



Stitcher brings Marvel, Katie Couric to SXSW

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NEW YORK CITY – Stitcher, one of the world’s leading podcast platforms, is making a major play at South by Southwest (SXSW) next month as it showcases some of its top podcast stars and sponsors the festival’s Next Stage series of programming.

Festivalgoers will enjoy an exclusive first listen of “**Wolverine: The Long Night**,” the long-awaited podcast collaboration between Stitcher and Marvel, ahead of the series’ premiere during a panel that answers the question, “What does a superhero sound like?”

Actor Richard Armitage (“The Hobbit”), the voice of Logan for the series, will join in conversation with the series’ writer, award-winning comic book author Ben Percy; Dan Silver, vice president, head of platforms and content for Marvel New Media; and Jenny Radelet, Stitcher’s head of content. The session takes place at 3:30 p.m. Sunday, March 11 at the Next Stage.

“Wolverine: The Long Night” is a 10-episode scripted series that is a hybrid of mystery and the larger-scale fantasy of the Marvel Universe. Learn more at wolverinepodcast.com.

Stitcher is the sponsor of the Next Stage, which showcases a diverse lineup of panels and performances March 11-14 in the Austin Convention Center.

Award-winning journalist Katie Couric will debut the first-ever live episode of her acclaimed podcast at SXSW. Couric and her co-host, Brian Goldsmith, will be joined in conversation by special guests at 5 p.m. Sunday, March 11 in the Austin Convention Center, Ballroom D.

Since launching in 2016, “Katie Couric” has featured some of the biggest names in news, politics and popular culture, including Maggie Haberman, Julia Louis-Dreyfus, Ava DuVernay, Alec Baldwin and Martha Stewart. Learn more at couricpodcast.com.

Both sessions are first come, first served and require a SXSW badge for entry. Find more information at sxsw.com.

Stitcher and its parent company Midroll Media are taking meetings with select brands, agencies and talent during SXSW at the Fairmont Hotel, home to the conference’s brands and marketing track. To set up a meeting, email adinquiries@midroll.com.

Press interested in setting up interviews should contact kari.wethington@scripps.com.

Stitcher is one of the world’s most popular podcast listening platforms. Its free app is available for iPhone or Android users and can be accessed through desktop, connected car technology in more than 50 car models and on Amazon Echo and Sonos devices.

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 (NYSE: SSP).

About SXSW

[SXSW](#) dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2018 will take place March 9-18, 2018. SXSW 2018 is sponsored by Capital One, Mercedes-Benz, Bud Light and The Austin Chronicle.

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