

Acast renews partnership with *Sh**ged.Married. Annoyed.*

Acast, the world's leading independent podcast company, today announces a multi-year extension of its partnership with British podcast *Sh**ged.Married.Annoyed.* Hosts Chris and Rosie Ramsey have captured the hearts and ears of podcast listeners everywhere with their podcast about married life, parenting and everything in between. Produced by Avalon, who also represent Chris and Rosie Ramsey, *Sh**ged.Married.Annoyed.* will continue as part of the Acast Creator Network, with Acast hosting, distributing, monetizing and growing the show globally.

*Sh**ged.Married.Annoyed.* has released 150 episodes, alongside a record-breaking live arena tour (selling out London's O2 Arena and Wembley SSE Arena in London alone), and a Sunday Times No. 1 best-selling book — while hosts Chris and Rosie have secured an upcoming TV show with the BBC. The podcast is full of relatable stories about their relationship and family life, and its popularity has resulted in more than 93 million episode downloads to date.

As part of the Acast Creator Network, *Sh**ged.Married.Annoyed.* is supported by Acast's range of monetization and growth options — which include premium ad products available exclusively via the Acast Marketplace, such as sponsorship and branded content, and direct listener support through Acast+ subscriptions.

*Sh**ged.Married.Annoyed.* will also continue to benefit from Acast's commitment to open podcasting, ensuring the podcast remains available across all podcast listening platforms, and bringing the show to new audiences across the globe.

Chris and Rosie said: "We love working with Acast. The podcast has turned our life upside down and has given us a platform to share our relationship and our stories with millions of people - which, perhaps surprisingly, we still think is a good idea. We can't wait to continue collaborating with Acast and reaching podcast listeners around the world, thanks to its support for open podcasting."

Veronika Taylor, SVP of Acast Creator Network said: "*Sh**ged.Married.Annoyed.* is a podcast with millions of fans — you just have to look at their UK-wide tour and sell-out live shows at Wembley Arena and the O2 to see how much people love this podcast and everything that goes along with it. When we speak to new creators, advertisers and audiences, this show is consistently named as a firm favorite — but we know there's much more we can do together, and we're looking forward to building on their incredible success."

Richard Allen Turner, Executive Producer at Avalon said: "Acast have been an excellent partner on this exciting journey for the show, and we're all delighted to be continuing the relationship with their talented team into the future."

About Acast:

Acast was founded in 2014 and is the world's largest independent podcast platform. A pioneer in the open podcast ecosystem, Acast delivers a powerful podcast monetization marketplace — allowing advertisers to efficiently target an engaged audience of listeners through dynamic ad insertion, while podcasters are given access to a range of monetization opportunities and the necessary tools to expand their listener base. The company has a global footprint across 12 countries and, during 2020, had approximately three billion listens on Acast-connected podcasts. Today, Acast hosts 35,000 shows. Acast's headquarters are located in Stockholm, Sweden and the Company has nine local subsidiaries including UK, US, Australia, Norway, France, Germany, Ireland, Mexico and Canada. In recent years, Acast has undergone an expansion with continued strong growth, with net sales increasing from SEK 180 million in 2018 to SEK 592 million in 2020. As a result of Acast's recent growth initiatives, the number of listens grew from approximately one billion (2018) to three billion (2020). In the third quarter of 2021, Acast had 891 million listens and an organic net sales growth of 89% (versus Q3 2020). Acast was co-founded by Johan Billgren, its Chief Innovation Officer, and is listed on the Nasdaq First North Premier Growth Market. Certified Adviser is FNCA Sweden AB, info@fnca.se, +46 (0) 8528 00 399.

About Avalon:

Avalon is a multi-award-winning talent management, television production and live promotion group with offices in London, Los Angeles and New York. Avalon, Artist Rights Group (ARG) and The Agency represent a prolific roster of artists including comedians, actors, presenters, writers and directors.

Avalon's numerous ground-breaking returning television shows currently in production include: Not Going Out (BBC), the UK's longest running sitcom on air; Taskmaster (Channel 4), the BAFTA-winning hit entertainment format showing in 100 countries; multi Emmy-winner, Last Week Tonight with John Oliver (HBO); The Russell Howard Hour (Sky), the network's most successful entertainment show launch since 2010;

Starstruck, a new sitcom from the 2018 Edinburgh Comedy Award winner Rose Matafeo (HBO Max /BBC); Flatbush Misdemeanours (Showtime), a new comedy series created by and starring Dan Perlman and Kevin Iso; Breeders, a sitcom starring Martin Freeman and Daisy Haggard (FX/Sky); new series of the iconic British satirical puppet show, Spitting Image (BritBox UK/Sky Germany); the upcoming The Chris & Rosie Ramsey Show (BBC); and multiple comedy specials for Amazon Prime Video, HBO Max and Netflix.

Other landmark Avalon shows include BAFTA winning and multi Emmy nominated Catastrophe (Amazon Prime Video/Channel 4), Fantasy Football League (BBC/ITV), multi BAFTA-winning TV Burp (ITV), and Workaholics (Comedy Central USA). Avalon also distributes its catalogue of programmes to over 150 countries worldwide.

Avalon produces many successful podcasts including: *Sh**ged Married Annoyed*; *The Political Party with Matt Forde*; *Taskmaster The Podcast*, hosted by Ed Gamble; and represents podcast creators and hosts from shows including: *Richard Herring's Leicester Square Theatre Podcast (RHLSTP)*; *Off Menu*; *WTF with Marc Maron*; *How to Citizen with Baratunde Thurston*; *The Bugle*; and *This Is Important* with Blake Anderson, Adam Devine, Anders Holm and Kyle Newacheck.

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As a leading promoter of live comedy, Avalon produced Newman and Baddiel: Live at Wembley, the UK's first arena comedy show; Jerry Springer: The Opera, the first West End show to win all four UK 'Best New Musical' awards; and has continued to produce and promote live shows globally, as well as promoting more winners and nominees of the prestigious Edinburgh Comedy Award than any other company.

For more information

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Attachments

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