



### **Raoul Wedel: Speaker Bio**

With a career in the radio industry spanning more than 30 years, Raoul Wedel is CEO of Wedel Software, a leading international provider of broadcast software solutions. In 2021 he launched the Adthos Ad Platform, bringing broadcast-quality AI and synthetic voice technology to the audio advertising industry for the first time. The platform continues to deliver more market firsts, including the option of creating 100% AI-generated audio ads. Over the last 12 months, Raoul has been putting this technology to the test with practical application: Adthos, in partnership with leading European broadcasters, agencies and top 10 audio and radio advertisers, has been busy producing high quality audio ads using AI and synthetic voice combined with dynamic data, producing some exciting results. More recently he has turned his attention to the wider use of AI in Broadcasting to generate news bulletins and more. A pioneer in the AI and Synthetic Voice space, Raoul sees almost unlimited possibilities for what this technology can do. He is also a strong advocate for its ethical application, with the Adthos platform offering voice actors the opportunity to earn royalties from the use of their voice.

