

Acast Launches First Video Advertising Campaigns on Apple Podcasts with State Farm® and T-Mobile

Acast, the global authority on podcasting, today announces the launch of the first integrated video campaigns on Apple Podcasts. Acast is the first to successfully monetize Apple Podcasts' new video environment at scale, bringing global brands into the next evolution of podcasting.

First-movers like State Farm and T-Mobile are leveraging Acast's ad-tech and Apple's HLS technology to launch the first integrated, multi-sensory campaigns on the platform. By tapping into Acast's creator network, these brands are reaching Apple's growing video audience through a seamless experience that combines audio and video creative in real-time.

The impact is already measurable. 117 shows have now enabled Acast's Apple HLS video integration, publishing more than 1,000 episodes to a global audience led by the US, France, UK, Canada, and Australia. Most notably, this isn't just shifting existing behavior: 60% of HLS daily growth is additive, bringing entirely new listeners into the fold.

This move comes as podcast consumption shifts toward a hybrid model; according to Acast's [2025 Podcast Pulse report](#), nearly 4 in 5 global listeners now both watch and listen to their favorite shows. And by adding a visual dimension to the audio experience, Acast enables brands to extend their total reach by as much as 39%.

"Acast has spent more than a decade building the infrastructure that powers the global podcasting economy. Today, we are applying that expertise to define how video and audio coexist for the world's biggest brands," says Greg Glenday, CEO at Acast. "This isn't just a new feature; it's a major commercial evolution. By partnering with innovators like State Farm and T-Mobile, we are setting the standard for how video podcasts are bought, sold, and measured."

"At State Farm, we're committed to leading innovation that connects us with audiences where they are most engaged," said Alyson Griffin, Head of Marketing at State Farm. "As consumer habits shift toward more visual podcast experiences, working with Acast allows us to lead the market with impactful, dual-format campaigns that capture both the eyes and ears of podcast audiences everywhere."

For more information

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About Acast

Acast is the global authority on podcasting, building the infrastructure that serves as the single point of entry for the whole industry. This enables creators to grow and monetize across audio, video, social, and beyond, and brands to buy at scale - without walls or borders. As the world's largest pure-play podcast company, we connect 140,000+ storytellers with 4,000+ advertisers globally. Listed on Nasdaq Stockholm (ACAST).

Attachments

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