

THE AUDIO MARKETPLACE (TAM) LAUNCHES SEPTEMBER 16

The Audio Marketplace (TAM), the first European B2B platform for multilingual professional audio content, will officially launch on September 16 as part of the European Audio Dataspace (EAD) project, coordinated by Agence France-Presse (AFP) with support from the European Commission.

TAM connects creators (podcasters, journalists, sound designers) with buyers (media, institutions, businesses), offering a secure, structured hub for licensing and distributing trusted audio across Europe.

“With TAM, we aim to create a genuine European audio ecosystem, giving professionals the tools to buy, sell and exchange content across borders—just as television already does via Eurovision or ENEX,” said **Christine Buhagiar**, AFP’s Director of Development and Diversification.

Key Features

- European catalog in five languages (English, French, Spanish, German, Italian)
- Licensing options: standard and customisable contracts
- AI-powered recommendation tool
- Secure payment via Stripe
- Dedicated spaces for creators and buyers

Upcoming: automatic transcription and audio previews.

Online Event

A webinar will present TAM on **September 23, 2025**, gathering creators, buyers and partners: [invitation here](#).

A European Collective Effort

Partners: AFP (France), Dawex (France), ENEX (Luxembourg), Wake Word (Germany), Europod (Belgium), Agora/Tok FM (Poland), EFE (Spain). TAM – Connecting European Audio Creators to the World.

More info: [Website](#) – [Instagram](#) – [LinkedIn](#) – [Bluesky](#).

About AFP

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