

Midroll Media Launches 'Howl Premium' for iOS & Howl.FM - Podcast Industry's First Mobile & Web-Based Subscription Service for On-Demand Audio

Features Premium Original Content, Specials, and Archives from Marc Maron, Earwolf and Wolfpop Artists, Jemaine Clement, and More

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Podcast industry leader Midroll Media, recently named #150 in the 2015 Inc. 500|5000 list of America's fastest-growing private companies, announces the launch of its new Howl Premium audio service. Howl Premium is available today on the web at Howl.FM or via the Howl iOS app. It delivers exclusive access to a large library of outstanding audio content, including the entire Earwolf, Wolfpop, and 'WTF with Marc Maron' episode archives, all ad-free and on-demand. The premium audio service also features brand new 'Howl Original' programming by popular comedy stars, fan-favorite hosts, and top content brands, including Lauren Lapkus, Paul F. Tompkins, Jemaine Clement, Joel Stein, Comedy Central, and The AV Club.

At launch, Howl Premium features nearly 600 hours of Earwolf and Wolfpop shows, and 628 hours of 'WTF with Marc Maron' episode archives, in addition to 55 hours of premiere original content. The platform helps listeners discover new and old favorites with content recommendations and a powerful search feature, while offering industry-leading community engagement.

Quietly released in April, the first version of the Howl iOS app delivers the best and most convenient listening experience for Earwolf and Wolfpop shows. With today's release of Howl version 2.0, users can access Howl Premium content for a small monthly fee. The same superior listener experience of the Howl iOS app is also available at Howl.FM.

While some industry observers have said that "podcast discovery is fundamentally broken," Howl for iOS and Howl.FM were created to address the need for a customizable, curated experience for consumers who desire a personalized service that goes beyond the scope of the podcast aggregation apps in the marketplace.

In the same way that SVOD and OTT platforms showcase cutting-edge programming from Hollywood writers and showrunners for discerning television viewers, Howl Premium aims to be an unparalleled destination in the audio space, where audiences and brilliant creators can come together for a fresh breed of content. Howl Premium was created as the destination for new shows that surpass the present constraints of ad-supported podcasts. The service will showcase limited-run original series, narrative dramas and comedies, in-depth documentaries, audio tours, and other innovative formats. By offering a unique opportunity for the most talented members of the audio community to pursue passion projects that might otherwise go unfunded and unmade, Howl Premium gives producers and hosts creative freedom along with expert production support.

"Whenever Marc and I are looking to work with someone on 'WTF,' it's important that the partnership lines up with the high standards we've set for ourselves. We, like our fans, were excited about the success of the show that, at some point, became a business and required us to make smart decisions," said Brendan McDonald, producer of 'WTF with Marc Maron.' "Partnering with Midroll in 2014 as the exclusive ad seller for 'WTF' was an easy decision, and they proved to be the industry leader in podcast ad sales. So, when the opportunity to partner with Howl Premium came about, everything made sense. We found a partner we trust to provide a go-to destination for direct access to our vast library, while adding value and enabling us to continue to do what we love. It wasn't just an easy decision, it was a no-brainer."

"Howl Premium is for people who love audio programs--from comedy and commentary to narrative and documentary--and who want that content on-demand. Today we're starting with smartphone and web-based delivery with Howl for iOS and Howl.FM, with the goal of expanding to other platforms," said Daniel Osit, GM of Howl and former manager at Amazon. "The release of Howl is significant to us because it's about using our leadership and expertise to solve for the limited experience that audio apps currently in the marketplace provide. Most other audio products are purely transactional, with little functionality beyond the ability to aggregate a single show or a handful of shows. Now with Howl Premium, we're able to expand our content offerings to include the best creative partners in the podcasting world."

Howl Premium for iOS and Howl.FM is competitively priced at \$4.99/month, similar to other entertainment subscription products and premium podcast offerings.

Midroll Media (<http://www.midroll.com>) is the parent company of the Earwolf and Wolfpop podcast networks, and the Midroll advertising network. Howl Premium's launch comes on the heels of the company's acquisition by The E.W. Scripps Company in July.

Howl is on the web at <http://www.howl.fm>

Download the Howl app from the iTunes App Store at: <https://itunes.apple.com/us/app/howl-official-earwolf-wolfpop/id984343503?mt=8>

Additional promotional assets, including logos, images, and audio clips for media use can be found at: <https://goo.gl/sIH5F1>

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