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Audioboom Group plc
(‘AudioBoom’ or the ‘Company’)

Internet Advertising Bureau - Audio Advisory Group

Helping to shape metrics and analytics across the emerging podcasting industry, which will be vital in the continued growth in revenues from brands and media agencies

AudioBoom (AIM: BOOM), the leading spoken word audio on-demand platform, announces it has become the first podcast network to receive accredited membership to the Internet Advertising Bureau (“IAB UK”), a UK trade association for digital advertising, representing the UK’s leading brands, media owners and agencies. AudioBoom joined IAB USA in May of this year.

As a result, AudioBoom will gain access to and consult with IAB UK’s steering and advisory groups that create industry best practices, educational guides and research.

Other benefits of membership include being present at IAB UK events, such as the Sound Investment Seminar, and having access to research, such as ‘Advertising in a world without screens’, a future facing, emotive project that tackles, perhaps, the most disruptive change to the digital industry since the introduction of programmatic advertising.

Partners within the IAB Member Directory include: Spotify; Deezer; Soundcloud; Bauer Media Group, a European-based media company; DAX, the digital audio exchange, and RadioWorks, the independent radio advertising specialist.

IAB UK currently has over 1,200 members comprising of 850 brands, five agency groups and several independents, media owners, publishers and ad tech businesses.

Catherine Cribbin, Senior Industry Initiatives Executive and facilitator of the IAB Audio Advisory Group, said: *“We are delighted to have AudioBoom as members of the IAB and believe they will be a great addition to our Audio Advisory group. AudioBoom operates all around the world, but was founded in the UK and have already helped educate the wider industry about the wonderful world of podcasting. We are really excited about this partnership.”*

Rob Proctor, CEO of AudioBoom, said: *“Being officially accredited by IAB in the UK -- and the United States earlier this year -- is a significant milestone for AudioBoom as we look to further increase our audio inventory and advertising fill rates. This illustrates our reach into international markets and our commitment to be a leader in setting the podcast agenda.”*

“Podcast advertising is an engaging and cost-effective way for brands to target audiences. AudioBoom is committed to helping shape the metrics and research around podcast advertising and look forward to working internationally with the IAB to achieve this clarity for brands and agencies.”

Audioboom Group plc

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About AudioBoom

AudioBoom is a global podcasting platform that consolidates the business of on-demand audio, making content accessible, wide-reaching and profitable for podcasters, advertisers and brands. AudioBoom operates internationally, with offices across North America, Europe, Asia, Australia and Latin America, and addresses the issue of disparate podcast services by putting all of the pieces of the puzzle together under one umbrella, creating a user-friendly, economical experience.

AudioBoom hosts nearly 8000 active channels, with key content partners including Associated Press (US), "Athletico Mince" (UK), The BBC (UK), Cumulus Media (US), Edith Bowman (UK), "The Heart of It with Estée Lalonde" (UK), India Today (India), "News Roast" (UK), "No Such Thing As A Fish" (UK), Red FM (India), "The Totally Football Show" (UK), "Untold: The Daniel Morgan Murder" (UK), "Undisclosed" (US) and Westwood One (US).

Original content produced by AudioBoom includes "The 45th" (US), "I Almost Knew That" (India), "Corinne Bailey Rae: The Heart Speaks in Whispers" (UK), "Ctrl Alt Win Podcast" (India), "Deliberations" (US), "InBox (US), "It's Happening with Snooki & Joey" (US), "Mission To Zyxx" (US), "The Russell Brand Podcast" (UK) and "Very Bad Words" (US).

The platform receives over 60 million listens per month and allows partners to share their content via Apple Podcasts, BookMyShow, Deezer, Google Play, iHeartRadio, Saavn, Spotify, Stitcher, Facebook and Twitter as well as their own websites and mobile apps.

For more information for podcasters, advertisers and listeners, visit audioboom.com.

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