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Targetspot, the Radionomy division's advertising platform, will launch the Targetspot Podcast Marketplace, the 1st all-in-one global service dedicated to podcasting

AudioValley (ISIN code: BE0974334667/ ticker: ALAVY) is proud to announce the imminent launch in the United States and in Europe of "Targetspot Podcast Marketplace", the first global all-in-one service - from creation to audience monetization - dedicated to podcasting.

The podcasting industry is experiencing considerable growth in the number of listeners around the world. In the United States, already more than a quarter of the American population regularly listen to podcasts. In this market, podcast advertising revenue grew by 86% in 2017, representing \$314 million invested by advertisers. This phenomenon, driven by the digitisation of audio content, is also developing at a sustained speed in Europe.

Podcasts offer two major advantages for advertisers, who are increasingly demanding in terms of targeting and optimizing the performance of their campaigns. Advertising spots that are dynamically inserted in a podcast, either via pre-roll (i.e. inserted before the program launch) or via instream (inserted within the program) reach an audience that's captive to advertising. In addition, the CPM selling price is significantly higher on an advertisement in a podcast (about 2.5 times higher than an FM radio ad). Overall, advertisers gain access to a massive and highly engaged and valuable audience that maximizes ROI.

Targetspot Podcast Marketplace will be launched in December for all Targetspot radio publishers and premium partners, already representing more than 100 million monthly downloads in diverse fields such as arts and entertainment, technology, news and politics, business and sports. Starting next spring, it will be open to all podcast producers and publishers looking for a single platform for the creation, storage, distribution and monetization of their podcast content.

This new service is based on the Group's proprietary technologies including Shoutcast, Winamp and Passport. The Podcast Marketplace will provide advertisers with a way to automatically and seamlessly monetize against a large podcast audience with advanced targeting capabilities, available both programmatically and direct.

« The launch of Targetspot Podcast Marketplace is perfectly in line with the Radionomy division's development strategy. There are significant opportunities in the digital audio market and we intend to seize them by accelerating our penetration into the promising podcast segment. This technological and commercial innovation should enable us to capture the full potential of the podcast market and generate strong growth from 2019 onwards. » says Alexandre Saboundjian, Managing Director and Founder of AudioValley.

Press Release

www.audiovalley.com



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ABOUT AUDIOVALLEY

AudioValley is a pioneer in the digital audio revolution with vast expertise encompassing the entire digital audio sector. AudioValley has an impressive brand portfolio of premium products and services ranging from monetization for digital radio (TargetSpot) to music licences (Jamendo), in-store digital audio marketing (Storever), the creation, continuous broadcasting and hosting of online radio stations (Radionomy & Shoutcast) and the famous multi-platform multimedia player (Winamp).

For more information: www.audiovalley.com

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