

# BVDW Market Landscape – Podcast



## Agenturen (Buying-Side)

### Agenturholdings

dentsu  
groupm  
HAVAS

MAGNAGLOBALMEDIAPLUS

OMG Omnicom  
MediaGroup



### Independent

ANYEVER  
AUDIOMY  
AN AUDDY COMPANY

CROSSMEDIA

CROSSVERTISE

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  
MitVorgnügen

OV  
Podstars  
RTL+

seven.one audio  
SONY MUSIC  
Süddeutsche Zeitung  
Deutschlands große Tageszeitung

sport1  
Spotify

UNIVERSAL  
UNIVERSAL MUSIC  
WEIMER | MEDIA GROUP

Wirtschafts Woche  
WONDERY  
ZDF

### Studios

DOSE DARK  
NOHYPE  
ONE POD WUNDER

schonlein media  
STUDIO BURNERS

STUDIO TRILL  
WAKE WORD

## Vermarkter (Ad-Sales)

### Podcast-/ Audio-only

Acast  
AdAlliance  
ARD MEDIA  
AUDIOMY  
AN AUDDY COMPANY  
AUDIURELLA  
azerion

iS digital  
Julep

Podcastbude  
Podstars

RAUDIO.BIZ  
Experts in new audio  
REGIOCAST  
Deutsches Radiounternehmen

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

DEEZER

podimo  
radio.de

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

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  
VERITONIC

### Media - & Creative Analytics, Chart rankers

agma  
amitionads  
Allcasts

AUDIO INSIGHTS  
powered by LY  
Chartable

MAGELLAN

PODIUS  
podwatch

### AI-focused

Adobe Podcast  
AudioStack

Castmagic.  
IIElevenLabs