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AdTonos plans going international thanks to UK's The Global Entrepreneur Programme's (GEP)

The Radio Net Media Ltd, which provides AdTonos - programmatic audio advertising solution for radio stations, proudly announced that it has been accepted to The Global Entrepreneur Programme's (GEP) run by the Department for International Trade in the UK.

The Global Entrepreneur Programme (GEP), is a mentoring programme for globally minded entrepreneurs, which aims to create global companies from start-ups helping expand their business internationally. The GEP was set up in 2003 by UK Trade & Investment and its primary role is attracting significant breakthrough technologies and platforms to the UK with the ambition of creating the next generation of high growth sustainable global technology companies.

„When I came across AdTonos and heard the CEO's passionate pitch, including global ambitions matched with extraordinary technology the company's been developing, I immediately suggested the GEP. I am confident GEP will open a number of doors for AdTonos, both in the UK and internationally, as it did for dozens of companies already.” – commented Marcin Boroń, Investment Advisor, Department for International Trade, British Embassy Warsaw.

AdTonos, a marketplace for programmatic audio advertising provides a new approach to audio content monetization. It replaces ad breaks broadcasted by radio into targeted ads in streaming channels offering seamless integration for publishers and precise reach for advertisers.

„GEP opens up a new growth perspective, credibility, contacts and valuable knowledge. I am sure that thanks to GEP we gain the global reach for our solution and amazing possibilities for our business.” – said Michał Marcinik, CEO & Founder, Radio Net Media.

About AdTonos

AdTonos is a technology-driven business focusing on audio monetization. AdTonos solution for radio broadcast, replaces on-air commercial break content with targeted advertisements changing spray-and-pray ATL ads into pay-per-play performance marketing. AdTonos, a new programmatic, data driven radio advertising solution, is designed in a AdWords business model, which is free for publishers. Backed with Overlay Ads technology AdTonos is easy to install, reliable revenue generator enhancing listeners' experience.

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