

# Bauer Media selects AllMediaDesk as its new Ad-Tech partner for its UK radio broadcast business

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AllMediaDesk today announces it has entered into a partnership with Bauer Media for the supply of its Ads Management System which will be used to plan, book and schedule Bauer Media's broadcast adverts across its portfolio of UK radio stations.

Having evaluated 16 ad-tech systems Bauer Media shortlisted four potential suppliers and following a detailed evaluation and proof of concept chose AllMediaDesk.

AllMediaDesk's cloud-based AI technology gives Bauer Media a future-proof system that enables it to further optimize its advertising inventory in the UK, accelerate its campaign response times and deliver the best customer experience.

AllMediaDesk started as an audio sales house in Germany initially developing its software for internal use. The company later expanded by selling its software to third parties. With its rich background in the media industry, AllMediaDesk is perfectly positioned to provide software products for the media market.

Matthias Mroczkowski, Chief Sales Officer at AllMediaDesk: "We are genuinely excited to be working with one of the world's largest radio groups and supporting its business with our innovative software. This deal opens a new chapter in our on-going success story."

## **About AllMediaDesk**

Based in Dusseldorf, Germany, AllMediaDesk is a global Tech company specializing in solutions for the media and advertising industry. AllMediaDesk operates a platform where advertisers and agencies can automatically plan and book campaigns with various media providers with a click of a button. The company also supports media groups with technology to automate sales processes and the creation of ad breaks, allowing them to manage their advertising inventory in the best way possible.

## **About Bauer Media Audio**

Bauer Media Audio is Europe's leading digital commercial broadcaster and audio operator. Experts in the power of sound, the company reaches over twenty-six million listeners daily through its market-leading broadcast radio, online services, and podcasts creating commercial value. The business spans seven countries including the UK, Sweden, Norway, Denmark, Finland, Poland and Slovakia, with leading brands including KISS, Mix Megapol, Absolute Radio, Radio Norge, Radio Expres, Radio Nova, The Voice and RMF.