Press Release
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Acast

Acast Acquires Backyard Ventures Accelerating Omnichannel Monetization for Podcasters

Acast today announces the acquisition of Backyard Ventures - a leading US network whose roster of 200+ creators spans audio, YouTube, newsletters and social. The acquisition strengthens Acast's position as the world's largest pure-play podcast company and extends its ability to monetize podcasters across every channel. It also gives Acast a presence in Austin, one of the most strategically important podcast markets in the US. The total consideration is $20 million, comprising $16 million in cash payable at closing and $4 million in the form of Acast shares payable on a deferred schedule. The business generated $16.1 million in revenue in 2025, representing a revenue CAGR (Compound Annual Growth Rate) of 65% since 2023, with an adj. EBITDA margin of 12%[1].

Backyard Ventures is home to some of the most recognizable names in podcasting and beyond, including Ryan Holiday's *The Daily Stoic*, Piers Morgan's *Uncensored, A Little Bit Culty*, *SB Mowing* on YouTube, and bestselling authors Cal Newport (*Deep Questions*) and Mark Manson (*Solved)*. Across its roster, the network delivers 11.5 million monthly listens globally, along with 46 million simulcast views, and its creators' audiences extend further still to 230 million monthly YouTube views and 35.5 million newsletter subscribers, giving Acast an even larger foothold in the premium US creator market.

The two businesses are highly complementary. The most valuable podcasters now build followings across audio, video, social, newsletters and beyond, and advertisers want to reach their highly engaged audiences across every surface. Acast brings enterprise-grade ad technology, scaled direct and programmatic advertiser demand, and the global infrastructure to run, measure and optimize campaigns across all of a creator's channels; Backyard Ventures brings premium US inventory, video sponsorship expertise, deep direct response and brand direct relationships, and specialist channel-by-channel selling. Together, they will lead the market in true omnichannel creator monetization - bridging the gaps between channels and borders to give brands a single, frictionless point of entry.

"Backyard Ventures has curated one of the strongest creator rosters in the US, alongside specialist teams with deep expertise in selling audio, video, social and newsletters," said Greg Glenday, CEO of Acast. "That's the perfect complement to what we've spent years developing - the technology, demand, and global scale to run omnichannel campaigns for creators: it's an incredibly powerful combination. This is the future of podcast monetization, and we're building it now."

"Acast is the ideal home for our business, sharing our people-centric, entrepreneurial culture and our belief that creators deserve a partner who can serve their entire audience, not just one channel," said Matt Cisneros, Founder and CEO of Backyard Ventures. "Joining Acast gives our creators and sellers the infrastructure and scale, both in the US and globally, that would have taken us years to build, while allowing us to keep doing what we do best. We have always been creator-first, and I'm excited to accelerate that success with our shared vision."

Backyard Ventures' team is staying with the business, and its Austin operation will become Acast's base in the city. The Backyard Ventures brand will be retired as the company is integrated into Acast.

The acquisition is in line with Acast's stated M&A strategy and does not alter the company's overall risk profile. It is not expected to have a material impact on Acast's financial position or short-term financial results, but is anticipated to deliver significant strategic value over the longer term. At a moment when podcasting is rapidly becoming a visual medium as well as an audio one, Backyard Ventures' specialist teams - and their particular expertise in video sponsorships - give Acast a clear advantage in one of the fastest-growing parts of the market.

Transaction details
The transaction was effected pursuant to a membership interest purchase agreement, under which Backyard Ventures has become a wholly-owned subsidiary of Acast. The total consideration is $20 million on a cash-free, debt-free basis, comprising $16 million in cash payable at closing and $4 million in the form of Acast shares payable on a deferred schedule. The number of shares underlying this component was calculated at closing using the volume-weighted average price for the 30 trading days prior to closing, representing 1,005,671 shares, subject to a downward value protection mechanism in respect of the consideration shares. Acast may elect to satisfy this component through newly issued shares, shares acquired in the market, cash, or a combination thereof; to the extent settled in newly issued shares, this would represent a maximum dilution of approximately 0.6%, based on the number of shares outstanding at closing. 50% of this component is expected to be delivered on the second anniversary of closing and the remaining 50% is expected to be delivered on the third anniversary of closing. The cash consideration is funded from Acast's existing cash resources, without external financing. In addition, a customary retention arrangement has been agreed with Backyard Ventures' founder. Completion occurred concurrently with signing.

Advisors
Backyard Ventures was advised by DuBois Bryant & Campbell LLP, led by partner Shana McGirl as legal advisor, and by Yale Yee of Telos Advisors as M&A advisor.

[1] Based on the company's unaudited accounts.

For more information

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About Acast

Acast is the global authority on podcasting, building the infrastructure that serves as the single point of entry for the whole industry. This enables creators to grow and monetize across audio, video, social, and beyond, and brands to buy at scale - without walls or borders. As the world's largest pure-play podcast company, we connect 140,000+ storytellers with 4,000+ advertisers globally. Listed on Nasdaq Stockholm (ACAST).

This information includes inside information that Acast is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-08-11 18:00 CEST..

About Backyard Ventures

Backyard Ventures cultivates meaningful connections between creators and their communities, representing a diverse portfolio of established and emerging talent spanning influential podcasts, beloved YouTube channels, and engaged email newsletters. Its client roster includes notable names like Ryan Holiday's *The Daily Stoic*, Piers Morgan's *Uncensored, A Little Bit Culty*, *SB Mowing* on YouTube, and bestselling authors Cal Newport (*Deep Questions*) and Mark Manson (*Solved)*. By leveraging an extensive network and platform expertise, Backyard Ventures focuses on strategic partnerships, brand development, and exclusive partnerships, building strong digital businesses with creators by expanding their reach and deepening audience engagement. www.wearebv.com

Attachments

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