



Midroll Media named to Fast Company's 2016 Most Innovative Companies list

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LOS ANGELES – Midroll Media, the leader in the fast-growing podcasting ecosystem, is included in Fast Company's new ranking of the world's 50 Most Innovative Companies for 2016. Midroll was also named one of the Top 10 Most Innovative Companies in two sectors: Marketing & Advertising and Media.

"Midroll has been at the forefront of the podcast industry since we launched six years ago," said Adam Sachs, CEO. "As pioneers in this emerging medium, we are inspired to create new ways of defining the future of podcasting. We're thrilled that Fast Company sees the potential in digital audio and that they recognize Midroll as a leader in the media landscape."

As the parent company of the Earwolf network, Midroll is home to top-ranked comedy podcasts like "Comedy Bang! Bang!" and "How Did This Get Made?" as well as the country's top parenting show, "The Longest Shortest Time." Midroll also exclusively represents more than 200 of the largest podcasts for advertising sales, including "WTF with Marc Maron" and "The Bill Simmons Podcast."

In keeping with its focus on innovation, in 2015 Midroll also launched one of the industry's first paid digital audio services, Howl. Accessible to listeners via a website (howl.fm) as well as apps for iOS and Android, Howl has been dubbed "the Netflix of podcasting" by Fast Company. Howl recently launched "Fruit," an original, scripted series with Issa Rae; will soon be releasing a debut from Jemaine Clement (of "Flight of the Conchords"); and houses exclusive content from podcast powerhouses like Marc Maron and Scott Aukerman.

Midroll was acquired in July 2015 and is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP). It maintains editorial and advertising control from its Los Angeles headquarters and a growing presence in New York City.

"Podcasting is the very frontier for content, storytelling, journalism and advertising," said Adam Symson, chief digital officer for Scripps. "We're proud of how far the team at Midroll pushes the envelope to lead the ecosystem's evolution."

Fast Company's annual list recognizes leading enterprises and rising newcomers that exemplify the best in nimble business and impactful innovation.

"This year's package—which includes top ten lists in 27 sectors—emphasizes the breadth of companies with progressive, agile business models, cultures of creativity and ability to adapt in today's fast-paced world," said Fast Company editor Robert Safian.

Fast Company's Most Innovative Companies issue (March 2016) is now available online at www.fastcompany.com/MIC as well as in app form via iTunes, and on newsstands beginning Feb. 23.

About Midroll Media

[Midroll Media](#) is a leading podcast production company and advertising network that is changing the face of digital audio. It is the parent company of the Earwolf network and its top-ranked comedy podcasts; the Howl premium subscription service, available at howl.fm and via apps for iOS and Android; and the Midroll advertising network, representing over 200 of the world's largest podcasts. With offices in Los Angeles and New York City, Midroll was founded in 2010 and is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

About Fast Company

Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, ethical economics, leadership, and design. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, one of the U.S.'s leading media companies.

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