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CVR. 27652913



06 October 2026 14:03:00 CEST

Better Collective hosts the biggest outdoor live podcast event in U.S. history, building one of the leading talent-led networks in North America

With more than 10,000 fans buying tickets for the third Roommates Show Block Party at Randall's Island Park in New York on September 24, the event turned out to be the biggest outdoor live podcast show in the U.S. ever. The milestone marks a new stage for Better Collective's talent-led media business including Playmaker HQ and The Nation Network (TNN), and underlines how Better Collective is turning audience reach into a broader, more valuable commercial offering.

Hosted by New York Knicks stars and NBA champions Jalen Brunson and Josh Hart, The Roommates Show Block Party drew appearances from Jimmy Fallon, Spike Lee and Mariska Hargitay, and is a clear illustration of how sports media consumption is increasingly shaped by the personalities fans choose to follow across podcasts, video and social platforms. Better Collective has established a significant position in this space through Playmaker HQ and TNN, combining leading sports personalities with established fan communities and multi-platform distribution across North America.

David Katzman, CEO of Playmaker HQ, said:

"More than 10,000 tickets sold for The Roommates Show Block Party shows how far these fan communities extend beyond the podcast feed itself - into video, social and now large-scale live events. Across Nightcap, Gil's Arena, The Big Podcast with Shaq, The Roommates Show and our growing show line-up, what we're building is a direct connection between fans and the personalities they already love - something no traditional media format can offer in quite the same way."

From audience scale to commercial growth

The development is already reflected in the numbers: Better Collective's sponsorship revenue grew 39% year-over-year in Q2 2026, with revenue up 20% on a last-twelve-months basis - a clear sign advertisers are increasingly buying into talent-led formats that offer deep fan connection and engagement.

Playmaker HQ's shows generate more than three billion total monthly views across social media platforms, giving brands a large and growing audience to reach beyond Better Collective's traditional performance marketing channels. That scale is led by the two biggest shows in their categories: Nightcap with Shannon Sharpe, the largest NFL podcast on YouTube with more than 2.1 million subscribers and 1.1 billion total views, and Gil's Arena, the largest NBA podcast on YouTube with 1.28 million subscribers and more than 1.1 billion total views.

The lineup continues to expand with The Jameis Winston Show, the first podcast hosted by an active NFL quarterback, and a new partnership with sports journalist and commentator Bomani Jones. In hockey, Better Collective holds a strong position through [The Nation Network](#), Canada's largest digital sports media network, pairing local hockey communities with [Daily Faceoff's](#) national reach across shows including The Sheet with Jeff Marek and Daily Faceoff Live.

Together, [Playmaker HQ](#) and TNN give advertisers direct access to highly engaged audiences through the personalities and shows fans already follow. This commercial offering spans sponsorships, branded content, and integrated partnerships - appealing to sports betting platforms as well as broader FMCG and leisure brands, with a client roster including Polymarket, BodyArmor, and AT&T.

Karl Pugh, SVP Revenue at Better Collective, said:

"Talent-led media has diversified our commercial offering and opened a powerful gateway to the rest of our business. Shifting beyond a historic focus on customer acquisition allows us to offer brands much broader paths to engage fans. Owning the audience across the full funnel - from the large-scale reach of a show like *The Roommates Show* to performance marketing that drives sign-ups and retention in sports betting - creates synergies very few media companies can match.

About Better Collective

Better Collective owns leading digital sport media, sports betting media and esports communities, with a vision to become the leading digital sports media group. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's House of Brands includes; [HLTV](#), [FUTBIN](#), [AceOdds](#), [Action Network](#), [Playmaker HQ](#), [The Nation Network](#), and [Bolavip](#). The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective please visit bettercollective.com.

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