



Sony Music's Podcast Division expands global accessibility with international translations of hit podcast, "This is History" in partnership with Podster

Podster to translate "This is History" in five territories and five languages around the world.

Sony Music's Global Podcast Division today announced that it will join forces with Podster to bring the renowned history podcast *This is History: A Dynasty to Die For* into new territories and five new languages, including Danish, Swedish, Finnish and more. The adaptation will help the show reach new audiences across Denmark, Sweden, Finland, Norway and the Netherlands.

This is History: A Dynasty to Die For is hosted by award-winning historian and author Dan Jones. The podcast delves into the dramatic and scandalous lives of the Plantagenet family. They can be categorised as one of the most infamous royal families in European history and their rule was marked by internal power struggles, political intrigue and personal vendettas.

While the story of the Plantagenet rule is rather complex, host Dan Jones guides the listener through this fascinating part of history with immense knowledge and an engaging narrative, making the podcast ideal for both history enthusiasts and casual listeners.

"As a global business, we are continuously evaluating how to reach audiences in new markets," said Steve Ackerman. "Through this partnership with Podster, we're engaging history fans around the world by making *This is History: A Dynasty to Die For* accessible in multiple languages and look forward to continuing to develop new ways to broaden our international reach."

"We are so excited to finally be able to announce this partnership. Not only is this of course more great content to our portfolio at Podster, but it is also fantastic to work with a global player like Sony Music who truly understands the value of adaptation and new formats cross markets", says CEO and co-founder of Podster, Henriette Høj Gharib.

This is History: A Dynasty to Die For is Sony Music's first podcast available in multiple languages across various territories around the world and signified the company's focus on reaching expanded global audiences in their native languages.

This is History: A Dynasty to Die For was nominated in the category 'Best History Podcast' at the Ambies 2024. When first published in 2022, *This is History: A Dynasty to Die For* went straight to the top of the History Charts in both the UK and the US. The show is still featured on the charts in multiple countries, including the UK and US, Canada, Australia, Iceland, and more.

About Podster & Sony Music Global Podcast Division

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.

We are **Sony Music Entertainment's Global Podcast Division** - where podcasters are artists. We put creators first and develop premium shows that loyal audiences keep coming back to. Based in New York, Los Angeles and London, we are a team of podcast obsessives covering creative, sales, marketing and business development teams focused only on one thing - our listeners and the shows we make for them.



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