

PRESS RELEASE



Paris, October 20th, 2022

Ad Aures launches version 1 of Castopod

Castopod is the only open-source and free solution for Podcasts 2.0
Hosting

The final version of Castopod v1, an open-source Podcast 2.0 hosting solution developed by the French start-up Ad Aures, can now be downloaded for free from its website castopod.org. Ad Aures also offers "turnkey" hosting services on castopod.com.

Conceived for both amateur podcasters and experienced professionals looking for an evolving tool, Castopod does not limit the number of shows or episodes, and allows them to be published on all platforms (Apple Podcasts, Spotify, Deezer, Google Podcasts...).

Moreover, the solution was designed to protect the freedom of creators and their audiences, by limiting intermediaries, for example by natively integrating audience measurement (IABv2 standard) and a decentralized social network.

Castopod also offers several monetization solutions, thanks to private premium podcasts, online micropayment systems and Ad Aures' cookie-free monetization offer.

Already translated into 15 languages, Castopod is at the forefront of innovation and comes with many "Podcasting 2.0" features, such as support for transcriptions, chapters, content geo-location, person management, and many more.

Castopod is distributed under the AGPL3 license and was initially funded by the European Union via the [NLnet Foundation](https://nl-net.org/).

More information is available on the castopod.org and castopod.com websites.

HTML version and illustrations: <https://adaures.com/press-release/>

About Ad Aures

Specialized in AdTech and the Podcast industry, Ad Aures has been creating fair and sustainable ecosystems for all since 2020, by developing tools that increase and share value.

Ad Aures builds podcast hosting solutions with Castopod, and offers services such as automated transcription and chaptering, semantic indexing, contextual recommendation and monetization without cookies nor user profiling.

Ad Aures is incubated at Paris&Co within the [LINCC](https://lincc.eu/) innovation platform dedicated to the Digital, Cultural and Creative Industries.

More information is available on adaures.com.

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