



**Audioboom Group plc**  
("Audioboom" or the "Company")

### **Audioboom Originals Network Update and A+E Networks Partnership**

Audioboom Group plc (AIM:BOOM), the leading spoken word audio on-demand platform, updates on the success of the Audioboom Originals Network ('AON') with new, higher margin owned shows.

#### **Audioboom Originals Network**

Launched in 2017, the AON schedule is owned and operated by Audioboom and, given the success to date, the Company has assigned a portion of the funds raised earlier this month to further expand production.

To date AON has produced 11 shows, including political talk show 'The 45<sup>th</sup>'; sci-fi-fi comedy 'Mission to Zyxx'; black ops documentary 'Covert', and true crime history podcast, 'Mafia'. The latter two shows are a co-production between Audioboom and World Media Rights, a UK-based video production company that has produced programming for Netflix, Discovery and Reelz. 'Covert' and 'Mafia' are based on their successful television series, 'Mafia's Greatest Hits' and 'Black Ops'.

Thus far 'Mafia' is Audioboom's most successful original content production with over 175,000 listens per episode in its first season. The second season of 'Mafia' debuts 20 June 2018.

Additionally, Audioboom will launch three more shows by end of Q3 of this financial year including the tentatively titled 'Dead Man Talking' which investigates the confessions of Angel Maturino Reséndiz, aka 'The Railroad Killer', whose admission to a string of murders was captured on tape. Hosted by British journalist Alex Hannaford, 'Dead Man Talking' is slated for release on 25 September 2018.

As announced on 8 June 2018, the Directors believe that the leading AON podcasts have individual annual revenue potentials of between US\$100,000 and US\$900,000. Importantly, they believe that original content generates a higher margin for Audioboom and they view the creation of AON original content as being central to the success of the Company's business model.

#### **A+E Networks Partnership**

Audioboom has finalised a production, ad sales and distribution deal with cable and satellite television company, A+E Networks. Audioboom, which opened production studios in New York City and Los Angeles to coincide with the launch of AON in 2017, will produce podcasts based on existing A+E Networks programs as well as new shows unique to on-demand audio.

The A+E network, which has more than 500 million global digital users, includes A&E, HISTORY and Lifetime. Audioboom will work closely with the satellite television company to develop a pipeline of audio content which will be available from AON.

#### **Rob Proctor, Chief Executive Officer of Audioboom, said:**

"The potential to drive higher margin returns by expanding AON's portfolio remains a cornerstone of our growth strategy. The success to date underpins our desire to build on the strong momentum achieved as we look for innovative ways to capture increased audience share and grow our revenue streams.

"We've already seen podcasts becoming a go-to inspiration for television producers and we're excited to explore the flip side of that phenomenon by partnering with World Media Rights and A+E Networks to produce great new podcasts inspired by must-see TV."

## **Enquiries**

### **Audioboom Group plc**

Rob Proctor, Chief Executive Officer

**Tel: +44(0)20 7403 6688**

### **Allenby Capital Limited (Nominated adviser and broker)**

David Hart /Alex Brearley/Asha Chotai

**Tel: +44(0)20 3328 5656**

### **Walbrook PR Limited (PR & IR Advisers)**

Paul Cornelius / Sam Allen

**Tel: +44(0)20 7933 8780  
or [audioboom@walbrookpr.com](mailto:audioboom@walbrookpr.com)**

## **About Audioboom**

Audioboom is a global podcasting platform that consolidates the business of on-demand audio, making content accessible, wide-reaching and profitable for podcasters, advertisers and brands. Audioboom operates internationally, with operations across North America, Europe, Asia and Australia, and addresses the issue of disparate podcast services by putting all of the pieces of the puzzle together under one umbrella, creating a user-friendly, economical experience.

Audioboom hosts over 12,000 content channels, with key content partners including A+E Networks (US), Associated Press (US), The BBC (UK), "Casefile True Crime" (AUS), CastBox Originals (US), Edith Bowman (UK), "Felon True Crime Podcast" (AUS), "Moneycontrol Podcast" (India), "News Roast" (UK), "No Such Thing As A Fish" (UK), "Pound for Pound with Jake Wood and Spencer Oliver" (UK), "Red FM" (India), Starburns Audio (US), "The Totally Football Show" (UK), "The True Geordie Podcast" (UK) and "Undisclosed" (US).

Original content produced by Audioboom includes "The 45th" (US), "Covert" (US), "I Almost Knew That" (India), "The Psychology Behind with Dr Linda Papadopoulos" (UK), "Ctrl Alt Win Podcast" (India), "Deliberations" (US), "It's Happening with Snooki & Joey" (US), "Mafia" (US), "Mission To Zyxx" (US), "Night Call" (US) and "The Russell Brand Podcast" (UK).

The platform receives over 60 million listens per month and allows partners to share their content via Apple Podcasts, BookMyShow, Deezer, Google Play, iHeartRadio, Saavn, Spotify, Stitcher, Facebook and Twitter as well as their own websites and mobile apps.

For more information, visit [audioboom.com](http://audioboom.com).