



PODCAST POWER

April, 2019

★ ★ Spotify Confirms the Importance of Podcasts to the World of Audio!

The world's most popular audio streaming subscription service, announced that it has entered into a definitive agreement to acquire Parcast, a premier storytelling-driven podcast studio.



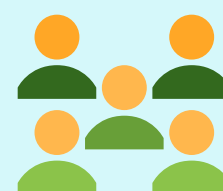
"The addition of Parcast to our growing roster of podcast content will advance our goal of becoming the world's leading audio platform," said Dawn Ostroff, Spotify Chief Content Officer. "

- Spotify transformed music listening forever when it launched in 2008.
- Their mission is to unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators.
- Discover, manage, and share over 40 million tracks for free, or upgrade to Spotify Premium to access exclusive features including offline mode, improved sound quality, Spotify Connect and ad-free listening.
- Today, they are the world's largest music streaming subscription service with a community of 207 million users, including 96 million Spotify Premium subscribers, across 79 markets.

"Alongside Spotify, our ability to scale, grow and amplify the unique and tailored brand of content we create is full of fantastic possibilities."- Max Cutler, Founder and President of Parcast

Do you want Podcast Marketing Tips?

Focus on SEVEN key areas of podcast marketing in our Brand New WorkforcePods Podcast Marketing Tips section!



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New Customer Spotlight!

Welcome to our newest podcast customer

- **IMPAQ International LLC, MD**
- International Division

Happy Podcasting Anniversary!

Congratulations to our awesome customers celebrating their podcasting anniversaries this month!



- **Santa Clarita Valley EDC, CA**
- **Creating IT Futures, IL**

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