

AdTonos to deliver virtual event series “Audio Sushi”

Programmatic audio advertising platform, [AdTonos](#) has announced the launch of “Audio Sushi” – a new virtual event series featuring contributions from leaders across the digital media space, open to all and kicking off at 11am GMT on 18th February 2021.

As in-person events continue to remain off limits, [“Audio Sushi”](#) offers an online alternative where marketers, advertisers and agencies can come together and explore the fast-growing opportunities of the modern audio environment.

The first session, “Programmatic Audio is the New Video” will serve up valuable insights into today’s rich audio landscape, and explore how developing formats can be effectively harnessed; including leveraging the power of real-time, interactive ads via smart speakers. Insights will be shared by:

- Simon Thomas, Head of Client Strategy, Omnicom
- Anna-Lena Mikoteit, Audio’s Product Strategy Lead, Octave
- Charlie Brookes, Director of Revenue, Bauer Media
- Emir Teffaha, Managing Director, Sublime and Board Advisor to AdTonos
- Michal Marcinik, CEO and Founder, AdTonos

Attendees in the Greater London area will also be able to enjoy a complimentary Sushi delivery via Uber Eats, subject to availability.

Michal Marcinik, CEO of AdTonos explains, “Before the pandemic, our ideal suggestion would be meeting up over sushi in a nice London restaurant. While such events are still off the menu, we hope “Audio Sushi” will be the next best thing for industry professionals looking to collaborate and gain unique insights. Audio is undergoing rapid evolution, especially in the wake of increased digital listening over the past year. For those operating on both the buy and sell side, tapping increasingly popular audio channels and automated trading tools will be critical to optimise their online media success in 2021, and beyond.”

To find out more, sign up [here](#).



About AdTonos

AdTonos is a programmatic audio advertising platform that connects advertisers with publishers. The marketplace offers multiple ad placements from well-known pre-rolls, through to mid-rolls and real-time ad replacement for live streaming. This provides advertisers with vast reach across digital audio channels, while radio stations, podcasters or music streaming services profit from the use of an effective tool that supports them in growing their revenues from online advertising.

Brands have, at their fingertips, an easy-to-reach audience of more than 15 million unique online audio listeners from the UK and worldwide and a potential of at least 200 million ad playouts a month. AdTonos is supported by the UK's Department of International Trade, helping the company to scale globally, and is a member of IAB UK, IAB Europe and the European Association of Commercial Radios, which represents commercial radio at the European Parliament.

Media contact:

Katarzyna Bargielska
CMO & Co-Founder
Radio Net Media/AdTonos
Phone: +48 794 729 116
Email: kasia@adtonos.com