

TED Audio Collective Taps Acast as Ad Sales, Hosting, and Distribution Partner

New partnership adds 26 podcasts and 176 million global listens to Acast each year

November 14 2024 – Acast, the world's largest independent podcast company, today announced a new partnership with the [TED Audio Collective](#). Under the terms of the deal, Acast is the exclusive ad sales, hosting, and distribution partner for the brand in all regions outside of Australia and New Zealand.

"The TED brand is synonymous with excellence and is a known destination for the curious. The addition of the entire TED Audio Collective to Acast brings a massive and highly engaged global audience – and importantly monetizable listens – for advertisers around the world to connect with," **said Acast CEO Ross Adams**.

The TED Audio Collective is home to 26 hit podcasts across business, tech, health and wellness, and a variety of other genres. Each year the network garners 176 million listens globally through popular titles such as *TED Talks Daily*, *How to be a Better Human*, *TED Business*, *TED en Español* and more.

"At TED, we are dedicated to discovering, debating and spreading ideas that spark conversation across our global network," **said Alan Seiffert, Head of Global Business Development at TED**.

"With Acast's leading ad tech tools and partnerships, we're confident that this partnership will help to continue to scale the TED Audio Collective around the world."

For more information

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About Acast

Since 2014, Acast has been creating the world's most valuable podcast marketplace, building the technology which connects podcast creators, advertisers and listeners. Its marketplace spans over 135,000 podcasts, 2,700 advertisers and one billion quarterly listens. Crucially, those listens are monetized wherever they happen - across any podcasting app or other listening platform.

The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market (ACAST.ST). Certified Adviser is FNCA Sweden AB, info@fnca.se

About TED

TED began in 1984 as a conference where Technology, Entertainment and Design converged, but today it spans a multitude of worldwide communities and initiatives exploring everything from science and business to education, arts and global issues. In addition to the TED Talks curated from annual conferences and published on TED.com, TED produce [original podcasts](#), [short video series](#), [animated educational lessons \(TED-Ed\)](#) and TV programs that are translated into more than 100 languages and distributed via partnerships around the world.

Attachments

[TED Audio Collective Taps Acast as Ad Sales, Hosting, and Distribution Partner](#)