

The Athletic Partners with Acast for Exclusive Ad Sales

Partnership brings more than 35 sports podcasts with over 100 million annual global listens to Acast's network.

Acast, the world's largest independent podcast company, today announces a joint sales representation partnership with The Athletic - a New York Times company with a staff of more than 500 people covering daily sports stories and the world's biggest sports moments. The Athletic is a network with a portfolio of more than 35 high quality podcasts covering every major sport including the NFL, NBA, MLB, NHL, WNBA, College Football, Premier League, and F1.

"By joining forces with as prominent a sports brand as The Athletic, we can offer advertisers a top-tier, brand-protected setting with unmatched reach and engagement. The Athletic's network is home to some of the most trusted voices in sports media, and their worldwide audience is an ideal match for Acast's international reach," said Ross Adams, CEO at Acast.

The partnership will see Acast have exclusive sales rights to audio ads, podcast sponsorships, podcast video, and branded content across The Athletic's podcast network, working alongside the brand's in-house commercial team to offer a full-funnel sales integration.

For more information

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About The Athletic

Powered by one of the largest global newsrooms in sports media, The Athletic brings sports fans the most comprehensive stories about the teams, sports and athletes they love. The Athletic's newsroom of 500+ full-time staff delivers in-depth coverage of hundreds of professional and college teams across more than 47 North American markets and all 20 football clubs in the English Premier League, as well as many Championship clubs.

About Acast

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 over 140,000 podcasts, 3,300 advertisers and one billion quarterly 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). Certified Adviser is FNCA Sweden AB, info@FNCA.se.

Attachments

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