

# BVDW Market Landscape – Programmatic Audio



## Agentur



## Monetarisierung

AdNetwork		Adserver	
Acast	AdAlliance	Acast	adswizz
ad:audio	iq digital	Google Ad Manager	smartclip
ARD MEDIA	PODSTATS	streaMonkey	
Julep	RMS	DSP	
RAUDIO.BIZ	Spotify	ACTIVE AGENT	adswizz
seven.one audio	STRÖER	amazon ads	
STUDIO GONG	targetspot	AllMediaDesk	Display & Video 360
ZEBRALUTION		HAWK	MediaMath
		smartclip	Spotify Advertising
		theTradeDesk	xandr
SSP			
adform	adswizz	AllMediaDesk	
Google Ad Manager	Magnite		
smartclip	SoundCast		
STRÖER   ssp			
VIRTUAL MINDS	xandr		

## Hosting / Streaming

## Content

Audio Streaming / Aggregatoren		Broadcast	
amazon music	GetPodcast	antenne bayern	Hit Radio FFH
radio.net	SOUNDCLOUD	BOBI	RADIO NRW
Spotify	TUNE IN	Paloma	RTL 104.6
YouTube Music			
Podcast		Webradio	
Acast	audible	80er hits	laut.fm
axel springer		Route musik	RMNradio.de
DIE ZEIT	Handelsblatt	SONOS	the wave
OMR	RTL+ MUSIK		
Spotify	ZEBRALUTION		

## Datenanbieter, Measurement, Analytics

## Smart Devices

## Voice Assistant