

Reflections from IAB and Looking Ahead

The True Native Media team took the stage in New York City for this year's **IAB Podcast Upfronts**, sharing how we're helping brands drive meaningful results across our roster of 200+ shows. Joined by **Andrew Giancola**, host of *The Personal Finance Podcast*, Founder & CEO **Heather Osgood** and VP **Nick Gryniwicz** highlighted how authentic storytelling and trusted creator relationships continue to make podcasts one of the most effective channels in advertising.

The room was buzzing with energy, creativity, and optimism for the future of audio, a reminder of how powerful this medium can be when brands and creators come together.

If you missed our session, catch a quick glimpse of the work and voices we're proud to represent here at True Native Media.

[Watch the Video](#)



Our Roster Shines at the 2025 Signal Awards

We're thrilled to celebrate our roster and network partners recognized for excellence across craft, genre, and storytelling.

Winners include:

- [The Ten News](#)
- [Dressed: The History of Fashion](#)
- [Nature Nerds](#)
- [Proof from America's Test Kitchen](#)
- [NerdWallet's Smart Money Podcast](#)
- [Data Over Dogma](#)
- [Sleep Cove](#)
- [MinuteEarth](#)

[View the winners gallery...](#)



Coming in 2026: TWIT.tv

TWIT.tv podcasts will soon be available for advertising through True Native Media. This includes the flagship *This Week in Tech* and five more highly respected and popular tech shows.

[Read the press release here.](#)



New to Our Roster

Check out these titles:

- [Reality Life with Kate Casey](#)
- [It's Super Effective](#)
- [Intermittent Fasting Stories](#)
- [Childproof](#)
- [A Zen Mind Guided Meditations](#)
- [Answer For It!](#)
- [The Level Up Podcast with Paul Alex \(Extended Episodes\)](#)

[View our roster](#)



Can Authenticity Survive the Age of AI, Automation, and Ad-Tech?

Our Vice President Nick Gryniwicz wrote for State of Streaming about the convergence of human intuition, AI, and automation in modern ad tech. Learn how we are using the latest pixel tracking technology to uncover what's working in today's audio landscape.

[Read the full article](#)



Blog: How Long Does It Take to See Results from Podcast Advertising?

Unlike many ad formats, podcast results can show up weeks (or even months) later. That's not a weakness, it's a strength. At True Native, we help clients understand and leverage this long tail of influence.

[Read more](#)

