

# QUILL'S PODCAST YEARBOOK

INTERNATIONAL  
PODCAST DAY



2021

# Introduction

In celebration of International Podcast Day, the Quill team decided to create a yearbook of all of our favorite podcast brands and tech.

This is a short list compared to all of the amazing podcast companies that exist, but a few of our top picks!

# TOP PODCAST MARKETPLACES



## 1. Midroll

Midroll is the leading podcast advertising network that connects companies and brands with some of the most popular podcasters in the biz. The platform allows podcasters to keep full creative control over their show, which means you get to choose the number of ads in each episode and approve the advertisers.

## 2. AdvertiseCast

Combining a leading ad-buying and management platform with a full-service agency, AdvertiseCast makes it simple to manage successful advertising campaigns. They offer both a DIY marketplace and an internal agency to suit your needs no matter what you're looking for.

## 3. PodcastOne

PodcastOne has partnered with over 200 podcasts and more than 90 brands on advertising campaigns. Their podcasts deliver over 400 million monthly impressions for advertisers by leveraging their highly targeted audience and seamless integration of the ads into each episode.

## 4. Megaphone

Over 20,000 publishers and advertisers use the Megaphone platform today including ESPN, Spotify and Disney. Megaphone offers smart tools and features to help people publish, monetize and grow their podcasts, as well as world-class support through its customer experience team.

## **5. The Podcast Exchange**

Targeting the Canadian segment of the podcasting world, The Podcast Exchange is a great option for podcasters and advertisers looking to access Canadian markets and expand their reach. The platform provides targeted access to more than seven million monthly Canadian users to help you tap into one of the fastest-growing regions for podcasting.

## **6. Acast**

Founded in Sweden, Acast is one of the largest podcast companies providing hosting, monetization and growth support to companies and podcasters everywhere. The company developed its own dynamic insertion technology, which allows it to target podcast advertising based on location, time and personal data.

## **7. Spotify for Podcasters**

Spotify's podcast marketplace makes it easy for podcasters to connect with new audience members and learn from valuable insights and data. With 299 million listeners across 92 markets worldwide, Spotify is one platform you won't want to miss out on as a podcaster.

## **8. Podbean Ads Marketplace**

With Podbean Ads Marketplace, it's easy for podcasters to monetize their podcast through sponsorships. The free marketplace enables top brands around the world to sponsor unique podcasts, allowing podcasters to monetize their show without giving up creative control.

# TOP PODCAST HOSTING PLATFORMS



## **1. Simplecast**

Simplecast is a popular podcast hosting platform for independent podcasters and brands. The goal of the company is to give podcasts of all sizes the same access to the tools necessary for powering some of the industry's biggest shows.

## **2. Podbean**

Podbean has made starting a podcast an easy process for creators of all experience levels, especially beginners. The platform assists with distribution as well as monetization and measurement.

## **3. Buzzsprout**

Buzzsprout is easy to use and offers additional features that can assist with the production of your series such as transcriptions and “Magic Mastering,” a service that helps clean up your audio.

## **4. Blubrry**

Blubrry is a distribution platform that has been around for quite some time and is a platform that is more fitting to podcasters that have been in the space for a while. They offer a variety of flexible podcast hosting tools and resources.

## **5. Anchor**

Now owned by Spotify, Anchor is a podcasting platform that has made waves over the last few years. They offer tools to create as well as distribute your podcast. If you're just wanting to test out podcasting as an individual, Anchor can be a great free resource.



## **6. Casted**

Casted, co-founded by Lindsay Tjepkema, Zachary Ballenger, and Adam Patarino is a podcast hosting platform that has placed a focus on content marketing teams. They're not only an audio platform but also support video content and provide teams with attribution support.

## **7. Captivate**

Launched in 2018, Captivate is a newer podcast hosting platform. Captivate states that they are "the world's only growth-oriented podcast host." The platform provides advanced analytics and offers support for podcast monetization and promotion.

## **8. Transistor**

Transistor offers some great features for podcasters and supports a high number of listeners per month. The hosting platform also gives you the ability to create and launch as many podcasts as your heart desires without any extra cost.

## **9. Whooshkaa**

Whooshka offers solutions for podcast hosting, employee engagement, and education to assist podcasters and companies in all of their distribution needs.

## **10. Spreaker**

Spreaker assists podcasters with hosting, creation, distribution, and monetization. They even offer an app so you can edit and distribute your podcast content on the go.





# TOP PODCAST DIRECTORIES



## **1. Spotify**

Spotify is a popular music app for iPhones and Androids. Many people use Spotify as their go-to podcast directory since they can keep their music and podcasts all in one place, while others prefer to keep the two separate. They recently added a new feature that helps you analyze your backend performance data, so that's a big plus if you're on the fence about adding your podcast to Spotify.

## **2. Apple Podcasts**

Contrary to popular belief, Apple didn't invent podcasting, but they were certainly one of the first players to hit the field when they added podcasting to its music software back in 2005. It's undisputed that Apple Podcasts is the second most popular podcast directory today, with 28 million monthly users.

## **3. Google Podcasts**

The third most popular podcast directory is Google Podcasts, which automatically adds podcasts to the platform, provided you've followed their guidelines with your podcast. This platform is a great way to reach Android users, and it also provides some useful backend data so you can track your show's performance.

## **4. Stitcher**

Stitcher serves as a podcast directory for over 300 shows. The platform also creates original shows through its own networks, and specializes in podcast monetization.



## **5. iHeart Radio**

iHeart Radio is the number one podcast publisher around the world with over 250,000 podcasts. The platform also houses 750 original iHeart Radio podcasts like Stuff You Should Know and Disgraceland.

## **6. Podcast Addict**

If you're hoping to reach Android users with your podcast, Podcast Addict is another essential podcast directory to list your show on. The directory has 10 million downloads and 500,000 reviews amongst the Android crowd, so it's a must-have for your podcast.

## **7. Pocket Casts**

Calling itself an app "for listeners, by listeners," Pocket Casts is a great listening platform for anyone who likes a little extra customization. The platform is full of nifty tools and personalized elements so listeners can find shows they'll love and organize their favorites in a way that makes sense to them.

## **8. Castbox**

With over 259,000,000 volumes of content, Castbox is one podcast directory you won't want to miss out on. The app works across Android, Apple iPhone, Amazon Alexa, Google Home, Carplay and Android Auto, so you know you'll be reaching a broad audience through Castbox.

## 9. Audible

As part of Amazon, Audible has all the latest hit podcasts and classic favorites. Plenty of listeners like to keep their podcasts with their audiobooks using Audible, so this is another podcast directory you won't want to skip.

## 10. TuneIn

TuneIn is another popular podcast directory listing all the latest and greatest podcasts. The platform also has a popular desktop app so you can listen to your favorite shows while you work on the computer.

# TOP PODCAST BLOGS



## 1. Podnews

Podnews is a staple name within the podcast industry. With an impressive library of articles covering how-tos, in-depth news, and additional resources, Podnews is equipping readers with the tools and insights necessary to improve their podcast or also educate themselves about the industry. In addition to this, Podnews also sends out a daily newsletter with over 20K subscribers so you can receive your podcast updates and tips right in your inbox.

## 2. The Audacity to Podcast

The Audacity to Podcast blog provides helpful content about building an audience, developing a podcast strategy and marketing tactics, all geared towards other podcasters. Written by Daniel J. Lewis, a top tech podcaster, the blog is aimed at making life easier for people who are hoping to amplify their message through a podcast.

## 3 The Buzzsprout Blog

Buzzsprout has been creating podcast content since 2015, when blogs were just starting to emerge on the subject. The team at Buzzsprout believes the biggest obstacles faced by podcasters today aren't about getting the right gear, editing software and recording techniques, but about the mental challenges and mindset hurdles we all experience during the creative process.

## 4. Audry\_

The Audry blog is all about helping podcasters grow their audience, stay up-to-date on community news and gain access to valuable podcasting resources. The team is focused on making life easier for podcasters, and helping them tackle common issues they face along the way.



## **5. Podcast Magazine**

Podcast Magazine is all about merging education and entertainment for podcasters to draw in and retain readers. Their ultimate goal is to stand out in the crowded space of podcasting, while bringing valuable insights to people who are hoping to make a big impact with their podcast.

## **6. Captivate.fm**

Captivate.fm offers unlimited podcast hosting, analytics and marketing services to brands hoping to grow their audience and establish their podcast as one of the top in their industry. CEO and co-founder Mark Asquith has two simple goals he's hoping to achieve through his content: honesty and providing clients with the valuable expertise he's earned over the years while owning a digital agency.

## **7. Transom**

Transom is a performance space, an open editorial session, an audition stage, a library, and a hangout that's been providing valuable resources for creators since 2001. The team seeks to channel new voices and ideas into the public media discourse through online programs and workshops, which provide creators with the tools they need to succeed.

## **8. The Podcast Host**

The Podcast Host helps people and brands build, launch and grow their podcasts. The company's founder, Colin Gray, says he fell in love with podcasting after his boss asked him to look into the medium back in 2008. He began teaching others how to launch a podcast while he worked on building his own first podcast, Podcraft, which is still the company's flagship show today.

# TOP PODCAST PUBLISHERS





## 1. iHeart Radio

With a monthly U.S. audience of over 32 million, over 252 million downloads and streams, and almost 600 shows, iHeart Radio is arguably one of the most successful podcast publishers right now. Some of their shows include Stuff You Should Know, Crime Junkie and Fake Doctors, Real Friends with Zach Braff and Donald Faison.

## 2. NPR

With 47 active shows, a monthly audience of 22 million and over 158 million downloads and streams, NPR comes in second on the list of top podcast publishers. Some of the network's most popular podcasts include Code Switch, TED Radio Hour and How I Built This.

## 3. Wondery

Coming in third on the list, Wondery boasts over 68 million streams and downloads and a U.S. audience of over 12 million across 127 shows. With a mission of bringing entertainment and knowledge to its audience, Wondery publishes shows like Business Wars, Dr. Death and Over My Dead Body.

## 4. New York Times

Next up is the New York Times, which only publishes 14 shows but rivals the top three podcast publishers with over 88 million global streams and downloads and an audience of over 11 million monthly listeners in the U.S. Some of the most well-known podcasts by the New York Times include the Daily, Modern Love (which is now a major show on Amazon Prime) and Sway.



## **5. The Walt Disney Company**

Fifth on the list of the top podcast publishers is the Walt Disney Company with a monthly U.S. audience of 8 million and 46 million global streams and downloads across 14 active shows including the DIS Unplugged podcast, Unlocking the Magic and Connecting with Walt.

## **6. NBC News**

With a monthly U.S. audience of 7.8 million and 48 million downloads and streams across 44 shows, NBC News slides in sixth on the list of the top podcast publishers. Some of the network's most popular podcasts include Southlake, Killer Role and Mommy Doomsday.

## **7. PRX**

Although you may not have heard of PRX, you've likely heard of some of its most successful shows like This American Life, TED Talks Daily and The World. PRX has a healthy U.S. monthly audience of 7.5 million and 56 million streams and downloads across 93 shows.

## **8. Barstool Sports**

Next up on the list is viral sensation Barstool Sports, with a U.S. monthly audience of 6 million and 28 million global streams and downloads across a total of 65 shows. Some of the most popular shows on the network include Spittin Chiclets, Pardon My Take, and prior to a very public feud which led to their split, Call Her Daddy.

## 9. Cumulus Podcast Network

With a modest 5.9 million U.S. monthly listeners and 37 million streams and downloads across 121 shows, Cumulus takes the ninth spot on the list of top podcast publishers. Some of the network's top shows include titles like Bad With Money, Don't Let This Flop by Rolling Stone and Brown Ambition.

## 10. All Things Comedy

Coming in at number 10 on the list, All Things Comedy is a testament to our culture's love of laughter with 5.7 million monthly U.S. listeners and 25 million streams and downloads across 64 shows. Some of the network's most popular shows include the Monday Morning Podcast, All Things Comedy Live and the Bill Bert Podcast.

# TOP PODCAST APPS



## 1. Pocket Casts

Available on: iOS & Android

Pocket Casts is a highly recommended podcast listening app. Available on both iOS and Android, Pocket Casts has placed a focus on easy management. The app makes it simple to discover new podcasts, explore curated lists, and leave a show to come back later with your spot saved.

It has a simple, clean design, making it very intuitive for any user to explore.

## 2. Spotify

Available on: iOS & Android

We can assume that many of you are familiar with the popular streaming app, Spotify. Spotify has been making waves in the podcast industry starting back in 2019 after the acquisition of Gimlet and Anchor.

Since then, they've continued to work to improve the listening experience for their users. You now have the ability to make podcast playlists, discover new shows on your homepage, and have your place saved throughout an episode if you decide to leave and come back to it.



### 3. Google Podcasts

Available on: iOS & Android

Another app that we can guess we all know well is Google Podcasts. The app is clean, bright, and pretty easy to use. You have the ability to search for new shows using a platform that's similar to their search engine. You also have the ability to filter by your episode queue, downloaded episodes, history, and subscribers.

Another bonus to using Google Podcasts is the fact that you can listen to them through your smart speaker and discover new shows through both Google Search and Google Assistant.

### 4. Podcast Addict

Available on: Android

Claiming to be the #1 podcast app for Android with over 10 million downloads and hundreds of thousands of reviews, Podcast Addict is a go-to app for all Android users.

Users receive access to not only podcasts but also live radio, Audiobooks, YouTube channels, and more. You also have the option to backup your data to your Google Drive, download or stream content, and also add your preferred effects to the audio that you're listening to.



## 5. Luminary

Available on: iOS & Android

Luminary is a subscription-based podcast network where you can tune into some of your favorite podcasts along with exclusive content that only Luminary users have access to.

Luminary's easy-to-use app and captivating original content provides a good incentive for users to subscribe to their network of content and creators.

## 6. Podbean Podcast App

Available on: iOS & Android

The Podbean Podcast App is not only a well-designed discovery and listening platform, but it's also a recording and publishing app.

Stream and download podcast content anywhere and anytime, use Podbean's Intelligent Speed to remove silence from an episode without distortion, and make shows easier to listen to through their volume boost normalizer.

Their app also has a professional audio recorder to record your content, add background music (or upload your own), add sound effects, edit your podcast through their post production effects, and share your final episode with your audience.

## 7. Downcast

Available on: iOS, Mac, Apple Watch & CarPlay

Downcast describes themselves as “a very cool podcast player” and we would have to agree that they are pretty cool, indeed.

This podcast app is a dream for any Apple addicts, Downcast gives you the ability to basically listen through any Apple device that you own, making it easy to move from device to device throughout the day without breaking your listening habits.

The app also has a sleek design and makes it simple for users to discover, save, and listen to podcasts.

## 8. Stitcher

Available on: iOS & Android

Having recently undergone a rebuild, the “new” Stitcher has been created with simplicity and speed in mind.

The app makes it easy for you to always find and come back to your favorite shows and allows you to customize your settings by show rather than for the app entirely. In addition to the above, Stitcher has great queue features, sleep timers that allow you to drift off to the sounds of a podcast, and also a premium plan that gives you access to exclusive content without ads.



## 9. Spreaker Studio

Available on: Desktops, iOS & Android

Spreaker Studio is a podcast creation software and app. The platform gives users the ability to create a professional sounding podcast from a variety of devices such as your phone, tablet or desktop.

Record, publish, distribute, and analyze your podcast all through Spreaker's (free) app. So if there are any podcasters out there that love to create on-the-go, this app is for you.

## 10. Riverside.fm

Available on: iOS

Claiming to be a “recording studio in your pocket”, the Riverside.fm app allows you to record HD audio and video wherever, whenever.

Riverside.fm doesn't rely on the stability of your internet connection to record your content, rather, it's saved locally in 4K video and high-quality audio, making it easier to use on-the-go. You can also invite guests through a link so they can easily download the app and join the recording within seconds.

# TOP FEMALE- OWNED PODCAST COMPANIES



## 1. She Podcasts

She Podcasts' vision is to support and nurture female-led podcasts and to encourage knowledge sharing without excessive promotion. Through various channels such as their podcast, group coaching, workshops, webinars and other educational materials, the company's founders, Elsie and Jessica hope to grow the number of successful woman-hosted podcasts, to give voice to the millions of messages that need to be shared with the world.

## 2. Earios

Focused on building a platform for women in the entertainment realm, EARIOS is a podcast network dedicated to creating intelligent, engaging and diverse content for listeners everywhere. The network's powerhouse team includes writer and filmmaker Priyanka Mattoo, actor, writer and producer Amanda Lund and actor, writer and producer, Maria Blasucci. Some of the hit shows on their roster include Web Crawlers, Foxy Browns and Filling the Void.

## 3. Earbuds Podcast Collective

founded by Arielle Nissenblatt, Earbuds Podcast Collective shares a weekly podcast newsletter to its community of listeners, curating a diverse list of content from all corners of the audio landscape. The collective also brings like-minded creatives together through a weekly podcast and regular networking events.



## 4. Podetize

The company's founder and CEO, Tracy Hazzard, says Podetize came as a natural next step in their team's evolution as other podcasters came to them for advice on how to make their podcast as successful as their first show, WTF?? on 3D Printing. Recognizing a gap in the market for podcast hosting and advertising systems for business podcasters, the Podetize team set to work creating their own patent pending hosting feed.

## 5. Pod People

Similar to Arielle, Rachael King's passion for podcasting blossomed out of a long morning commute. Fast forward to 2017, Rachel had launched her own communications firm, and she quickly realized branded podcasts were becoming more and more in demand among her clients. Recognizing that podcasting was going to be the next big frontier for content marketing like digital video, social media or blogging, she merged her agency experience with her passion for audio storytelling and launched Pod People in January 2018.

## 6. Casted

Lindsay Tjepkema's passion for podcasting began while she was working at Emarsys, a global SaaS/MarTech platform as their VP of Brand and Content. They created Casted, a platform which makes it possible for B2B marketers to harness the power of podcasting and video content to create rich, meaningful content and amplify it to their audiences in ways that establish and strengthen relationships, all while driving business growth. Lindsay believes the power of video and audio podcasting has presented an opportunity for B2B marketers to personally reach their target audiences in a more meaningful way.

## 7. The Wave Podcasting

The Wave is all about helping women build successful podcasts on their terms. Founded by Lauren Popish, the Wave supports female podcasters by helping them grow their audience, share their message and get paid, because women supporting women is a beautiful thing. The company also recently launched the first podcast editing service for women by women, Swell Podcasting.

## 8. LWC Studios

LWC Studios is a digital and audio production studio that's "erasing the margins" to make things easier for brands and podcasters. They offer a complete suite of production services from concept to publication including digital audio production for clients like Our Body Politic, Marvel's Voices and the Globe and Mail. Juleyka Lantigua launched the company after 20 years working in traditional media. She was intrigued by the richness of audio storytelling that was unencumbered by traditional radio formats.

## 9. Quill

Launched in early 2020, Quill has already worked with some of the largest corporations in North America like TD Bank, CIBC and PwC to bring their corporate branded podcasts to life. The powerhouse entrepreneur behind the company, Fatima Zaidi, recognized the impending growth of the podcasting medium early on, and used this foresight to capitalize on the boom.

# TOP REMOTE RECORDING SOFTWARES



## 1. SquadCast

SquadCast is a great recording platform for studio-quality audio. They have a wide array of features that will help to bring any podcaster's recording to the next level. Some of our favorites include their progressive upload and automatic backups to ensure the safety and security of your content. They also have a video option where you can have one host and up to three guests participating. SquadCast records all participants locally and in separate tracks so it makes your life easier during post-production.

## 2. Zencastr

Zencastr is a web-based application that allows you to record and download studio-quality sound files straight from your browser, resulting in a lossless 16-bit 48k WAV audio track per guest. Thanks to its use of multi-track local recording, your sound quality is guaranteed regardless of potential inconsistencies in net connection because the app records each person's side of the conversation separately before syncing them together. Offering both free and paid tiers, the application is incredibly easy to use and navigate.

## 3. Riverside.fm

Riverside.fm is actually the recording software that we use here at Quill, we discovered the software a year ago and began using it throughout 2020. With no need for guests to install or download software, RiversideFM is one of the best podcast recording options in the market today. Although there is no free version available, they do offer a free 60-minute trial so you can test out their features to see if they're the right fit for you.

## 4. Alitu

Alitu is an all-in-one service perfect for those of you who want great-sounding audio without wanting (or needing) to become audio experts yourself. Using simple ‘drag and drop’ technology, this software lets you record audio files and leave the rest of the technical nitty-gritty, like noise reduction, compression, and voice levelling, to be performed automatically. After the magic happens, you can edit the recording directly in the Alitu episode builder to add your intros, outros, adverts, or transition effects.

## 5. Iris

Iris is a brand new remote recording platform that has already racked up an impressive array of clients despite its relatively short time in the marketplace. With HD video recording, separate audio tracks, and a simple intuitive dashboard with lots of features, Iris is a joy to record audio with. What’s more, they are a great option for podcast production teams; because the program is entirely web-based, team members can access their account, recordings, and schedules from any browser or device.

## 6. Cleanfeed

Cleanfeed is a streamlined browser-based collaboration tool for live audio and recording. The ‘Pro’ plan allows the user access to various features, such as audio repair, volume control, and adding multiple input devices. The app is extremely flexible, allowing you to connect with multiple guests who can each join the recording session in whichever way is easiest for them—for instance, via their smartphone, laptop, PC, or tablet.





## 7. Ringr

If you're looking for audio files that sound like they were recorded in a professional studio, this is the app for you. Available from both the iOS and Android mobile app stores, in addition to desktop and browser versions, it's incredibly easy to set up quick interviews with guests, no matter where they may be in the world.

## 8. Cast

Cast is an award-winning comprehensive podcasting service that allows aspiring and established podcasters to record, edit, and publish episodes. This all-in-one podcasting solution lets you record high-quality audio, make use of their powerful editing software, and then publish directly from a single platform.

## 9. Clearcast.io

Clearcast.io is another recording option which allows you to record audio files in perfect quality (320 kbps, 44.1 kHz MP3s), regardless of connection speed or problems. Of the three different plans for you to choose from, their free option is called "Evaluation", which says it all, allowing 20 minutes of recording time to try it out to see if it has what you need.

## 10. Audacity

Audacity offers completely free open-source audio recording and editing software. It's a great go-to option for beginners because it costs nothing and has all of the features you would need in the beginning of your podcasting journey, including multitrack support and batch processing. You can record and edit tracks, eliminate background noise, and add reverb and other effects.



## **11. Soundtrap for Storytellers**

Soundtrap for Storyteller's is Spotify's new one-stop-shop for high-quality podcast creation that allows users to record, edit, and master their audio. Designed to make podcast editing easier, this web-based podcast production tool includes an amazing interactive transcript feature which automatically transcribes conversation as you go and then allows you to make audio changes by simply cutting words or sections out of the automated transcript.

## **12. Hindenburg Journalist**

Hindenburg Journalist is a digital audio workstation designed specifically for podcasters, journalists, radio broadcasters, and other professionals who require high-level production value. So what's the difference between this program and others in this list? Unlike many other apps and programs designed primarily for music production and mixing and only incidentally for podcasting,

## **13. Spreaker**

Spreaker is a great option for those who want to combine their need for a podcast hosting platform with a mobile audio recording app in one convenient subscription. Although you might need to invest in the right equipment (for instance a better mic), Spreaker will let you produce high-quality audio with the right setup. You can also make use of Spreaker's one-click distribution feature to share podcast episodes to Apple Podcasts, Google Play Store, Deezer, and other major sites.

# TOP PODCAST ADVERTISING COMPANIES



## 1. Castbox

Castbox is one of the best podcast apps with over 95 million volumes of content on Android, Apple iPhone, Amazon Alexa, Google Home, Carplay, and Android Auto. To help podcasts reach a wider audience, they provide the opportunity to apply to be featured on Castbox in the general banner or in the “Editors' Picks” on the homepage with paid ad slots, which helps to promote your content and means more visibility to potential new listeners.

## 2. Spotify Ads

Spotify provides podcasters with another viable advertising option. Their advertising platform requires a 30-second ad slot with creative to go along with it, and the ad will be played for non-premium users throughout their listening period.

## 3. Overcast

Using Overcast, podcasters can reach new audience members by serving them targeted ads below the controls on the Now Playing screen and in the Add Podcast directory where they search for new shows. The ads run for 30 days from the time of purchase, and the platform will provide metrics including views, taps and subscriptions so you can see how the campaign performed.



## 4. PlayerFm

With PlayerFM, podcasters can give their show a boost by advertising where new potential audience members are already listening.

## 5. Podcast Addict

Podcast Addict is an advertising platform that allows you to purchase paid display ads on the Android podcast app. The service allows you to buy a month-long advertisement for either a specific category that users can search for or the main home screen, and they require no additional creative from podcasters because it pulls directly from your RSS feed.

## 6. Stitcher

Stitcher is a platform that brings together podcasters, listeners, and advertisers to connect all corners of the podcast universe. Along with Midroll Media, Stitcher matches advertisers with the shows and audiences that will help to uplift their brands.

## 7. AdsWizz

With AdsWizz, you can optimize your revenues through advanced targeting, forecasting, and reporting services. The company offers a contextual targeting solution called PodScribe™, which analyzes content to provide helpful advertising insights.

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