

BVDW Market Landscape – Podcast



Agenturen (Buying-Side)

Agenturholdings

dentsu
groupm
HAVAS

MAGNAGLOBALMEDIAPLUS

OMG Omnicom
MediaGroup



Independent

add2
ANY EVER
AUDIOMY
CROSSMEDIA
crossvertise
Fogel-
Podcasting
Media Plan
pilot
TERRITORY
MEDIA
webnetz

Content

Publisher

antenne bayern
ARD
axel springer
BUSINESS INSIDER
DER SPIEGEL
detektor.fm
DIE ZEIT
Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND
Handelsblatt
Hubert Burda Media

LAGE NATION
meinsportpodcast.de
MitVorgängen

OV
podlabel
PODSTARS

REGIOCAST
RTL+
seven.one audio

SONY MUSIC
Süddeutsche Zeitung
sport1

Spotify
UNIVERSAL
UNIVERSAL MUSIC
WEIMER |
MEDIA GROUP

Wirtschafts
Woche
WONDERY
ZDF

Studios

A
bose park
NOHYPE
ONE
POD
WUNDER
schnelein
media
STUDIO
TRILL
WAKE WORD

Vermarkter (Ad-Sales)

Podcast-/ Audio-only

Acast
AdAlliance
ARD MEDIA
AUDIO
HOUSE
AUDIOMY
AN AUDDY COMPANY
AUDIURELLA
azerion
iS digital

Julep
Podcastbude

PODSTARS
OMX
RAUDIO.BIZ
Experts in new audio

RMS
Spotify

seven.one
audio
ZEBRALUTION
PODCAST

Crossmedia-Sales

AdAlliance
OV
Olympia-Verlag GmbH
iS digital
seven.one
ENTERTAINMENT
GROUP
STRÖER

Podcast Players/Apps

Open RSS

music
podimo
radio.de
DEEZER

RTL+

Spotify

YouTube Music

Non-open RSS

audible
an amazon company
Nextory
podimo
RTL+
Spotify

Hosting

Ad-Serving

Acast
AdsWizz
ART19
an amazon company
SCHNEE VON
MORGEN
AUDIO
smartclip
TRITON

Hosting & Ad-Sales

Acast
AUDIURELLA
STUDIO BURNERS
Megaphone
by Spotify
podigee

Hosting Platform

Acast
ART19
an amazon company
AUDIURELLA
podcaster.de
podigee
OmnyStudio
A Triton Digital Company
SCHNEE VON
MORGEN
AUDIO
Simplecast

Tech (Apps & Tools)

Attribution

Linktree*
podscribe
Spotify Advertising
VERITONIC

Competitive Intelligence

Allcasts
MAGELLAN
pod
MON

Brand Lift & Research

edison
research
blis
Spotify Advertising
VERITONIC

Media - & Creative Analytics, Chart rankers

agma
amitionads
Allcasts
AUDIO
INSIGHTS
Chartable

MAGELLAN

PODIUS
podwatch

AI-focused

Adobe Podcast
AudioStack
Castmagic.
IIElevenLabs