

## Press Release

The QuantumCast and AdTonos partnership creates a new era of audio programmatic in Germany, extending the possibilities for audio publishers and advertisers

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**QuantumCast is one of the leading German audio streaming providers with a self-developed cloud-based platform for audio broadcasting, and AdTonos, the programmatic audio advertising platform run by Radio Net Media, which successfully monetises streams of over 200 recognised publishers across the EU, the UK, LATAM and the US, today announced their partnership to extend programmatic audio advertising opportunities for brands and publishers across the German market and, in the future, expand together across European markets.**

QuantumCast, who offer audio publishers an auto-scale infrastructure to run radio stations, today partnered with AdTonos to extend the monetisation opportunities for supported audio publishers.

AdTonos is an end-to-end platform for advertisers, a SaaS solution for broadcasters, and the author of the innovative technology of real-time ad break replacement. The authors of the platform have developed their own leading-edge technology based on AI and third-party data that allows serving audio ads and measuring the conversion in real-time.

AdTonos and QuantumCast implemented a unique technology solution, the first of its kind in the world, that will allow thousands and thousands of radio stations, simultaneously, and very quickly, in an intuitive way, integrate with the end-to-end platform for advertisers. The audio ads will be played in radio station streams and start generating revenue immediately after the radio stations sign up to the AdTonos platform. There will be no need for additional contracts, formalities, technology integration and the cumbersome process of attracting advertisers. This is a big facilitation. Publishers and advertisers will receive statistics from the campaign on the dashboard of their account, in real-time, and confirmation of all campaign results on a daily basis. This partnership marks AdTonos's entry to the German market with additional streaming audio and podcast inventory. As part of this new partnership, brands and advertisers using the AdTonos platform will now receive innovative tools in the audio channel to be able to access additional audio and podcast inventory and reach a wider group of listeners.

*'We are happy that we can give our publishers new opportunities to monetise their audio streams and grow the business with us. At the same time, we are striving to expand into the international market and, together with AdTonos, we hope to convince customers worldwide of our solution.'* said Marko Elsner, CSO and Co-Founder of QuantumCast.

AdTonos is accelerating its growth and keeps working on new tech solutions to provide advertisers with effective, measurable tools for audio advertising.

*'The partnership with QuantumCast is a big step for us to enter the German market. We look forward to connecting the publishers using the QuantumCast platform with brands and advertisers using the AdTonos platform. We still keep working on an extension of our audio inventory and other hands-on, new,*



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*ground-breaking technology solutions for advertisers. Our goal is to extend AdTonos's presence on the German market. I'm very happy that QuantumCast invited AdTonos to the partnership" - added Michał Marcinik, AdTonos's CEO and Founder.*

The partnership between QuantumCast and AdTonos introduces new programmatic audio advertising capabilities to the market. For AdTonos, this also means more growth in the audio advertising market and being able to connect advertisers with online radio publishers even more effectively.

### **About QuantumCast**

QuantumCast digital is an independent technology provider based in Leipzig, Germany, specializing in the development, construction and operation of audio streaming infrastructures. The unique selling point is the easy creation and mixing of personalized lean-back audio programs, which sounds better than fm-radio. Its employees have more than twelve years of experience with online audio and have developed their own cloud platform QuantumCast, which makes audio streaming easier, more flexible and more transparent. This solution includes all the tools needed to create professional audio programs at scale. All settings for their configuration can be made by the customer himself. The provision of a new stream takes only a few minutes, changes can be made at any time. Meanwhile more than 300 radio programs in Germany and Austria use this service to distribute their audio content.

### **About AdTonos**

AdTonos offers ads in the programmatic model for radio streams and other audio content publishers like online stations or podcasts. AdTonos is an audio advertising marketplace platform connecting advertisers with publishers. It offers multiple ad placements from well-known pre-rolls, through to mid-rolls and real-time ads replacement for live streaming. This provides advertisers with capabilities generated from digital advertising, while radio stations profit from the use of an effective tool that supports them in competition for online budgets and builds new revenue streams. Brands have, at their fingertips, an easy-to-reach audience of more than 4 million unique online audio listeners and a potential of at least 90 million ad payouts

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.

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