



**30 June 2017**

**Audioboom Group plc**  
("AudioBoom" or the "Company")

### **Launch of monthly subscription service for podcast creators**

AudioBoom (AIM: BOOM), the leading spoken word audio on-demand platform, announces the launch of a monthly subscription service for spoken word podcast creators. The new subscription service will mean that AudioBoom should now be able to monetise the thousands of content creators on its platform which do not attract advertisers due to their smaller audiences.

The subscription service will cost US\$9.99 per month and will apply to all existing podcast creators on the AudioBoom platform achieving less than 10,000 listens per month. The US\$9.99 subscription service is also being introduced for existing podcast creators on the AudioBoom platform achieving in excess of 10,000 listens per month but which do not want advertising linked to their podcasts.

New podcast creators joining the platform are now given the option to go 'ad-supported' if they already have more than the 10,000 listeners on their RSS feeds or they can choose the US\$9.99 per month package if they are new to podcasting and are looking to grow an audience. Once the podcaster is achieving more than 10,000 listens per month, they will automatically be sent an invitation to move on to AudioBoom's 'ad-supported' plan and start generating revenues for themselves.

Subscribers to the US\$9.99 audio on-demand service will receive the following features:

- Capacity to upload and host up to five unique podcasts per month
- Limited to 10,000 downloads per month
- Distribution via iTunes, iHeartRadio, Spotify, GooglePlay and Stitcher
- Advanced back-end analytics software to interrogate audience metadata
- Embeddable audio players for third party websites
- Seamless social media card integration for Facebook and Twitter

**Rob Proctor, CEO of AudioBoom, said:** "As we see more and more success with our monetisation of top tier podcasts and repurposed radio, and as we look to the future of ad-supported content with our recently launched original podcast network, we see value in continuing to provide a place for emerging content creators who are not yet ready to monetise through advertising."

"The US\$9.99 subscription service allows AudioBoom to offer the great tools and services for which we're known while still growing our business, reducing our costs and increasing profits."

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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 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 helps content creators share their content via Apple Podcasts, iHeartRadio, Google Play, Saavn, Spotify, Stitcher, Facebook and Twitter, as well as their own websites and mobile apps.

AudioBoom hosts almost 12,000 channels, with key ones including the Associated Press, Trinity Mirror Group, BBC, celebrities such as Russell Brand, and more.

Top podcasts include *Athletico Mince*, *News Roast*, *No Such Thing As A Fish*, and *Untold: The Murder of Daniel Morgan*. AudioBoom receives over 60 million listens per month and is the only end-to-end podcasting platform that also operates internationally, with operations across Europe, Asia, Australia and North/Latin America.

For more information for podcasters, advertisers and listeners, visit [audioboom.com](http://audioboom.com).