

## Acast launches presence in the Netherlands with Meer Van Dit

**Acast, the leading podcast platform and pioneer in the open ecosystem for podcasts, continues to expand across Europe, launching its presence in the Netherlands by signing Meer Van Dit. Acast will host, monetise and distribute the podcast studio's shows, which generate approximately 27.5 million listens per year.**

Some of the top shows in the Netherlands, including *Teun & Gij's vertellen alles*, *Etenstijd!*, *Weer een dag* and *De mediameiden* will now be accessible to audiences anywhere and everywhere they listen to podcasts, and available for monetisation through Acast's extensive advertising marketplace.

Recognising the Netherlands as a key player in European podcasting, with almost half (49%) of Dutch people over the age of 16 now listening to podcasts\*, Acast has identified an extensive network of publishers and creators already present, plus demand for podcast advertising.

"It's with great pride that we can say we're officially launching in the market with Meer Van Dit by our side. Thanks to our technology-led marketplace, we've honed our abilities to be present in new geographies in a truly scalable way, without always the need for staff on the ground - still providing the best services to help podcasters and advertisers reach their audiences. As we continue to explore new territories for Acast, some places seem to be more apt for podcasting than others. It's usually due to factors such as advertiser interest, the variety and number of podcasts in the market, and the buying methods frequently used and accepted. We've found that the Netherlands is far advanced in these areas", said Ross Adams, CEO of Acast.

[\\*Frankwatching, "Podcasts in 2022: listening and viewing behaviour, developments & challenges"](#)

## For more information

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## About Acast

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Acast is the world's largest independent podcast company. Founded in 2014, the company has pioneered the open podcast ecosystem ever since – making podcasts available on any listening platform. Acast provides a marketplace, helping podcasters find the right audience to monetize their content. When our podcasters make money, we make money. Today, Acast hosts nearly 88,000 podcasts, with more than 400 million listens every month. The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market. Certified Adviser is FNCA Sweden AB, [info@fnca.se](mailto:info@fnca.se), +46 (0) 8528 00 399.

## Attachments

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