



SPOTIFY MAKES ANOTHER ACQUISITION, THIS TIME IN PODCAST ADTECH

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Spotify continues its drive to become the a platform for all things audio with its latest deal. It has signed an agreement to acquire podcast advertising and publishing platforms, Megaphone.

The combination will give podcast publishers the opportunity to opt in to have their content monetized and, when the transaction closes, Spotify will make its streaming ad insertion available to publishers on Megaphone. This means that publishers will be able to offer advertisers confirmed ad impressions – proof that their ad was actually heard.

Advertisers will also be able to activate across Spotify's original and exclusive podcasts (such as The Joe Rogan Experience) while scaling reach through the Megaphone Targeted Marketplace (MTM). MTM provides the same targeting and measurement options used across other digital media. Megaphone Creative Solutions (MCS) provides end-to-end creative services for advertisers to develop breakthrough audio ads.

Jeff Vidler, president and founder of Signal Hill Insights, says the deal is highly indicative of Spotify's podcasting aspirations.

"The Megaphone acquisition helps Spotify up their game when it comes to ad tech," he says. "It's another step towards their goal of being the leading player in podcasting, albeit very much within their walled garden."

The Media Technology Monitor (also known as MTM) found that 30% of all Anglophone Canadians report listening to podcasts with listenership even higher among 18 to 34-year olds (48%). Music streaming services remain fairly popular with 44% listening to a music streaming services, but usage is again highest among 18 to 34-year olds (74%) and students (77%). YouTube and Spotify are the most common services used.

According to Spotify, it now has 320 million global users, including 144 million subscribers across 92 markets.