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Stitcher signs with Adam Carolla.

Since leaving CBS Radio in February 2009, Adam Carolla has created one of the most popular podcasts — getting more than five million downloads per month. Looking to expand distribution, Carolla's ACE Broadcasting has struck a deal with the on-demand talk and news audio service Stitcher.

It will distribute Carolla's show as well as create exclusive daily content for mobile phones via Stitcher's app. Carolla and executive producer Donny Misraje are also developing other new shows with other personalities, which will also be featured. "It's really exciting to see the evolution of online radio taking place," Carolla says. "I always knew it would happen and I'm a real believer in both Stitcher and in the benefits of on-demand mobile talk radio." He says many fans are already listening on their cell phones and iPods and that linking with Stitcher makes it easier for them to access his content. Misraje notes it also gets Carolla into the car.

While initially seen by some in radio as a competitor, Stitcher is increasingly viewed as a distribution channel. Premiere Radio Networks, Fox News Radio, The Wall Street Journal Radio Network, Sporting News Radio, NPR and PRI are among 52 content providers that have formalized agreements with the San Francisco-based company. "This new medium will soon change the way we listen to talk radio," co-founder and CEO Noah Shanok predicts.