

# SoundCast and AllMediaDesk Forge Strategic Partnership to Elevate European Media Landscape

Düsseldorf, 26.10.2023

SoundCast, the Paris-based independent audio sell-side platform (SSP), and AllMediaDesk, the Düsseldorf-based demand-side platform (DSP), proudly announce a groundbreaking partnership. This groundbreaking integration enables AllMediaDesk customers to access the extensive audio inventory provided by SoundCast as a technology.

SoundCast has an impressive inventory including a diverse range of about 200 publishers with which AllMediaDesk customers can now reach over a billion new contacts thanks to the partnership. With the successful integration, AllMediaDesk customers and DSP users can now benefit from this exciting collaboration by gaining access to a wide range of media audio assets, including podcasts, web radio, and in-game and in-video formats. This innovation enables advertisers and publishers across Europe to reach their target audiences in a more targeted and effective way.

This strategic alliance unites the strengths of SoundCast, renowned for its expertise in optimizing and monetizing audio ad inventory, with AllMediaDesk's cutting-edge demand-side capabilities, creating a synergy poised to redefine the European media landscape.

**About SoundCast:** SoundCast is an independent audio Sell Side Platform, created in 2018, which connects all media audio assets (podcast, web radios, in game, in video, text to speech, ...) and advertisers. An O&O platform integrated directly into the main DSPs and local or global revenue sources and allowing its publishers to maximize revenue opportunities worldwide.

## **About AllMediaDesk**

AllMediaDesk is a demand-side platform (DSP) provider for the planning and booking of digital advertising campaigns by advertisers and agencies. AllMediaDesk's centralized platform offers various digital media channels, providing a seamless, integrated experience for clients. As a result, the company has positioned itself as a go-to self-service booking platform for businesses looking to navigate the complexities of modern media landscapes, in addition to running a highly successful managed service business for the delivery of campaigns curated to the needs of their clients.

**Expanding Opportunities:** The partnership is set to significantly increase demand potential for European publishers associated with SoundCast, opening new avenues for revenue growth. Simultaneously, AllMediaDesk's clients will gain access to an expanded and curated audio inventory, enriching their advertising strategies with premium content.

As SoundCast and AllMediaDesk embark on this exciting journey, they remain committed to innovation, collaboration, and delivering unparalleled value to their clients and partners.

Contact SoundCast:

Violaine Cabrol - INTERNATIONAL BUSINESS PARTNER - [violaine.cabrol@soundcast.io](mailto:violaine.cabrol@soundcast.io)

Contact AllMediaDesk:

Nela-Louise Wessel – MARKETING - [n.wessel@allmediadesk.com](mailto:n.wessel@allmediadesk.com)

