The marketplace offers advertisers the unique opportunity to access highly sought-after podcast advertising inventory at scale.

According to the Infinite Dial 2022 Canada, podcast listening in Canada continues its growth to its highest point in weekly and monthly habits, leading both the U.S. and Australia with 43% of Canadians 18+ listening monthly.

"Our expansion into Canada marks an important step in our global growth strategy," said Brad Tirpak, CEO of Libsyn. "With podcast listenership at its highest level yet in Canada and advertisers following suit to embrace the medium, we look forward to helping the full spectrum of Canadian podcasters by expanding access to both our industry-leading hosting and monetization tools and AdvertiseCast marketplace that links creators to advertisers."

Libsyn is continuing investing in its platform strategy and leading the industry as the go-to destination for hosting, creation, distribution, and monetization solutions to power the creator economy. With its comprehensive and innovative ad tech tools and insights, Libsyn's AdvertiseCast makes it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns, while providing maximum return for creators.

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 2021, 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 [Glow](#); web hosting platform, [Pair](#); 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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