



Libsyn Sees Record Podcast Network Growth in 2014

Download Requests Increase from 1.9B to 2.6B

PITTSBURGH, PA – February 19, 2015 – Liberated Syndication (Libsyn), a worldwide leader of podcast hosting, distribution and monetization, today announced that download requests on the Libsyn network have experienced accelerated growth from 1.9 billion in 2013 to 2.6 billion in 2014. This new milestone marks nearly 8 million daily audience requests for podcasts during the fourth quarter of 2014. The 37% increase in annual download requests resulted from record growth in both the number of active shows and podcast audience members consuming podcasts on the Libsyn network every month.

Network and audience milestones are being driven by the continued expansion of new shows and content by producers, which have also reached a new all-time high. Over 22,000 podcast shows use the Libsyn Network for distribution and monetization services for over 2.1 million unique, active episodes. New account sign-ups are also at an all-time high with the addition of over 2,300 new shows already in 2015.

Unique monthly audience members continued to grow to 41 million individuals in 2014 versus 25 million at the beginning of 2013, marking another milestone achievement.

The accelerated growth for podcast audience engagement continues with more podcasts being distributed to Mobile devices. Of the 2.6 billion downloads, over 1.6 billion (63%) were requested from Mobile devices, with a 5.4 to 1 ratio for iOS versus Android. At the end of 2014 the WTF with Marc Maron app for iOS, Android and Windows Phone 8 had been downloaded by over 225,000 unique user accounts.

“Our continued focus on providing Podcasters with great tools to help them promote and monetize their own brand has resonated well with our Podcast Producers on libsyn.com and LibsynPro,” said Rob Walch, VP Podcaster Relations at Libsyn. “In 2014 we launched Libsyn4, made major enhancements to our custom smartphone apps, and added support for in stream playback of episodes in Facebook and Twitter. We believe that our improved distribution tools along with our industry best statistic reporting and >99.999% uptime for media delivery in 2014 drove a record number of new show signups last year and into 2015.”

About Liberated Syndication:

Liberated Syndication (Libsyn) is the world’s leading podcasting network, providing podcast publisher with distribution and monetization services. Our clients include more

than 22,000 others who use Libsyn to measure the podcast audience, deliver popular audio and video entertainment and monetize their content through Apps, premium subscription services and advertising. We are a Pittsburgh based company with a world class team. Visit us on the web at www.libsyn.com.

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