

BVDW Market Landscape – Programmatic Audio



Agentur

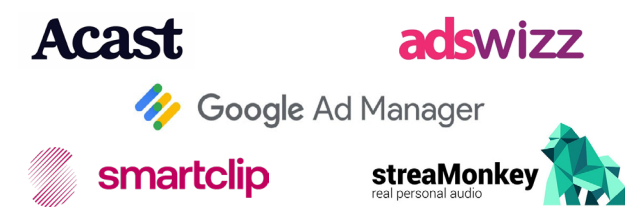


Monetarisierung

AdNetwork



Adserver



DSP



SSP



STRÖER | ssp



Datenanbieter, Measurement, Analytics



Hosting / Streaming

Acast



Smart Devices



Content

Audio Streaming / Aggregatoren



Podcast



Broadcast



Webradio



Voice Assistant

