

WO ON DEMAND

Podcast management and monetization

Podcasting continues to be a healthy growing segment of digital audio consumption, but broadcasters face monetization challenges. Creating and managing ad content can be cumbersome, and it's hard to deliver fresh, well-targeted ads.

WO On Demand provides the much needed technical infrastructure to manage, monetize and measure the reach of on-demand audio content, like podcasts. Our solution includes everything audio publishers need to distribute podcast files on any device and drive revenue.



BENEFITS



Streamline file management

Update podcast intros, promos and sponsorships with a single command. Easily create podcasts from content streamed online.



Monetize audio content with dynamic ad insertion

Deliver relevant advertising to targeted audiences across episodes and devices. Automatically stitch pre-roll, mid-roll and post-roll ads into content.



Understand which content is most valued

Generate ad and podcast content metrics that adhere to IAB Podcast Measurement guidelines. Produce reports by time period, network, channel or episode.

FEATURES

Advanced Targeting • Analytics & Reporting • Content Management • Programmatic Ad Marketplace • Syndication

Learn more about our offerings today

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