

Acast signs collaboration and distribution deal with Resso

Acast, the world's largest independent podcast company, strengthens its role as a leading audio innovator by signing a deal with Resso, the world's first social music streaming platform. The collaboration will see Acast's 47,000 shows distributed on Resso globally.

Since its launch in 2020, Resso has built a fast-growing community in Southeast Asia and Latin America, including markets such as Brazil, Indonesia and India. Resso's community-first approach, amplified by recommendation-based music discovery and features for a shared experience, connecting people, artists and creators. Through its deal with Resso, Acast's podcast creators have an opportunity to expand their listener base, reach a more global and engaged audience, and see their shows become even more attractive to advertisers.

Ross Adams, Acast's CEO, said: "Bringing Acast's network of podcasts to Resso will give a huge boost to our podcasters — giving them exposure to millions of new listeners, helping them to grow their audience, and making their shows even more attractive to advertisers. Resso also has a revolutionary interface and social engagement features, and we're looking forward to seeing how that benefits our creators, too."

Alberto Lopez, Music Licensing & Partnerships, Resso, commented: "Following our tremendous growth with music, podcasts are a natural next step for Resso. Our partnership with Acast is crucial as we continue to provide listeners with a range of content across genres and formats."

For more information

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About Acast

Acast was founded in 2014 and is the world's largest independent podcast company.

As a pioneer in the open podcast ecosystem, Acast's strategy is to become the world's largest marketplace for podcast monetization by connecting podcast creators, advertisers and paying listeners with its technology.

Acast hosts 47,000 podcasts, supplying their content directly to hundreds of listening apps, and generating and monetizing more than 400 million listens every month. If you're listening to an Acast-connected podcast and hear an ad, it's Acast delivering that ad behind the scenes and sharing the revenue with the podcast creator.

Podcasters come to Acast to reach and grow as large an audience as possible, and to monetize those listens to their full potential — including through paid subscriptions using Acast+. Advertisers use our advanced targeting capabilities to reach these hyper-engaged audiences in the most effective ways.

Acast's headquarters are located in Stockholm, Sweden, and the company has expanded globally in recent years to have a presence in 14 countries: Australia, Canada, Denmark, Finland, France, Germany, Ireland, Mexico, New Zealand, Norway, Spain, Sweden, the UK and the US. In 2021 the number of listens to Acast podcasts reached 3.7 billion, with net sales exceeding SEK 1bn.

Acast was co-founded by Johan Billgren, current Chief Innovation Officer, and 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 Resso

Resso is a music platform that enriches the way people experience music together. Resso's community-first platform enables a shared and connected experience while its strong recommendation features fuel music and artist discovery from a diverse range of genres. Available in Brazil, India and Indonesia, Resso offers a truly unique streaming experience built on expression, connection and interaction.

Attachments

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