

Selling Buffy Podcasts

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We are selling our podcast business as we are shifting our focus to a different venture. Our podcasts, which feature sleep sounds like rain and contain no spoken content, generate an average annual revenue of **€50,000**. The sounds are downloaded from Splice.com, and no recording is required.

The process involves minimal manual labor; the only task is to extend a one-minute sound file to an hour, a process known as 'looping'.

Our podcasts are hosted for free on Spreaker.com because we are a Prime partner. Our agency is the largest sleep podcast organization in the world with over 40 million downloads.

Managing these podcasts requires only 2 hours per week. They are primarily listened to by people suffering from depression or sleep issues. Since our podcasts continue to play while our listeners sleep, we attract more listeners for advertisements, resulting in high advertising revenue. In some months, we have earned up to €15,000 from advertising revenue.

Advertisers like McDonald's, Unilever, and BMW have advertised on our podcasts. Additionally, we use programmatic ads that are inserted into each episode, with an average CPM of \$5 per thousand listeners. Currently, we have 2 pre-rolls and 2 post-rolls active.

We are no longer selling advertisements and have ceased campaigns to promote the podcasts. Despite this, our podcasts consistently rank at the top of the podcast charts on Apple and Spotify globally.

We are looking for a serious buyer interested in acquiring our podcast business, which consists of four sleep podcasts.

Some ideas we once intended to develop, but never did, include launching a sleep app and producing meditation podcasts with AI voiceovers through ElevenLabs. Cross-promotion between podcasts has proven to be very effective.

ASMR Sleep Recordings

<https://open.spotify.com/show/1XRHRuE2Z4sWbEU0tGOYbJ>

ASMR Rain Recordings

<https://open.spotify.com/show/0BRfO7Z1zvnWlvuMEjd8sk>

ASMR Sleep

<https://open.spotify.com/show/1hNvMeEwkPzuaTuIWLM8iY>

ASMR Sessions

<https://open.spotify.com/show/673bLsHJCXPV8bG2aXnqz1>

Last 12 Months

Spreaker



Statistics > Dashboard > Ad Exchange >

Buffy Media

Organization Statistics

Period: Last 12 months

From: 05/01/2023 To: 05/01/2024



9,218,295

Impressions for the selected period



\$27,910.95

Revenue for the selected period

Impressions and revenue



2023

Spreaker★



Statistics > Dashboard > Ad Exchange >

Buffy Media

Organization Statistics

Period:

Custom



From:

01/01/2023

To:

12/31/2023



15,390,335

Impressions for the selected period



\$46,402.85

Revenue for the selected period

Impressions and revenue



2022 (During Covid-19)

Spreaker★



Statistics > Dashboard > Ad Exchange >

Buffy Media

Organization Statistics

Period: Custom



From: 01/01/2022 To: 12/31/2022



16,851,488

Impressions for the selected period



\$56,318.98

Revenue for the selected period

Impressions and revenue

