

dax PODCASTS

DIGITAL AD EXCHANGE
from global

Part of the Global family

Radio & Entertainment



Outdoor



DAX



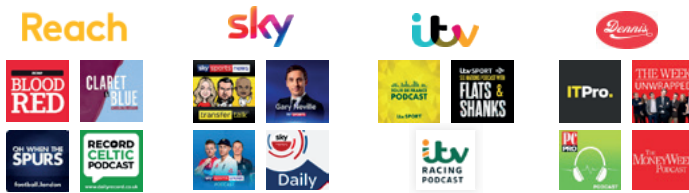
900+
PODCASTS

12M
MONTHLY LISTENS

Our podcasts sit in 3 groups

1

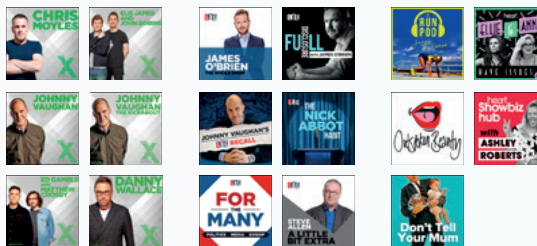
Home of favourite media brands



These represent a selection of the podcasts available. We also work with MTV Viacom & Endemol Shine

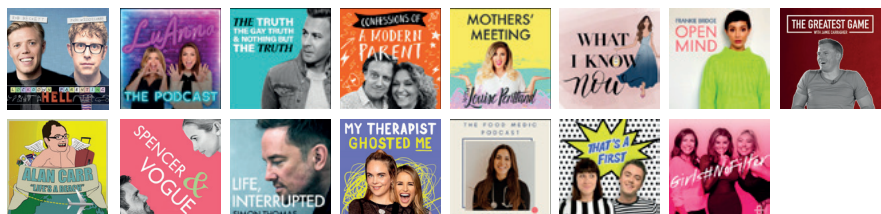
2

The best of Global's talent



3

Friends of Global



Our podcasts also sit in content verticals
Informed by audience targeting



Comedy



Sport



News & Politics



Business & Tech



Health & Wellbeing



Kids & Family



Science & Medicine



Society & Culture



Arts



Music



Film & Television



Games & Hobbies



Religion & Spirituality

There are four ways to integrate
your brands into DAX podcasts

1
Sponsorship

Build association

Sponsor credits, host-read copy & spot ads within a selection of podcasts most relevant to your message

2
Host Reads

Generate influence

Host-read copy within podcasts matched to your audience

3
Branded Episode

Tell your story

A special episode with your brand as the topic of conversation.

4
Vertical Spot Buy

Build salience

Your message is heard in multiple podcasts within a relevant content genre

We can measure your podcast campaign in two ways

1

Listener Insight



CROSS-DEVICE

Our cross device tool can now measure engagement with podcast advertising

2

BRAND STUDY

Measure the effectiveness of podcasts in shifting key brand metrics