Daylight Taps Barometer to Supercharge Monetization Across Audio & Video Network

The partnership brings Barometer's premier 3P brand suitability and episodic targeting to Daylight's massive roster of creators, driving transparent revenue growth for advertisers.

[New York, NY / Los Angeles, CA] – [3/17/26] – Daylight Media, a pioneering creator-focused venture that provides distribution and monetization for industry-defining creators in audio and video—such as Shawn Ryan, Chris Cuomo, and Jon Stewart—today announced a strategic partnership with Barometer. As the premier third-party brand suitability and contextual targeting solution for the next generation of premium media, Barometer will enable Daylight to scale monetization across its rapidly growing network.

The partnership arrives at a critical inflection point for the digital media landscape. According to the [latest findings](#) from Triton Digital, 53% of Americans now listen to podcasts on a weekly basis. As audiences increasingly flock to premium, creator-led audio and video formats, advertisers are demanding more precise ways to engage these massive audiences without compromising on brand integrity or campaign performance.

By integrating Barometer's trusted third-party (3P) data, Daylight Media is elevating its offerings, making it possible for its sales team to deliver an unparalleled level of precision and accountability to advertising partners and helping unlock unprecedented investment scale.

Through this partnership, Daylight advertisers will now have access to:
- Precise Episodic Targeting: Moving beyond broad show-level assumptions, advertisers can now target specific episodes based on contextual relevance and brand suitability, ensuring their message always aligns with the right content.
- Transparent Post-Campaign Reporting: Advertisers will receive comprehensive, independent verification of where their ads ran, providing the peace of mind and data-backed transparency required by today's top-tier brands.
- Continuous Vetting of Titles & Creators: Advertisers will be able to vet personalities in addition to content, making it possible to partner with more creators and deepen existing relationships.

By removing the friction of unwarranted brand safety concerns and offering granular 3P suitability & contextual targeting capabilities, Daylight Media can unlock new advertising budgets and drive overall revenue growth for both its creator network and brand partners.

"Integrating the Daylight content portfolio with Barometer allows advertisers the ability to create meaningful and authentic sponsorships at scale while ensuring core content suitability. We are excited to partner with this great team." - Jay Green, EVP, Business Strategy and Partnerships, Daylight

"Partnering with Daylight is a massive win for the premium media ecosystem. We are thrilled to empower hundreds of world-class creators and their advertising partners with the precise, third-party data they need to drive real revenue, ensure brand suitability, and scale confidently across audio and video." says Barometer CEO Dr. Tamara Zubatiy

For more information on [Daylight](#)'s premium advertising opportunities or [Barometer](#)'s solutions, please visit their websites linked.

About Daylight Media
Daylight is a pioneering creator-focused venture providing premier distribution, monetization, and marketing services. Partnering with industry-defining audio and video creators like Shawn Ryan, Chris Cuomo, The Daily Beast, and Jon Stewart, Daylight connects highly engaged audiences with the world's leading brands.

About Barometer
Barometer is the premier 3P brand suitability and contextual targeting engine for the modern premium media ecosystem. Empowering brands and publishers across podcast, video, and AI advertising, Barometer's trusted data solutions ensure precision targeting and transparent reporting, allowing the next generation of media to maximize revenue while safeguarding brand integrity.

Media Contacts:
[Name]
[Email]
[Phone Number]