

Acast and BBC renew international podcast deal

Acast, one of the most eminent podcast platforms, has today renewed its podcast arrangement with the BBC. The deal means that Acast will continue to monetise BBC podcasts through advertising outside of the UK.

Acast and the BBC first started working together in 2018, when the BBC first opened up advertising space in its podcasts internationally. Since then, Acast and the BBC have worked to increase the number of listeners as well as the revenue for the BBC's impressive podcast portfolio, which covers news, drama, factual and entertainment. During this period, the BBC has launched over 300 new shows and Acast has helped to position the BBC as one of the world's leading podcast producers.

The new three-year agreement covers all BBC podcasts available outside of the UK and will see Acast support the broadcaster to further grow its podcast audience and revenue in key markets, including the US.

Jonathan Wall, Controller of BBC Sounds, said: "We know how much people enjoy listening to the BBC's trusted news, brilliant entertainment podcasts and radio programmes around the world. It's also vital that we bring revenue back to the BBC on behalf of the licence fee payer so we can invest in more valued content for our audience, so it's great to be continuing to work with Acast to achieve that."

"The BBC began producing podcasts in 2004, long before Acast even existed — it truly is the original podcasting powerhouse. It's been a very strong three years for its podcast business, and for Acast, and we've both been at the heart of an industry that has grown exponentially during that time. To renew our partnership for another term is a real endorsement of Acast's people, our technology and our vision, and we look forward to supporting the BBC as a global podcasting player for many years to come", **said Acast CEO, Ross Adams**

For more information

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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 2021-10-25 12:00 CEST.

About Acast

Acast was founded in 2014 and is one of the most eminent podcast platforms, and a pioneer in the open podcast ecosystem, connecting all podcasting stakeholders to one common software infrastructure.

Through its infrastructure, Acast allows 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 more than 30,000 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 second quarter of 2021, Acast had 880 million listens and an organic net sales growth of 130%. Acast was co-founded by Johan Billgren, its current Chief Product and Tech 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.

Attachments

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