**Brands Begin Tapping the Power of User-Generated Audio**

An emerging crop of tech firms are offering user-generated content services to help marketers advance their audio branding efforts and boost consumer engagement. Examples include Blerp, which maintains more than 500,000 unique audio emojis and thousands of user-created soundboards, and Vurbl, which is launching with millions of consumer-generated audio assets and plans to create a real-time programmatic audio ad platform

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<https://www.forbes.com/sites/cathyolson/2020/09/29/user-generated-audio-branding-what-you-need-to-know-to-ride-the-next-sonic-wave/#37faf1911bd1>