Personalized audio advertising: RMS cooperates with A Million Ads
The audio sales house RMS and UK start-up A Million Ads are bringing Dynamic Creative to the German audio market

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RMS, the leading audio sales house and A Million Ads, a global leader in data-driven audio marketing, announced their cooperation on the German market today. A Million Ads specialises in the delivery of dynamic content and personalized adverts for online audio. It is the UK company’s first partnership in Germany. This shows the continuing growth of Programmatic Audio.

Thanks to the partnership, RMS now has access to the technology and creative approach developed by A Million Ads for the marketing of its online audio portfolio and can link them with its own adserver. Based on the known user information, advertisers can mix dynamically-generated elements within a campaign, and thereby create personalized audio spots with a vast amount of possible combinations. The data which A Million Ads can access at the start includes the location, time, weather, user device as well as the sequence of hearing the ad. In the next stage, first party data will become available, e.g. from login or usage.

**Frank Bachér,** Head of Digital Media at RMS: “We are delighted to have gained A Million Ads, an experienced expert in personalized data-powered online audio advertising, as a partner. This will give advertisers the chance, for the first time, to adjust and place advertising spots in real time for individual target groups. Thanks to this precise transmission, we can gain maximum attention in relevant situations. That is a real ground-breaking innovation for the audio advertising market. Dynamic Creatives emphasises the high quality of the online audio format. Together with A Million Ads and the campaigns of the first selected advertising partners, we will drive forward new developments in the German audio market.”

"RMS are the obvious partner for us in the German market. Their scale and capability offers advertisers the chance to reach millions of consumers,” said **Steve Dunlop,** Founder and CEO of A Million Ads. “Now, with A Million Ads, those moments can be personalised to each individual listener, capturing more attention and driving ROI for advertisers.”

At the moment, the preparations for the first test campaigns are ongoing in cooperation with a large agency network.
About A Million Ads
A Million Ads delivers personalized audio creative on-the-fly and at scale, driving higher brand engagement and greater media effectiveness. We make this possible by combining cutting-edge technology with innovation in the creative process to deliver relevant and personalised digital audio ads in real time.
www.amillionads.com Contact: press@amillionads.com

About RMS
As the leading audio sales house in the German audio marketing market, RMS helps its clients to get closer to their target groups and their purchasing decisions, both in terms of location, time and topic. To do this, RMS offers services from the whole audio spectrum: Advert times and formats as well as online offers from 165 private radio stations nationwide. On top of that there are also leading web radios and mobile apps. The marketing offer is supplemented by further services for market research, media planning and creation. In 2016, the revenue of the RMS partner stations was 1,270 billion Euros, according to Nielsen Media Research. The Chairman of the Board is Florian Ruckert. RMS has offices in all large German agency cities. The company’s headquarters are in Hamburg. Together with RMS Austria, RMS is the biggest audio sales house in Europe. www.rms.de