

For Immediate Release

Panoply Media and Macmillan Podcasts Announce Partnership to Bring Hit Podcast, *Steal the Stars*, onto the Megaphone Platform

Audio Drama Will Utilize Panoply's Megaphone Technology Platform for Hosting, Distribution, and Monetization

New York, NY (April 25, 2018) -- Premium Podcast Network [Panoply Media](#), and [Macmillan Podcasts](#), announced today that they will partner to host Macmillan's [Steal the Stars](#) podcast on Panoply's Megaphone platform as well as utilize the Megaphone Targeted Marketplace (MTM) for additional monetization.

Steal the Stars is a scripted audio drama that premiered August 2017 and was produced jointly by Gideon Media and Tor Labs, the new experimental storytelling imprint from Tor Books, renowned publisher of sci-fi/fantasy books. The show is written by Mac Rogers, who also wrote podcasts, *The Message* and *Life/After*, two of Panoply's award-winning audio dramas produced in partnership with GE's Podcast Theater. Receiving praise from the likes of *Wired*, *Bustle*, *The Chicago Review*, *The Verge*, and more, *Steal the Stars* features forbidden love, a crashed UFO, an alien body, and an impossible heist.

"We're thrilled to be extending our reach into the space with this new opportunity to work with Panoply," said Kathy Doyle, VP of Podcasting at Macmillan. "We're excited about the technology advances they've made with their platform, enabling us to offer up audience-based inventory while continuing to leverage the highly personal touch of live, host-read ads."

Panoply's Megaphone Targeted Marketplace (MTM) delivers dynamic, targeted ads across all podcasting applications. Building detailed, anonymized profiles of listeners using Nielsen data, MTM allows advertisers to target more than 60,000 audience segments based on a listener's location, interests, demographic profile, purchase behaviors and more.

"Macmillan's podcasts are exceptional, and we certainly see potential to offer the same unmatched technology and dynamic ad-insertion metrics for additional podcasts in the future," said Brendan Monaghan, CEO of Panoply Media.

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About Panoply

Panoply Media produces extraordinary podcasts, provides breakthrough technology for advertisers and publishers through Megaphone, and delivers premium children's content through the Pinna app.

With over 150 shows in our network, Panoply is both a producer of and network for innovative podcast content. Panoply creates original podcasts including *By The Book*, *Family Ghosts* and partners with influencers like Malcolm Gladwell on *Revisionist History* and Gretchen Rubin on *Happier With Gretchen Rubin*. The Panoply network includes exceptional content from Slate, The Wall Street Journal, Politico and more.

Panoply Media's advertising and publishing platform, Megaphone, provides unprecedented technology for podcast publishers and advertisers, connecting publishers with tools to monetize premium audio and connect advertisers with unparalleled access to a diverse listenership. Powered by Nielsen, our Megaphone Targeted Marketplace (MTM) allows advertisers to target more than 60,000 audience segments based on a listener's location, interests, demographic profile, purchase behaviors and more. Pinna is a screen-free and ad-free storytelling subscription service for parents of children ages 4–12 featuring Peabody-winning original series, interactive game shows, irresistible audiobooks, and popular children's podcasts. Pinna's programs include gripping adventures, enchanting bedtime stories, lively science and history shows, and so much more!



About Macmillan Podcasts

Macmillan Podcasts produces podcasts for a diverse array of readers and listeners, including *But That's Another Story*, *One True Pairing*, *When to Jump*, and more. In conjunction with our best-selling authors and book imprints our network brings you on-demand audio content of the highest quality. From sci-fi and true crime to literature and self-help, we believe in the power of podcasting to tell engaging stories, share fascinating facts, and connect with fans through this intimate medium.

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