November 4, 2026

AdsWizz Powers a New Era of Podcast Video Monetization on Apple Podcasts

New capabilities enable publishers and creators to unlock incremental podcast video revenue

November 4, 2026 – Today, AdsWizz expanded access to its video podcast monetization capabilities for Apple Podcasts to publishers and creators, following early testing with select publishers. Powering one in four ads across the global open ecosystem and monetizing more than 1.3 trillion impressions[1] across streaming and podcasting over the past decade, AdsWizz combines greater audience reach, premium advertiser demand, and industry-leading monetization technology in one unified solution. Now, publishers and creators can seamlessly distribute and monetize podcast video on Apple Podcasts, unlocking new revenue opportunities while maintaining control over their content and advertiser relationships.

As audiences engage with podcasts across listening and viewing experiences, AdsWizz is extending its powerful audio advertising technology to help creators monetize every moment with an audio-led strategy, regardless of how their content is consumed. AdsWizz enables creators to extend existing audio advertising campaigns into video by pairing audio ads with branded companion banners, without requiring new video ad production. Podcasters will be able to use AdsWizz's best-in-class podcast monetization network to access advertiser demand, dynamic ad insertion, and measurement. Via Simplecast analytics, creators will have visibility into how audiences engage with their content across formats, helping inform their distribution and monetization strategies.

"For more than 15 years, AdsWizz has served as an operating system powering the open audio ecosystem, connecting creators and publishers with advertisers at scale," said Anne Frisbie, Group Vice President, Global Supply at AdsWizz. "With this solution, we are giving podcasters and video-first creators a new way to reach audiences on Apple Podcasts and monetize those audiences. We're also giving advertisers one access point to premium podcast inventory that is easier to buy, with the measurement advertisers expect from digital media."

This solution reinforces AdsWizz's commitment to powering the open podcast ecosystem, bringing together flexible monetization and advanced advertising technology to help creators and publishers grow their businesses on their own terms while giving advertisers more ways to reach and engage audiences wherever they are.

ABOUT ADSWIZZ

AdsWizz Inc., a subsidiary of SiriusXM, is the technology engine powering the monetization of audio content worldwide. A pioneer in the space, AdsWizz provides publishers and independent content creators with the tools they need to scale their audio business, while offering marketers innovation at scale, allowing them to connect with audiences globally.

From radio, streaming, and podcasts to dynamic ad insertion, advanced programmatic, contextual targeting, and first-to-market audio ad formats, only AdsWizz seamlessly connects an entire ecosystem of audio buyers and sellers with the click of a button. To learn more about AdsWizz, visit adswizz.com.

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[1] SiriusXM's Built with Audio event