

10 October 2022 – 6.00 p.m. CEST

Targetspot is ramping up its presence in Spain

Targetspot (formerly AudioValley), a global player in AdTech and digital audio monetisation, is announcing a new partnership with Grupo Godó, one of Spain's largest publishers. This pact will give Targetspot vast targeting capability throughout the Iberian Peninsula, enabling it to reach new audiences, Generation Y listeners in particular.

Grupo Godó owns several media, including La Vanguardia and Mundo Deportivo newspapers and Spain's fourth largest commercial radio station Rac1, a touchstone for millennials in Catalonia with market share among that community of 39.3%.

Rac1 enjoys a strong online presence, with the highest monthly online audience figures in the country (20% of listeners) and 7 million downloads. It airs a broad range of news and entertainment shows and podcasts, including Versió RAC1, a comedy news show downloaded 1.6 million times a month and particularly popular among young graduate workers, an important target for announcers.

Ramp-up across Spain and Latin America

While it has been operating in Spain since 2018, Targetspot now has a dedicated sales team in Barcelona to sell its campaigns. This partnership with Grupo Godó will help Targetspot to accelerate its ramp-up across Spain and all of Latin America. The Mundo Deportivo news site and La Vanguardia newspaper both enjoy solid audience numbers in Latin America, where Targetspot obtained a foothold this year [having signed contracts with several leading partners](#).

NEXT EVENT

[H1 2022 results](#)

17 October 2022, after the market closes

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Targetspot, an AdTech group company listed on the Brussels and Paris stock exchanges, has been a leader and pioneer in digital audio since 2007. Targetspot connects brands to their target audiences via an inventory of leading publishers across all areas of digital audio. Through its proprietary technologies, Targetspot provides end-to-end integration between advertisers and publishers, for contextually targeted, cookie-free campaigns involving both direct and programmatic buying. Targetspot is also a leader in audio streaming, its Shoutcast brand enabling over 85,000 radio stations to be streamed online. Targetspot is operational in 9 countries and employs around 100 people worldwide.