

## The latest high-profile podcasters to join Acast: Happy Place, The Guilty Feminist, Running Things, The Elements, and more

### **Acast's commitment to the open podcast ecosystem continues to attract the world's most popular creators and networks**

Acast, the creator-first podcast company, has signed some of the world's most popular creators in recent months — including one of the UK's most-loved broadcasters, an award-winning Australian production team, and a Canadian who was once the fastest man on the planet.

The new additions show further support for Acast's creator-first approach — and its commitment to the open podcast ecosystem — as podcasters around the world continue to choose Acast as their home. And the more established shows bring millions of new listens to the Acast network, which already had more than 880 million listens in Q2 of 2021.

One of many high-profile recent signings was British broadcaster Fearne Cotton and her **Happy Place** podcast, the most-listened-to wellness podcast in the UK, now in its 11th series.

*"Acast's position at the heart of the open podcasting ecosystem, and its global footprint, will help us continue to grow the Happy Place brand worldwide, giving us the potential to engage with millions of brand new listeners."*

— **Fearne Cotton, broadcaster, best-selling author and host of Happy Place**

**The Guilty Feminist**, hosted by inimitable comedian Deborah Frances-White — one of the UK's foremost voices in conversations around feminism — also joined Acast, and Acast will support the launch of a slate of brand new podcasts from her team later this year.

*"It is such a joy and a privilege to be at the beating heart of such an electric movement that welcomes imperfect feminists everywhere. Acast has helped us keep the podcast free for anyone in the world to listen to, while enabling us to pay our guests and contributors — as well as expand our podcast house — and I can't wait to discover what we will build together."*

— **Deborah Frances-White, host of The Guilty Feminist**

In Canada, Donovan Bailey — who became the fastest man in the world 25 years ago at the 1996 Olympic Games — launched **Running Things** with Acast. And, in Australia, the award-winning producers of much-lauded podcast *The Teacher's Pet* brought their new show **The Elements** to the Acast network, telling tense and harrowing tales of some of Australia's most devastating natural disasters.

One of the most successful podcast networks in the US — **Crooked Media** — also partnered with Acast to monetize its shows internationally. Thanks to Acast, advertisers in Canada, the UK, Ireland, Australia, and New Zealand will be able to purchase inventory across Crooked shows — including *Pod Save America*, *Lovett or Leave It*, and *Pod Save The World* — for the first time.

*"We're thrilled to be working with Acast, who have such a great foothold on the audio space around the world, to bring Crooked to more partners."*

— **Joel Fowler, VP Commercial Marketing & Creative Strategy, Crooked Media**

All recent signings will have access to Acast+, a new suite of monetization options enabling podcasters to offer ad-free streams, exclusive content, early access and much more to paying subscribers. With Acast+, listeners can access paid-for benefits across every podcast listening platform out there. On average, since introducing Acast+ membership tiers, creators have seen a 20% revenue uplift — with several partners reporting much higher figures.

Podcasters signing up to use Acast+ in recent months include ***Les Petites Histoires*** in France, ***Send Me to Sleep*** in the US and ***Irish History Podcast*** in Ireland — while new signing ***Happy Place*** also plans to add Acast+ subscriptions for deeper engagement with its devoted community of fans.

**Ross Adams, Acast CEO, said:** *"We've had a hugely successful few months across all our markets, cementing our position as the global power source of podcasting and proving that our business model — and the way it supports the Creator Economy — is something creators the world over can get behind. The calibre of the podcasts joining Acast and the new partnerships we're signing show the passionate, widespread belief in both what we're doing and how we're doing it."*

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## About Acast

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Acast was founded in 2014 and is one of the most eminent podcast platforms, and a pioneer in the open podcast ecosystem, connecting all podcasting stakeholders to one common software infrastructure.

Through its infrastructure, Acast allows advertisers to efficiently target an engaged audience of listeners through dynamic ad insertion, while podcasters are given access to a range of monetization opportunities and the necessary tools to expand their listener base.

The company has a global footprint across 12 countries and, during 2020, had approximately three billion listens on Acast-connected podcasts. Today, Acast hosts more than 30,000 shows. Acast's headquarters are located in Stockholm, Sweden and the Company has nine local subsidiaries including UK, US, Australia, Norway, France, Germany, Ireland, Mexico and Canada.

In recent years, Acast has undergone an expansion with continued strong growth, with net sales increasing from SEK 180 million in 2018 to SEK 592 million in 2020. As a result of Acast's recent growth initiatives, the number of listens grew from approximately one billion (2018) to three billion (2020). In the second quarter of 2021, Acast had 880 million listens and an organic net sales growth of 130%. Acast was co-founded by Johan Billgren, its current Chief Product and Tech Officer, and is listed on the Nasdaq First North Premier Growth Market. Certified Adviser is FNCA Sweden AB, info@fnca.se, +46 (0) 8528 00 399.

## Attachments

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