

Acast announces it is working with Apple Podcasts to distribute video podcasts using HLS

Acast today announced it will be amongst the first to work with Apple to distribute video podcasts to Apple Podcasts using HLS this Spring. This enables Acast to distribute and monetize video podcast content for creators on the Apple Podcasts platform.

"Apple Podcasts is synonymous with podcasting itself. Bringing video to the platform is a defining moment - expanding what's possible for creators, advertisers, and the medium as a whole", said Greg Glenday, Acast's CEO. "We are proud to help lead this evolution, unlocking new audiences and revenue for Acast creators and a premium new canvas for brand storytelling. This integration reinforces our position as a vital growth engine for modern podcast businesses. We're ensuring that no creator or advertiser leaves revenue or reach on the table."

For more information, see Apple's announcement:

<https://www.apple.com/newsroom/2026/02/apple-introduces-a-new-video-podcast-experience-on-apple-podcasts/>

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 is 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 2026-02-16 19:25 CET.

Attachments

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