

Acast and The New York Times agree on podcast ad sales deal for the UK

Acast, the world's largest independent podcast company, has reached an agreement with The New York Times to be the commercial representative for The New York Times's audio advertising sales in the UK.

The New York Times joins a growing number of publishers, networks, and media companies using Acast to monetize podcast programming outside of its country of origin, including Vice, BBC, PBS NewsHour, CBC, A+E Networks, The Economist, the FT, the Guardian, and others. Acast's global sales footprint in 14 countries – including recent launches in Singapore and Spain – uniquely offers publishers the ability to monetize global podcast audiences across markets easily.

Leading the slate is *The Daily*, from The New York Times, a podcast that has redefined what the news sounds like. Hosted by Michael Barbaro and Sabrina Tavernise and powered by The New York Times's newsroom, *The Daily* brings listeners the biggest stories of our time, told by the best journalists in the world. This deal provides opportunities for UK advertisers to effectively reach *The Daily*'s highly-engaged audience.

Reaching more than 20 million listeners each month, The New York Times podcast portfolio is recognized for its industry-leading quality and best-in-class audio storytelling, attracting a large global audience. Audio is a key part of The New York Times's mission to become the essential digital subscription for every curious person seeking to understand and engage with the world.

Josh Woodhouse, Managing Director, Acast UK: "This deal with The New York Times on *The Daily* adds yet another jewel in the crown to our premium offering for our advertisers in the UK. The combined scale we can now provide across the open podcast ecosystem demonstrates a unique opportunity for brands who want to align with trusted publishers."

Tom Armstrong, Vice President of Global Advertising, The New York Times: "We look forward to working with Acast to continue bringing The New York Times's robust and wide-ranging audio programming to more advertising partners around the world. Acast's local footprint provides another channel for advertisers in the UK to engage with The New York Times's influential audiences through our audio portfolio."

For more information

Emily Villatte, CFO and Deputy CEO, Acast
Tel: +46 76 525 0142
E-mail: emily.villatte@acast.com

Ross Adams, CEO, Acast
E-mail: ross@acast.com

About Acast

Acast is the world's largest independent podcast company. Founded in 2014, we've pioneered the open podcast ecosystem ever since – making podcasts available on any listening platform. Acast provides a marketplace, helping advertisers find the right audience and podcasters monetize their content. Today, Acast hosts nearly 50,000 podcasts, with more than 400 million listens every month. Acast operates in more than 14 markets 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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