

Acast and Amazon Music enter agreement to bring ad-free podcast listening to fans

Amazon Music and Acast have entered an agreement to deliver ad-free podcasts for Prime members and Amazon Music Unlimited subscribers.

Amazon Music has purchased all the ad inventory across thousands of Acast podcasts, and as a result listeners will be able to access those podcasts ad-free on Amazon Music. Ad-free listening to Acast podcasts on Amazon Music will result in revenue for Acast podcasters.

The agreement enables Prime members and Amazon Music Unlimited subscribers to stream Acast podcasts without ads globally through the Amazon Music app, available via the listener's device of choice — including smartphone, tablet, PC/Mac, Fire TV, and Alexa-enabled devices like Amazon Echo. Prime members and Amazon Music Unlimited subscribers will be able to use Amazon Music to listen interruption-free to thousands of Acast shows, at no additional cost.

"This is an exciting deal and we look forward to partnering with Amazon Music. Monetization in the podcasting space has diversified massively in recent years. This deal opens up an additional channel to increase revenue and improve our sell-through rates based on our large ad inventory of Acast Marketplace. We will probably see more opportunities opening up in the industry going forward," said Ross Adams, CEO at Acast.

"I am extremely excited that our Prime members and Amazon Music Unlimited customers can now listen to the fantastic selection of Acast podcasts ad-free, and at no additional cost. I've long been a fan of many of these podcasts and can't wait to dive in. I look forward to our new relationship with Acast," added Craig Strachan, Head of Podcasts, Europe, Australia & New Zealand, Amazon Music.

The partnership opens up a new revenue channel for Acast, and at the same time, it diversifies the revenue stream for Acast creators. Prime members and Amazon Music Unlimited subscribers can stream the podcasts ad-free on Amazon Music starting today.

For more information

Emily Villatte, CFO and Deputy CEO, Acast
Tel: +46 76 525 0142
E-mail: emily.villatte@acast.com

Investor Relations:

Annika Billberg
Tel: +46 70 267 97 91
E-mail: annika.billberg@acast.com

Patrick Elo
Tel: +46 70 427 25 45
E-mail: patrick.elo@acast.com

About Acast

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 66,000 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, +46 (0) 8528 00 399.

About Amazon Music

Amazon Music is an immersive audio entertainment service that connects fans, artists, and creators through music, podcasts, and culture. Amazon Music brings fans closer to what they love, with curated and personalized playlists, artist livestreams, artist merch, and Amazon Exclusive podcasts. Prime members get access to over 100 million songs in shuffle mode, All-Access playlists, plus the largest catalogue of top ad-free podcasts, included with their membership. Customers can upgrade to Amazon Music Unlimited for full, on-demand access to 100 million songs in HD and a growing catalogue of Ultra HD and Spatial audio. Anyone can listen to Amazon Music by downloading the free Amazon Music app, or wherever they listen to music including Alexa-enabled devices. Learn more at www.amazonmusic.co.uk.

This information is information that Acast is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-11-03 14:35 CET.

Attachments

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