

# Warner Bros. Discovery Names Acast Exclusive Podcast Distribution and Monetization Partner for Select Brands

**Acast, the world's largest independent podcast company, has inked a new partnership with Warner Bros. Discovery to be the legacy entertainment company's exclusive podcast distribution and monetization partner for select brands. Now, Acast will become home to podcasts from the Food Network, TLC, HGTV, Animal Planet, Discovery Channel, and the Travel Channel including Curiosity Daily, Food Network Obsessed, A Ghost Ruined My Life with Eli Roth, and more.**

"At Acast we believe in a world connected through storytelling. We are on a mission to become the front door of podcasting powering all discovery, growth and monetization for listeners, advertisers and podcast creators alike. Expanding our partnership with Warner Bros. Discovery means that we are true to this mission as some of the most recognized podcast titles are now available on our platform. We look forward to connecting these amazing stories with more listeners and advertisers around the world," says Ross Adams, CEO at Acast.

Acast has hosted and monetized content from the Warner Bros. Discovery's Investigation Discovery brand since 2020, which includes hit true crime podcasts like *Disappeared*, *Unraveled*, and *Mind of a Monster*.

"Our experience with Acast and their technology-driven approach to monetizing and growing audiences for our true crime content with Investigation Discovery was a proven success, making it easy to choose them as a partner to represent the rest of our select slate," said Lisa DeCanio, Vice President of Podcasts at Warner Bros. Discovery.

## **About Warner Bros. Discovery**

Warner Bros. Discovery (NASDAQ: WBD) is a leading global media and entertainment company that creates and distributes the world's most differentiated and complete portfolio of content and brands across television, film and streaming. Available in more than 220 countries and territories and 50 languages, Warner Bros. Discovery inspires, informs and entertains audiences worldwide through its iconic brands and products including: Discovery Channel, Max, discovery+, CNN, DC, Eurosport, HBO, HBO Max, HGTV, Food Network, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Film Group, Warner Bros. Television Group, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV and others. For more information, please visit [www.wbd.com](http://www.wbd.com).

## For more information

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## About Acast

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Since 2014, Acast has been creating the world's most valuable podcast marketplace, building the technology which connects podcast creators, advertisers and listeners. Its marketplace spans more than 100,000 podcasts, 2,300 advertisers and more than 400 million monthly listens. Crucially, those listens are monetized wherever they happen - across any podcasting app or other listening platform.

The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market (ACAST.ST).

## Attachments

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