

## PRESS RELEASE

### Adthos launches first-of-a-kind Self-Service, 100% AI-Generated Audio Ads for Radio, Podcast & Streaming

Amsterdam, The Netherlands & New York, USA – 3 April, 2023

**From today, and for the first time anywhere, users of the Adthos Platform can generate complete audio ads from start to finish using AI technology.**

Advertisers simply submit a short briefing via a self-service portal, and using AI technology, Adthos will generate the script, adding AI voices, sound effects and music, resulting in a fully AI-produced ad that's available to be played out instantly. The platform utilizes a dozen AI technologies including GPT- 4, the latest language model to be released by OpenAI. The platform's own library offers 100's of hand-picked and trained top quality AI voices that collectively hold 1000 IMDB credits. This includes Emmy Award winning voice actors and talents who are part of the Top 10 Morning Shows in the US.

This breakthrough technology provides advertisers with efficient self-service and instant production of high-quality audio ads that offer the best voice talent available. For publishers it enables the kind of micro-transactions that will help to support long-tail revenue streams. Publishers are also able to add their own branding to the self-service portal to provide a more personalized service for customers. Adthos offers out of the box integrations with radio automation systems and ad-servers meaning that creative audio can be immediately played out, enabling publishers to create a true self-service ad-buying platform.

**Raoul Wedel, CEO of Adthos:** *"Adthos has delivered several firsts to the industry, but I am more excited about this than any other so far. We have been working with OpenAI for the last two years as part of their programs and have already pioneered its use for creative script writing. The addition of AI to select voices, music, and sound effects takes it to a new and exciting level. I can't wait to see what people do with it!"*

Two dozen of the world's largest publishers have already been selected to test out the product. To apply to participate in the trial, please contact [press@adthos.com](mailto:press@adthos.com).

A video demo of the platform is available at <https://vimeo.com/813493380/85219b4303>

Those interested in experiencing what Adthos Creative Studio can do can access a demo of audio commercials created using synthetic voices at: <https://adthos.com/adthos-creative-studio-preview/>

**END**



### Press Notes

We will be running a Hospitality Suite at the Wynn Hotel during NAB 2023, April 15-19<sup>th</sup>. If you would like to learn more about Adthos and experience the platform first-hand, please [make an appointment directly](#).

### About Adthos

Adthos is an innovative ad sales platform that is revolutionizing audio advertising. The first release of the platform featured first-of-a-kind ad-serving technology specifically created for radio and online streaming. The second release offers the first broadcast-quality AI-generated voice technology to create powerful, targeted advertising at a moment's notice.

Please contact [press@adthos.com](mailto:press@adthos.com) for interview enquiries or a live demonstration.