



Podster launches its first Danish true crime podcast with Acast

'Forhøret' is originally from Sweden and has reached more than 150,000 weekly listeners in its home market. Global podcast giant Acast and Podster will now bring this show to Denmark.

The Danish startup Podster specializes in adapting great local podcasts into new global success formats to reach a much larger audience and revenue. In this new exclusive partnership with Acast in Denmark, Podster can access any Acast market with their shows while being supported with marketing efforts to reach new listeners.

“This partnership is a great opportunity for both us and creators to reach new audiences. Acast also understands that great content can cross borders, and this agreement makes our global quest possible”, says Henriette Høj Gharib, Co-founder and CEO of Podster.

Recently, Acast reached a milestone with over 100,000 podcasts in their network, generating over 430 million listens per month globally. Acast works with some of the world’s leading publishing houses including BBC and The Guardian, as well as Nordic partners such as Discovery and TV2. They are now very excited to bring this successful show to their local portfolio in Denmark as well.

“We’ve seen the show flourish in the Swedish market, as this was a hugely popular format last summer, which Acast helped distribute, monetize and grow. The Danish podcast listeners are yearning for more true crime with high production value, and we are tremendously proud to present yet another format to the market”, comments Katrine Storgaard, Content Manager at Acast in Denmark.

“Forhøret is a very unique weekly podcast; even within the true crime genre and one of our absolute darlings. The original creators have accessed real police interrogation scripts and re-enacted the dialogue using talented voice actors to give it a life as a serial podcast. To release this show as our first with Acast in Denmark, is something we are really looking forward to”, states Henriette Høj Gharib.

The first season of Forhøret consists of eight episodes which focuses on the murder of Carolin Stenvall, which happened in 2008. The police interrogate their suspect Toni Alldén, who has to account for why Carolin’s blood was found in his car.

Om selskaberne

Podster is an audio production company based in Denmark. Podster’s goal is to introduce the most popular podcasts to new markets by localizing amazing podcasts from all over the world and reproduce them to new languages.

Since 2014, Acast has been creating the world’s most valuable podcast marketplace, building the technology which connects podcast creators, advertisers and listeners. Crucially, those listens are monetized wherever they happen - across any podcasting app or other listening platform. The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market (ACAST.ST).