



14 June 2018

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

**Launch of exclusive official Formula 1® podcast: "Beyond the Grid"**

***British motor racing driver Lewis Hamilton MBE to feature***

Audioboom (AIM: BOOM), the leading spoken word audio on-demand platform, announces that it has signed an agreement with Formula One Digital Media Limited ('the Content partner') for an official weekly podcast that is to be co-produced by Audioboom. The podcast, which is called "Beyond the Grid" ('the podcast'), will be co-produced and hosted by Audioboom. The agreement has a fixed term until 31 December 2019, subject to performance hurdles in the first six months of the contract.

**Compelling sports-related branded content**

The inaugural series of the podcast will run for an initial 52-week period and follow a topical audio magazine style format comprising comment and exclusive and insightful interviews from various global locations from the F1 Worldwide Grand Prix season.

One of the episodes of "Beyond the Grid" will feature Formula 1® racing driver Lewis Hamilton MBE who races for Mercedes AMG Petronas. Lewis is a four-time Formula One World Champion, most recently in 2017 and the most successful British driver in the history of the sport, with more World Championship titles and more race victories than any other British driver in Formula One.

**Distribution and reach**

The official F1 podcast, "Beyond the Grid", will be specifically engineered for audio only and distributed via the market-leading Audioboom platform, including third party platforms such as Apple Podcasts, Spotify, GooglePlay, Deezer, TuneIn and Stitcher.

The Podcast will also be available through Audioboom's embeddable players, which can be hosted on websites, and also shared via F1's social channels on Twitter and Facebook, as well as being uploaded to the official F1.com website.

According to official figures from Formula1.com, the 2017 season saw Formula 1® register an increase in audience figures across both TV and online platforms compared to the previous year, with F1 the fastest growing sport brand on social media platforms. The cumulative global TV audience (based on ranking of TV audience) grew to 1.4 billion last year.

**Joint Revenue share**

Audioboom will pay the Content Partner a guaranteed fee per Podcast uploaded to the Audioboom Platform in addition to a revenue share on sponsorships, pre, mid and post roll advertising.

**Rob Proctor, CEO of Audioboom, said:** "I am delighted to announce this partnership with Formula 1® which brings together Audioboom's deep creative skills and an engaged global audience. This agreement further illustrates our commitment to co-produce content and to sell media with the world's leading brands to create exclusive and compelling experiences for our listeners."

## **Enquiries**

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## **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).

## **About Formula One (Formula 1®)**

Formula One is the highest class of single-seater auto racing sanctioned by the Fédération Internationale de l'Automobile and owned by the Formula One Group. The FIA Formula One World Championship has been one of the premier forms of racing around the world since its inaugural season in 1950. The "formula" in the name refers to the set of rules to which all participants' cars must conform. A Formula One season consists of a series of races, known as Grands Prix, which are held worldwide on purpose-built circuits and public roads.