



# POD Digital Media





# Introduction

## Gary Coichy, Founder/CEO of Pod Digital Media

Aug 6, 2020 Updated Jul 10, 2021



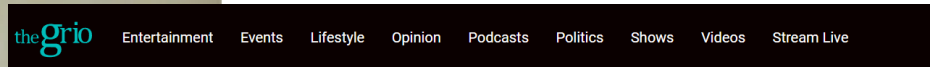
### Agency Vet Launches First Multicultural Podcast Network

by Larissa Faw , July 11, 2018



# Who We Are

Pod Digital Media started in 2018 to fill the void in the marketplace in helping brands reach the multicultural audience in the podcast ecosystem. PDM is the First & the Largest Multicultural podcast networking in the U.S. As former agency and brands executives, we understand brand partners' challenge to reach the multicultural demographic audience in an authentic environment. We partner with podcasters to customize and deliver tangible results to our advertisers.



FEATURED

## Pod Digital Media is bridging the gap within podcasting's racial divide

*US podcast ad spending is set to cross \$1B this year—Pod Digital Media is ensuring Black and brown podcasters are getting the money they deserve*

DANIELLE JAMES

# POD Digital In The News

# Inc.

NEWSLETTERS SUBSCRIBE

## Company Profile

Inc. 5000 companies meet strict criteria. [See our methodology.](#)

**No.362**

## Pod Digital Media

Advertising platform partnering with podcasters to connect advertisers with multicultural demographic audiences.

BLACK ENTERPRISE

BUSINESS NEWS LIFESTYLE EVENTS VIDEOS BE EXTRAS

NEWS | by BLACK ENTERPRISE Editors · January 24, 2022

## POD DIGITAL MEDIA SCORES MULTI-YEAR DEAL WITH MCDONALD'S, USA



Pod Digital Media, the first [multicultural podcast agency network](#), announced a groundbreaking advertising partnership with McDonald's today.


AdAge Sections Latest Editor's Picks Most Popular

Digital Marketing & Ad Tech News

### HOW THIS PODCAST NETWORK IS CONNECTING BRANDS TO MULTICULTURAL INFLUENCERS

Pod Digital Media is introducing a platform to unite brands with Black and Latino influencers who double as podcast hosts

By Gillian Follett, Published on May 16, 2023.



BLACK GIRLS TEXTING LIFE WHISPERS

AdAge Sections Latest Editor's Picks Most Popular

### POD DIGITAL MEDIA AND GROUP BLACK TEAM WITH NIKE TO CONNECT BRANDS WITH HBCUS

Pod Digital Media's new "Talk of the Yard" platform offers opportunities for brand integrations into podcast conversations between HBCU students and alumni

By Gillian Follett, Published on October 20, 2023.



Forbes

## POD Digital Media: The First Full-Service Agency For Multicultural Podcasters

Julian Mitchell Former Contributor

*I cover entrepreneurs and startups disrupting industries.*

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AUDIO

### Black-Owned Pod Digital Media Has A Deal With McD's And Big Plans To Grow Its Multicultural Podcast Network

By Anthony Vargas

FRIDAY, MARCH 4TH, 2022 - 11:48 AM

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AdAge Sections Latest Editor's Picks Most Popular

A UTA Company

# CES2024

Agency News

### UNCOMFORTABLE CONVERSATIONS: BLACK PODCASTERS NEED BRANDS TO INVEST LONG-TERM

Gary Coichy, CEO and founder of Pod Digital Media, discusses what brands should do to support his network of multicultural podcast creators—including going beyond one-off investments

By Lindsey Rittenhouse, Published on June 17, 2020.



# Blue Chip Partnerships

Walmart 

CapitalOne 

ULTA  
BEAUTY 

  
INFINITI.

VISA 



PEPSI-COLA 

UNIVERSAL 

AT&T 

HBO 

SHOWTIME 



amazon 

AMERICAN  
EXPRESS 

Ford 

LEXUS 

  
Wagyu 

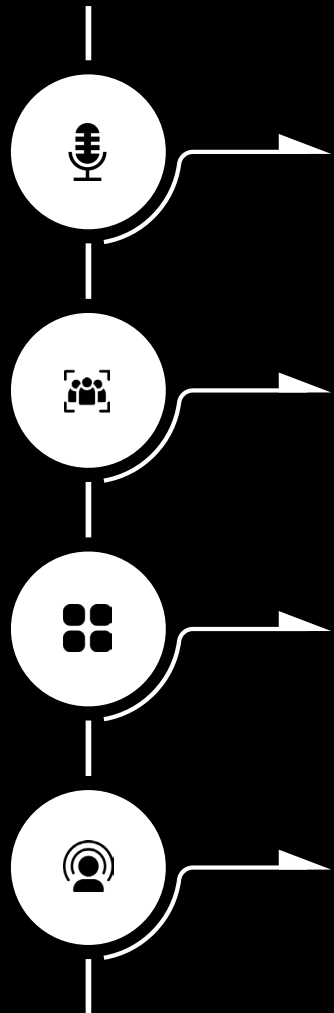
P&G 



ebay 

# Our Reach

Pod Digital Media (PDM) is the first and largest Multicultural Podcast Network



400+ Owned & Operated podcasters exclusive to PDM

Emphasis on African American & Hispanic audience segments

Podcasts in Every Category

Influencer & NIL Representation NEW!



**30M+**

Active Listeners

**10M+**

Show Downloads

**70M+**

Social Followers

**100M+**

Monthly Reach





# Product Offerings

# POD Digital Media Approach

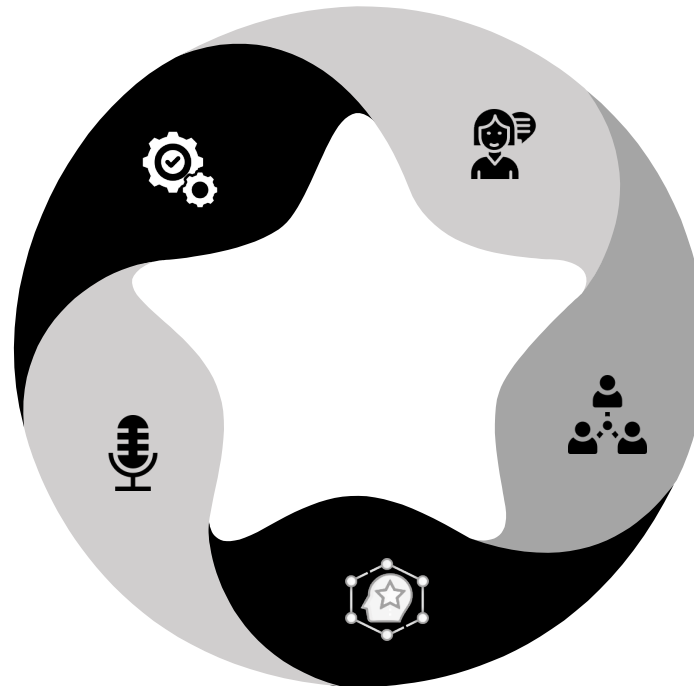
Curating custom solutions to amplify your brand campaigns specific needs, desired impressions, targeted audience, preferred channels, and experiences through our product offerings.

Podcast Integration

Experiential

Custom Podcast Series /  
Episodes

NIL Representation



Influencer Integration

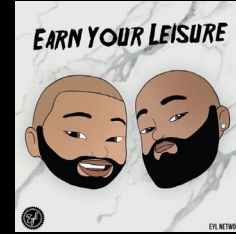




# Podcast Integration

Seamless integration into podcasts through custom segments, content, and host read ads

- 1 Pre-roll, Mid-roll, and/or Post-roll
- 2 Customized Or Scripted Ad Reads Native To The Podcaster's Content
- 3 Ads Can Live in Perpetuity  
*95% Of The PDM Podcasters Share*
- 4 Content >3 Channels



Earn Your Leisure  
550K Weekly Downloads



All The Smoke  
200K Weekly Downloads



Jalen Rose: Renaissance Man  
55K Weekly Downloads



Black Girls Texting  
70K Weekly Downloads



The Kenny Burns Show  
60K Weekly Downloads





### Toyota National Podcast Series After The Nudge

Co-hosted by Soledad O'Brien and former NBA player J.R. Smith



# Custom Podcast Series/ Episode

Custom Podcast Episode Series - PDM partners with clients to produce custom branding series, studio/on-set podcast episodes

## Deliverables



Securing Podcast Host/Talent



Recording and Editing



Content Distribution and Amplifications



Short Clips/BTS Videos



Earned Media/Press Coverage

# Experiential Activations

Pod Digital Media produces live podcast activations, that bring your brand's message to life through branded segments, live podcast conversations and engaging experiences.



## Sun Chips Art Basel 2022

Spotlighting underrepresented artists



## Orbit NYFW

Attendees included prominent fashion influencers and podcasters



## McDonalds Change Leaders

2023 ANA Multicultural Excellence Winner



## Nike Yardrunners Talk of the Yard

HBCU Multi-City Tour



# Experiential - Deliverables

PDM aligns podcasters from our extensive network to host, publish, and/or live stream conversations that allow brands to authentically connect with the targeted audience.

- Complete Brand Immersion
- Brand owned custom podcast episode(s)
- Instant reach to the podcasters/influencer's audience
- Sizzles and BTS content
- Influencer participation
- Paid & Organic amplification
- Reporting & Analytics

## Impressions

PDM Live Podcast Activations exceed impression commits, on average, by 35%



# Podcaster & Influencer Services

Podcasters voices of authority reach far beyond the microphone

- Influencers include but are not limited to podcast hosts
- Pod Digital, sources, negotiates and manages influencer relationships across a variety of categories










Walmart: Rock The Bells Festival  
Podcaster & Influencer Sourcing



Organic reach and/or paid amplification for YouTube, Facebook, TikTok and IG in feed, story, video, or reel posts



# Event Calendar

<p>Las Vegas, NV February 2024</p>	<p>Indianapolis, IN February 2024</p>	<p>New York, NY Feb/Sept 2024</p>	<p>February 2024</p>	
				
<p>March 2024</p>	<p>Miami, FL May 2024</p>	<p>June 2024</p>	<p>Talk of the Yard</p>	<p>Miami, FL December 2024</p>
				<p>Art   Basel Miami Beach</p>





Thank you