



## Podster enters major deal with RTL Deutschland to globalise German podcasts

**Podster continues to make waves in the podcasting industry with a new licensing agreement. In an exciting milestone, the Danish podcast company is teaming up with Germany's leading media house, RTL Deutschland, to adapt and distribute high-quality German podcasts to a global audience.**

Podster specialises in adapting local podcasts into new formats to reach a larger audience and bring in more revenue for publishers. In its relatively brief existence, the young startup has now inked its first deal with Audio Alliance, the audio unit of leading German entertainment network RTL Deutschland, bolstering its portfolio of international collaborations that already includes BBC Sounds, DPG Media and Grupo Planeta. Audio Alliance develops, produces and broadly distributes a diverse portfolio of podcasts, all of them premiering with a first window on RTL+, RTL's all inclusive entertainment product combining premium video and music streaming with a large selection of audiobooks, magazines and podcasts.

"It's particularly meaningful that as a small startup, we have the chance to take on podcast releases from the industry giants. We approach this partnership with a deep sense of humility, which is also reflected in the way we produce these adaptations," comments Podster's CEO, Henriette Høj Gharib.

Podster will adapt several RTL+ shows, including *Der Letzte Sommer von Lady Di*, which delves into the final weeks of Princess Diana's life, along with the gripping and top-performing true crime series, *Verbrechen von nebenan*. RTL+'s new and intriguing *Hollywood Crimes* is also part of Podster's selection.

Henriette Høj Gharib mentions, "Our work and success at Podster demonstrate that the podcast market is ready to expand high-quality content, mirroring the scaling seen in books, movies, and series over the years".

"At RTL+, we are enthusiastic about the partnership with Podster. Together, we are set to expand our podcast content's global footprint, providing diverse, engaging shows to audiences worldwide", adds Andrea Zuska, SVP Content Strategy at RTL and Managing Director Audio Alliance.

### About Podster & RTL Deutschland

**Podster** is a podcast company based in Copenhagen, Denmark. Their goal is to introduce best-selling podcasts to new markets by locating amazing podcasts from all over the world and reproduce them to other languages.

**RTL Deutschland** is Germany's leading entertainment company, spanning across all types of media: TV and streaming, print and digital, radio and podcasts. It is home to some of the country's strongest media brands from RTL to Stern, Brigitte to Vox and Geo to NTV, and operates Germany's largest streaming platform RTL+, with more than 4.5 million subscribers and a cross-media offer including series, films, music, podcasts and audiobooks. RTL Deutschland owns 15 TV channels, 50 premium magazines, a broad podcast portfolio and numerous digital offerings.



Media contact at Podster Aps:  
Amanda Lee Edelstein  
Global Project Manager  
ale@podster.app