

PRESS RELEASE

From Headphones to the Screen: ProSiebenSat.1 Now Brings Video Podcasts to Joyn

- **Joyn expands its streaming lineup with popular video podcasts—including “Der Sophie Passmann Podcast,” “SCHÖN LAUT,” “Gysi gegen Guttenberg,” and “Sisters in Crime”**
- **Seven. One Media will handle the marketing of the new video content**

Unterföhring, 30. June 2026. Podcasts have become an integral part of everyday media life and are hugely popular with listeners. Now, ProSiebenSat.1 is bringing this successful format to the screen as video and specifically expanding its Joyn streaming platform with **video podcasts** from the Seven.One Audio universe.

At launch, the offering includes a curated selection of well-known formats - including “Der Sophie Passmann Podcast,” “SCHÖN LAUT,” “Make America Good Again!”, “Gysi gegen Guttenberg” and “Sisters in Crime”. More titles will follow in the coming months - next up is the podcast “Kaffee & Kater” with Malika and Joi. Marketing is handled by ProSiebenSat.1’s marketing arm, Seven.One Media.

With their integration into Joyn, the video podcasts now have an additional, high-quality distribution platform - and are integrated into Seven.One Media’s video marketing efforts. This creates an even broader premium video inventory for advertisers.

Lennart Harendza, Chief Revenue Officer at Seven.One Media: “With video podcasts, we’re strategically expanding our curated video offering on Joyn and providing our advertisers with even greater digital reach in a high-quality CTV environment. What’s particularly exciting about the content is the close relationship between the hosts and their community: it fosters trust and makes video podcasts a particularly effective and credible advertising environment.”

This move is made possible by the close integration within the group: While Seven.One Media is responsible for monetizing the video podcasts, Seven. One Audio, as a podcast specialist, develops the content, while Joyn ProSiebenSat.1’s streaming hub provides the ideal environment for delivering it to viewers and listeners.

Alexander Krawczyk, Senior Vice President of Seven.One Audio: “With this move, we’re bringing the strengths of audio to the big screen and making content a visual experience as well. As a leading podcast marketer with a broad, exclusive marketing portfolio and our production powerhouse Studio Bummens, we have maintained close, trusting relationships with hosts and partners for years. It is precisely this closeness that is our great advantage: it enables us to now consistently bring podcasts to Joyn as well.”

Contact:

Kristina Schreiber
Senior PR Managerin / Business Communications
Seven.One Entertainment Group
Tel. +49 (0) 89 95 07 2410
E-Mail: Kristina.Schreiber@seven.one
Medienallee 7 • 85774 Unterföhring
www.seven.one