

Acast announces further ad sales agreement with The New York Times — including “This American Life” and “Serial”

Following a successful start to its ad sales deal monetising “The Daily” from The New York Times in the U.K., Acast will be monetising even more of The New York Times Company’s iconic podcasts within the U.K. — including the ever-popular “This American Life,” and the groundbreaking “Serial.”

While the ad sales agreement only began last month, The New York Times is further tapping into Acast’s experience in the marketplace and opening up more of its podcast inventory within the U.K.

Hosted by Ira Glass, “*This American Life*” is a long-running weekly public radio show that takes one key theme impacting society today — including politics, science, culture and much more — and tells it through the words of people who were there. In 2020, The New York Times struck a strategic alliance with “*This American Life*,” including ad sales representation.

“*Serial*” is an investigative journalism podcast hosted by Sarah Koenig. U.K. advertisers will now be able to access all three seasons of “*Serial*,” plus additional shows from Serial Productions including “*Nice White Parents*” and “*The Trojan Horse Affair*.”

Joe Copeman, SVP of Global Sales, Acast: “Advertisers in the U.K. can now buy space across an unbeatable package of The New York Times’s podcasts, including giants of the game in Ira Glass and Sarah Koenig — whose voices people immediately associate with hit shows. By adding these to *The Daily*, buyers can now access more than 500,000 weekly listeners in the U.K.”

To find out more about the podcast ad packages available with The New York Times, please email uk-sales@acast.com.

For more information

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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.

Attachments

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