



## Summary

Adthos is a cutting-edge creative management platform that's revolutionizing audio production by providing media organizations with innovative AI-based solutions for content creation and distribution. Harnessing the power of audio and synthetic voices, Adthos streamlines audio production while offering personalized, engaging experiences to audiences. The platform serves broadcasters and advertisers using radio, podcast and streaming to connect with consumers.

[www.adthos.com](http://www.adthos.com)

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## Profile

### Introducing Adthos

Adthos is a cutting-edge creative management platform that's revolutionizing audio advertising by providing media organizations with innovative AI-based solutions for content creation and distribution. Harnessing the power of audio and synthetic voices, Adthos streamlines audio production while offering personalized, engaging experiences to audiences. The platform serves broadcasters and advertisers using radio, podcast and streaming to connect with consumers.

### Answering the challenges of the industry

Launched in June 2021, Adthos was created with a single original goal: to democratize the digital audio industry. It was built to answer today's most pressing challenges - changing consumer behavior, data utilization and pace of development in the digital space. They wanted to level the playing field for everyone, providing access to a specialized product that could give offer an equal foot in the door in the digital audio market. Harnessing the power of data – and dynamic data – to allow their users to create truly targeted advertising that gets results. And with the use of more than a dozen AI technologies including GPT-4 and high-quality synthetic and AI voices, Adthos offers a large reduction in both in the amount of time required and the cost to produce the audio content compared with a more traditional approach

### A unique product

It's difficult to keep the list short, but the key features which define the Adthos Platform are:

- The latest in AI voice technology for high quality content: The complaint about AI and synthetic voice is often that it just doesn't sound human or realistic, which has perhaps slowed progress in leveraging the technology more widely. With this potential stumbling



block in mind, from day one the company have been focused on ensuring that the highest quality of AI voices is available on the platform.

- **Constant Innovation:** The creators of the Adthos Platform are focused on introducing new technologies as and when they are available. To facilitate this, they have set up partnerships with industry players such as Microsoft Azure to ensure they are at the forefront of new developments that could be beneficial to their customers.
- **A focus on good business:** Whenever AI is discussed, you often also hear questions of ethics and fairness being raised. For example, what about the creatives whose work is being taken over by AI? And what about misuse of the technology to create deep fakes and the like? The creators of Adthos take all the ethical aspects of employing AI seriously, proactively addressing the potential pitfalls.
- **Affordability:** One of the key aims of the platform was to aid in the democratization of the industry by making access to the latest innovations affordable. With this in mind, subscriptions for the platform start at just USD49.95/month, and users can also test it out before signing up thanks to a month's free trial.

### Innovation is at the heart of Adthos.

Since the Adthos Platform was launched in June 2021, it has delivered a number of firsts to the market since then, not least with the launch of Adthos Creative Studio which brought the opportunity to create broadcast-quality, targeted audio advertising on-the-go using advanced text-to-speech and synthetic voice technology. From there the company has continued to innovate, adding more and more features including pre-produced, customizable audio adverts, introduction of more than 75 data APIs allowing users to add dynamic information to their audio ads and content, and partnerships with major sports data companies to allow live data from sport matches to be integrated into audio content. And earlier in 2023, with the release of a Self-Service portal enabling 100% AI Generated Audio Ads. Utilizing more than a dozen AI technologies, Adthos allows users to generate complete high-quality audio ads from start to finish – and play them out.

## R&D

### 2021

- The Adthos Ad Server launched **first of its kind ad-serving technology** built specifically for radio and online streaming, and made available free to download and use - because it's the company's belief that everyone should have access to the technology.
- The second module, Adthos Creative Studio brought another market first, the opportunity to create **broadcast-quality, targeted audio advertising on-the-go** using advanced text-to-speech and synthetic voice technology.



- Adthos released **pre-produced, customizable audio adverts**. This technology was put to the test in 2021 through the creation of a pro-Covid vaccination ad campaign, which we made available to download and use for free. Using Adthos' advanced text-to-speech and synthetic voice technology combined with geo-locations, Adthos generated >13.000 creatives, covering >6500 cities, in 70 languages, all within a matter of hours. So often AI, and this kind of synthetic voice technology is looked at with cynicism and distrust, but here the company were able to deploy it for good, enabling the possibility to share a critical public health message across the world in record time.

## 2022

- The second year of operation saw **the first large-scale commercial use of the Adthos platform by Talpa Networks** in the Netherlands to create audio advertising for some of their key brand clients. Over the next 12 months the team completed several use cases, utilizing a variety of different features available within the platform. Overall, each of these sets of audio ads shared some key benefits. Namely the opportunity to leverage different (dynamic) data sets to create targeted and powerful messages, and the ability to generate multiple sets of broadcast-quality audio ads based on that data in a matter of hours, compared to the many days it would take using a traditional recording artist and studio. Paul de Beus, Digital Audio Advertising Specialist from Talpa Network says, *“Looking back over the years where AI technologies were exponentially advancing, now those futuristic ideas are being turned into real usable products. The efficiency and scalability for audio-voice production in real-time is a game changer that Adthos facilitates with an endlessly growing potential.”*
- In September of 2022, the platform introduced more than **75 new data API's** covering a wealth of different interest areas including Sports, Travel, Finance, Retail, News and many more. Thanks to this development, users can add extra dynamic information based on data from sports matches such as football, travel data including TSA and other airport wait-times, and updates from the stock market, forex or crypto. There's the option to utilize price data from retail giants such as Target and Walmart. And they can also engage their audiences with the latest news from Reuters or Google and help share important public health information on issues such as Covid.
- In November of that year, Adthos was able to offer the ability to insert **real-time sporting data into dynamic audio ads and content** thanks to a partnership with the world's leading sports technology company, Sportradar, allowing users to leverage the scheduling and results of major sporting events to create up-to-the-minute audio ads or content. Sportradar collects and analyses sports data across 80+ sports, 500+ sports leagues and over 750,000 events a year globally, meaning users of Adthos have access to highly reliable data from sources such as NBA Basketball, UEFA football and World Rugby, to NASCAR, Tennis, Major League Baseball and



much more. In addition the platform offers dozens of pre-built templates featuring dynamic data from sports matches. These templates allow users to create audio ads and content at a moment's notice, customizing the event, teams and the language or even personalizing it for the listener. Enabling advertisers and audio publishers to reach global audiences in their native languages, sharing up to the minute content that goes beyond what might have been previously possible – match reports, player information, play-by-play and more – in a way that is inclusive and accessible for all.

## 2023

- Another market first came in 2023 with the release of a **Self Service portal enabling 100% AI Generated Audio Ads**. Utilizing more than a dozen AI technologies, Adthos allows users to generate complete high-quality audio ads from start to finish – and play them out. Users simply submit a short briefing via the portal, and using AI technology, Adthos generates the script, adding AI voices, sound effects and music, resulting in a fully AI-produced ad that's available to be played out instantly. For advertisers and smaller broadcasters, this offers huge improvements in time and cost efficiency of production, while publishers can offer customers a true self-service ad buying experience while supporting long-tail revenue streams through microtransactions.
- In the same year, Adthos was updated to allow the **creation and editing of audio for video and dynamic video ads**. Users simply import videos from file, platforms such as YouTube or Vimeo, or file-sharing websites. They can then separate the audio and video components, allowing them to isolate the voice track from other sounds. By utilizing speech-to-text technology, Adthos generates a script that can be edited before reconstructing the audio track with one of the platform's available voices. Additionally, the text can be translated into different languages, giving publishers and broadcasters the ability to quickly and easily reproduce short-form content for audiences in multiple countries. The voice track is then seamlessly reintegrated with the remaining audio and combined again with the video, before being published on social media or sent directly to ad servers.
- Then came **the News feature** which streamlines news content integration, providing instant, high-quality audio for news, weather, traffic, and sports. Direct newsroom integration allows stations to gather updates from around the globe, complete with clips and quotes. Content can be automated using the platform's built-in voices or by synthesizing the station's newsreader's voice, and can also be translated into multiple languages to connect with a broader audience. The platform's advanced synthetic voice technology delivers natural and professional-sounding news content, preserving the trustworthiness that audiences demand from news providers.
- To round off a stellar year, at the end of 2023 Adthos released another exciting feature – **creating fully produced audio ads from an image**. With this latest innovation, users can now generate a complete audio ad simply by uploading a



picture such as a product image, billboard ad, or even a photo of a storefront. This cutting-edge feature leverages the latest AI technology to analyze visual elements to create an engaging script before selecting suitable AI voices, music and sound effects to deliver a fully produced audio ad. The platform uses AI to analyze the content of a picture, identifying brands, slogans, styles, target audience and much more to write a creative brief. From the creative brief an ad script is created, voices, music and sound effects are curated before mixing all the elements together in a matter of minutes.