

BBC
STUDIOS

Audio
Ad Format Suite

Achieving brand objectives in a trusted, safe environment



With trusted voices, world-class storytelling, and a deeply engaged global audience, BBC podcasts offer a premium environment for advertisers. Featuring content that spans every passion and interest, they provide a powerful way to extend your media mix beyond the screen – making it more impactful, connected, and complete.

4.75x

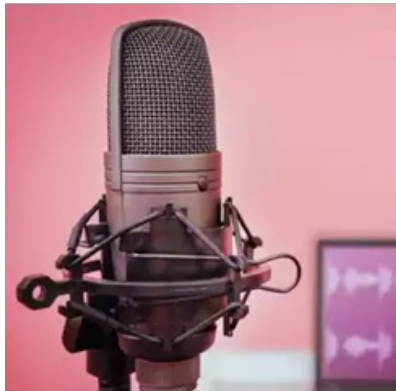
Case studies have shown ad campaigns on BBC audio content are up to 4.75 times more likely to drive website visits vs industry benchmarks

6%

Users listen through 6% more ad content on BBC platforms than they do on average across other platforms

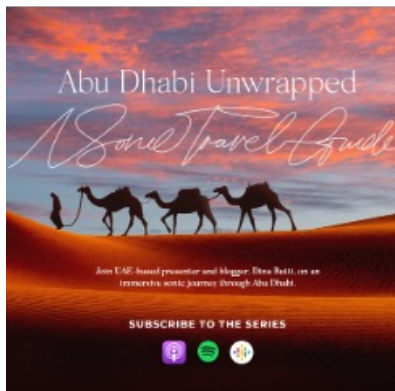
Commercial Opportunity

Tap into BBC's award-winning podcasts and reach engaged audiences with partnership opportunities across a variety of in-demand topics. Leverage the intimate and immersive nature of audio to engage listeners and build strong brand connections.



Branded Segments

1–2-minute segments produced by BBC StoryWorks, served in select BBC podcasts



Custom Podcasts

BBC StoryWorks will partner with your brand to develop and deliver unique audio content



Custom Audio Ads

A :30 - :120s custom spot created by BBC StoryWorks, served in select BBC podcasts.



Podcast Sponsor

“Sponsored By” intro followed by :30 or :60s pre and post roll spots



Targeted Ads

:30 or :60 second ad spots within contextually relevant content

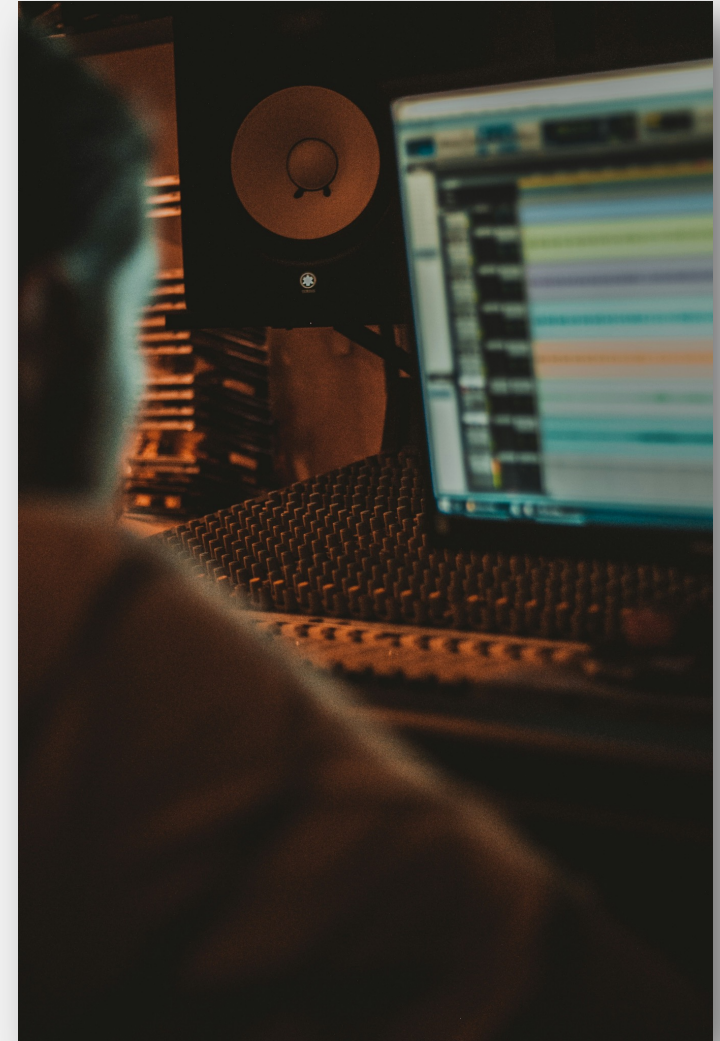
Branded Segments

Bring your brand's message to life with custom-branded podcast segments, expertly produced to align with one or more beloved BBC podcasts. These authentic, integrated segments are tailored to be contextually relevant and dynamically served into trusted BBC podcasts.

The :60 - :120 second segments offer an immersive way to engage listeners through interviews, storytelling, or explorations of topics that are customized to align seamlessly within the podcasts your target audiences are already engaging with.

OPPORTUNITY:

- :60 –:120s custom branded segments within a single or multiple BBC O&O podcasts
- Segments can run in post-roll or mid-roll

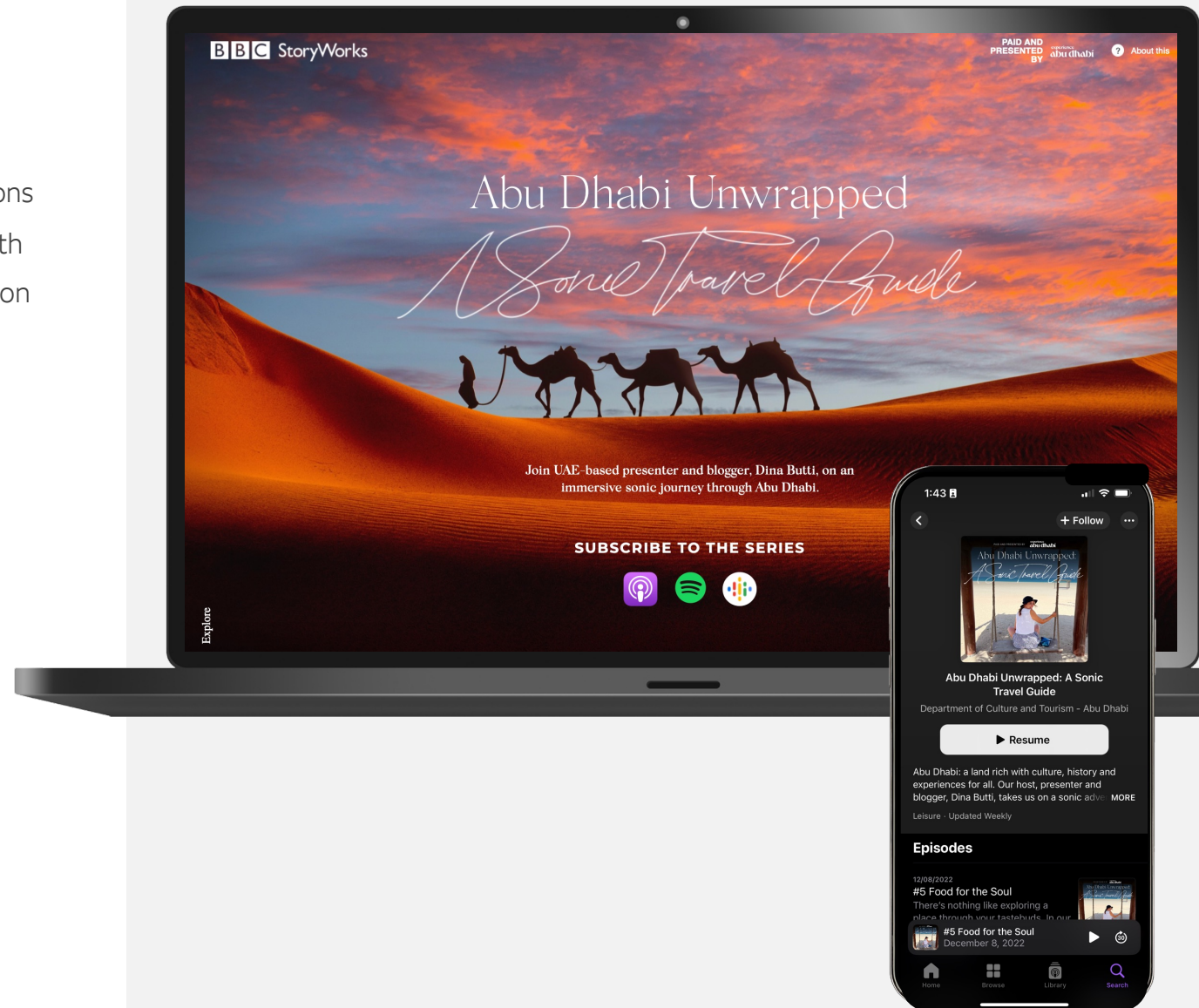


Custom Podcasts

Partner with BBC StoryWorks to create a bespoke audio series that positions your brand at the heart of engaging storytelling. Collaborating closely with your team, BBC StoryWorks will craft a unique, high-quality series hosted on BBC.com and distributed across all major podcast platforms.

OPPORTUNITY:

- On-going multi-episode series
- Promotional ads to run within BBC O&O podcasts

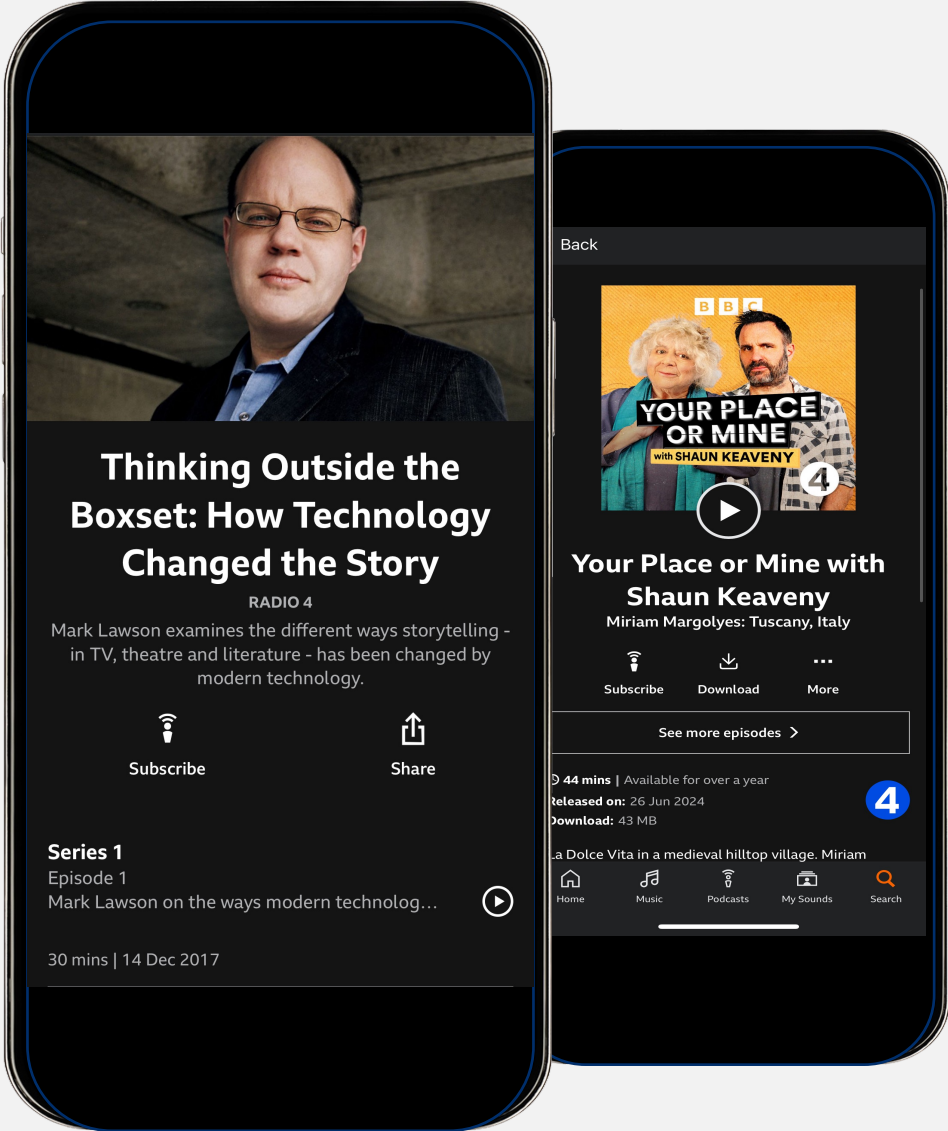


Custom Audio Ads

Elevate your brand with a custom audio ad crafted by the award-winning team at BBC StoryWorks. This :15 - :60s spot dynamically served in select BBC podcasts offers a unique opportunity to tell your story through world-class production, delivering a compelling message that resonates with an engaged, global audience.

OPPORTUNITY:

- :15 –:60s pre, mid, and post-roll custom ads

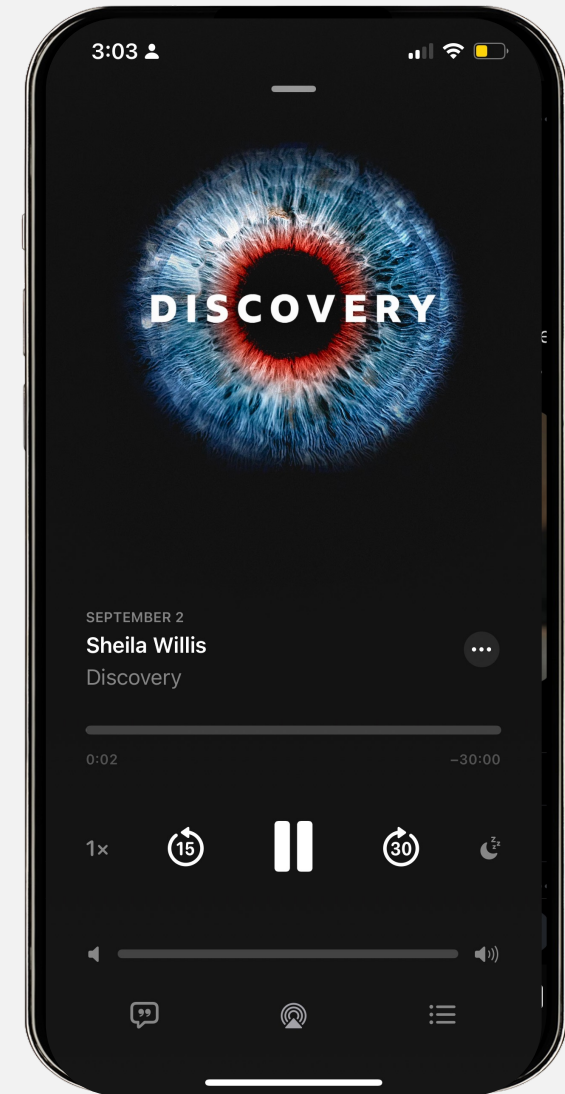


Podcast Sponsor

Unlock exclusive visibility for your brand with our Podcast Sponsor opportunity. This premium placement includes 100% buyout of either the pre-roll, post-roll, or midroll slot in select BBC podcasts inclusive of “sponsored by” message.

OPPORTUNITY:

- :30s or :60s pre-roll and/or post-roll on our podcasts.
- Sponsorship – 1 x :30s pre-roll and/or post-roll sponsorship message (e.g. “Supported by…”).



Order of playback:
Brief intro of the podcast
followed by :30” pre-roll and
post-roll :30” spots. Mid-roll
available on certain podcasts.

Targeted Ads

Tap into the world's leading producer of audio content and align your brand with contextually relevant podcasts. With our robust targeting options, your ad creative can reach target audiences through pre-roll, mid-roll, or post-roll placements.

OPPORTUNITY:

- :15 –:60s pre, mid, and post-roll targeted ads

TARGETING AVAILABLE BY:

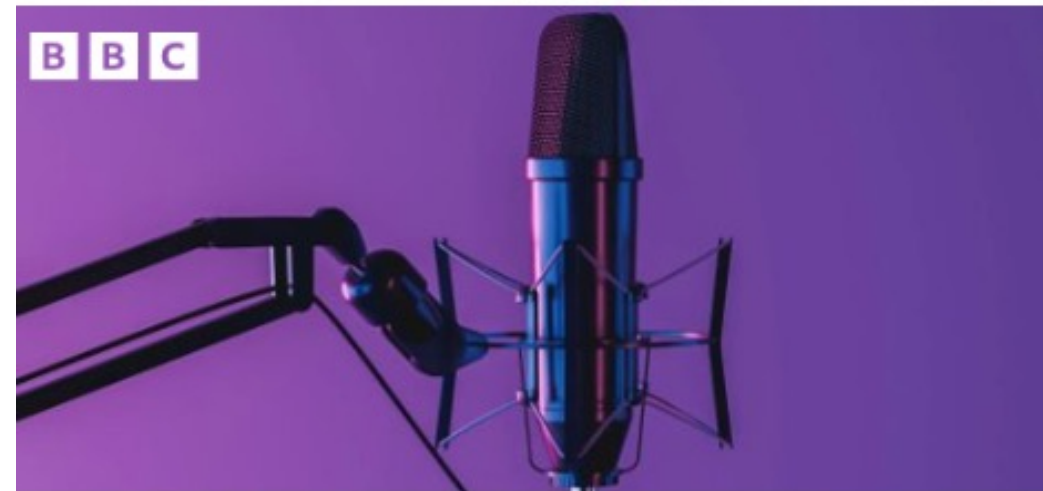
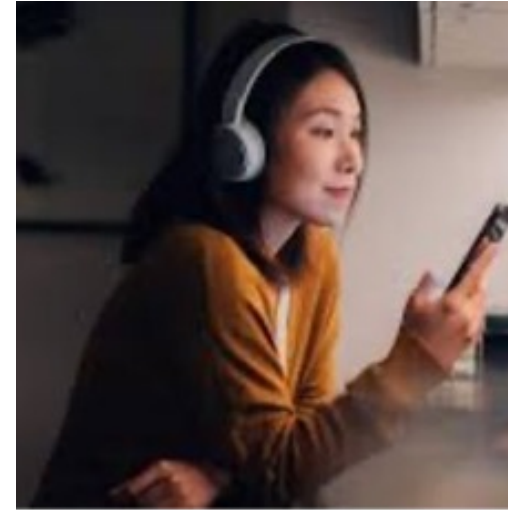
- Context (direct & programmatic campaigns only)
- Genres
- Interests
- Geography (country, city, DMA- US only)



Tech Specs

Please see technical specifications for advertising on BBC podcasts below

Market availability	All markets except UK
Device availability	Mobile, Desktop & Tablet
Dimensions	N/A
Acceptable ad formats	Audio File – MP3, VAST 3.0 & 4.0
BBC approved third party vendor list	Approved Audio 3rd party vendor list 2-week testing period. Discrepancy between third party ad server must be below 10% for approval.
Third party ad serving creatives	Approved Audio 3rd party vendor list
Third party tracking	3rd party impressions tracking is permitted, see vendor list above
Custom ad creation requirements	For Audio Creation: <ul style="list-style-type: none"> • Script • Desired Voice [in voice of BBC, specific accent] • More guidance available on request
Execution guidelines	N/A
Attribution guidelines	Magellan details here
Audio file guidelines	To provide 15 – 90 second audio file in MP3 (at least 192kbps) 44-100 kHz. Allowed dB levels: Min -9dB / Max -6dB (50% of maximum output). Creatives longer than 60 seconds require additional BBC approval.
VAST tag guidelines	VAST 3.0 and 4.0 accepted
Ad submission deadline	5 Working Days before campaign launch



Thank You

BBC STUDIOS