



Midroll's cross-platform partnerships and programming lineup unveiled at IAB Upfronts

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NEW YORK CITY – As advertiser and audience interest in podcast adaptations of hit movies and TV shows grows, leading podcast company Midroll Media today unveils its expanding slate of cross-platform partnerships and upcoming lineup of podcasts at its IAB Podcast Upfront presentation in New York City.

Among the news coming from Midroll and its podcast listening platform, Stitcher:

Celebrity podcaster Jonathan Van Ness joins Lex Friedman, Midroll's chief business development officer, and Korri Kolesa, senior vice president of sales and development, to discuss the quick audience growth and advertiser interest in "Getting Curious," his hit podcast that takes listeners on a weekly exploration of diverse topics with experts in their respective fields. Building on the momentum from his hit Netflix series, "Queer Eye," Van Ness recently teamed up with Midroll to produce and monetize "Getting Curious" on Midroll's Earwolf network.

Stitcher and Midroll partnered with **Marvel** to launch its first-ever scripted podcast, "Wolverine: The Long Night," in March exclusively on the Stitcher Premium service. Now the show will be available for free on all podcast-listening platforms on Sept. 12.

Midroll has expanded its partnership with **Oprah Winfrey's OWN** television network to bring listeners the "Master Class" podcast, sharing first-hand stories from some of the most respected and renowned actors, musicians, public figures and athletes. Jay-Z, Justin Timberlake, Ellen DeGeneres, Shaquille O'Neal, Dwayne Johnson and Jane Fonda share their greatest lessons and give listeners unprecedented insight into their personal lives. "Master Class" follows OWN's successful partnership with Midroll last year to produce the "SuperSoul Conversations" podcast, which highlights Oprah's personal selection of her interviews with thought leaders, best-selling authors, spiritual luminaries as well as health and wellness experts.

Later this fall, Midroll is teaming up with the filmmakers behind the anticipated fall film "Boy Erased," along with the creators of the widely acclaimed Radiolab podcast and radio program, to launch a new podcast, "**UnErased.**" The four-part journalistic podcast series will explore the history of conversion therapy in America. The series will be produced by Limina House, which was started by Mikel Elcessor, the co-creator, with Jad Abumrad of Radiolab. "UnErased" will be made available exclusively to Stitcher Premium subscribers in the weeks before the film's Nov. 2 release.



“Our commitment to podcast lovers is to provide a platform that amplifies diverse and compelling content,” said Erik Diehn, CEO of Stitcher and Midroll. “From supporting content creators to connecting advertisers with engaging audiences, Midroll and Stitcher are focused on harnessing creative ways to bring stories to life as an increasing percentage of people look to the growing medium of podcasts to inform and entertain them.”

Other shows launching with Midroll and Stitcher this fall include:

- Continuing its strong slate of programming with esteemed journalists, Midroll is teaming up with **Katie Couric's** acclaimed podcast to air a two-part audio documentary on Sept. 20 and Sept. 27, that reflects on the 10 years since Couric's famous interview with Sarah Palin. Her co-host Brian Goldsmith, who was a producer on the Palin interview, will speak with some of the key players at the time, including Obama chief strategist David Axelrod and McCain campaign chief Steve Schmidt.
- In “**The Dream**,” launching Sept. 24, host Jane Marie, previously of “This American Life,” infiltrates the world of multi-level marketing schemes. Whether called multi-level marketing or pyramid schemes, companies convince members to turn their friends and family into a sales force. “The Dream” traces their footprint from a remote Michigan town to the White House.
- From **Sheryl Sandberg's** nonprofit LeanIn.Org, “**Tilted**,” launching Oct. 9, tells the story of the uneven playing field – the gender bias that lurks in unexpected corners, the impact it has on our everyday lives and what happens when women lean in and start driving change.
- “**Sold in America**,” which launches Oct. 10, is an eight-episode journey into the world of selling sex in the United States. Expanding on the television series by the same name from national news network Newsy and hosted by journalist and activist Noor Tagouri, this series takes listeners across the country to meet the human faces of this billion-dollar trade and uncovers its surprising misconceptions.

Stitcher is one of the world’s most popular podcast listening services, with over 130,000 free shows and a growing premium subscription offering. It has launched popular series including “Katie Couric,” “Wolverine: The Long Night,” “Gossip,” “LeVar Burton Reads” and more.

For more information about Midroll’s Upfront presentation and opportunities, visit midroll.com or email adinquiries@midroll.com.

About Midroll Media



Midroll Media is a leading podcast content company, advertising network and distribution platform that is changing the face of digital audio. It is the parent company of the Earwolf network and its top-ranked comedy podcasts; popular podcast listening platform and content network Stitcher and its premium subscription service; and the Midroll advertising network, representing over 300 of the world's largest podcasts. With offices in Los Angeles, New York City and San Francisco, Midroll was founded in 2010 and is a wholly owned subsidiary of The E.W. Scripps Company (NASDAQ: SSP).

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