



RUBENSTEIN
PUBLIC RELATIONS, INC.



January 25, 2024

PODCASTONE RENEWS AGREEMENT WITH ADAM CAROLLA

The deal will allow the LiveOne subsidiary to continue distributing "The Adam Carolla Show" and "The Adam and Dr. Drew Show."



LiveOne's on-demand audio subsidiary Podcast One has renewed a partnership with radio personality Adam Carolla to distribute his podcast "The Adam Carolla Show," the company announced on Thursday.

The agreement includes Carolla's flagship program as well as distribution rights to "The Adam and Dr. Drew Show," which have a combined 7,000 episodes, LiveOne said in a statement.

"Adam Carolla's contributions to the medium of digital audio entertainment are immeasurable," Kit Gray, the president and co-founder of PodcastOne, said on Thursday. "From his devoted audience of listeners and advertisers, Adam has inspired legions of loyal fans who tune in daily to hear his comedic take on a wide array of topics. His camaraderie with Dr. Drew is the stuff of legends. This is a podcasting duo that will go down in history as one of the greatest partnerships. As we have grown as a network, so have Adam and Drew, and we are thrilled to keep the momentum growing."

Financial terms and the length of the deal were not disclosed. The two shows are produced by Carolla Media, with the flagship program offering new episodes on a regular basis since it first debuted in 2009.

Carolla is scheduled to be inducted into the Podcast Hall of Fame later this month. The ceremony will take place at the 10th anniversary Podfest Expo in Orlando, and will be hosted by Carolla's radio partner, Dr. Drew Pinsky.

PodcastOne was spun off as a separate business unit from LiveOne last year.

<https://thedesk.net/2024/01/liveone-podcastone-adam-carolla-agreement/>